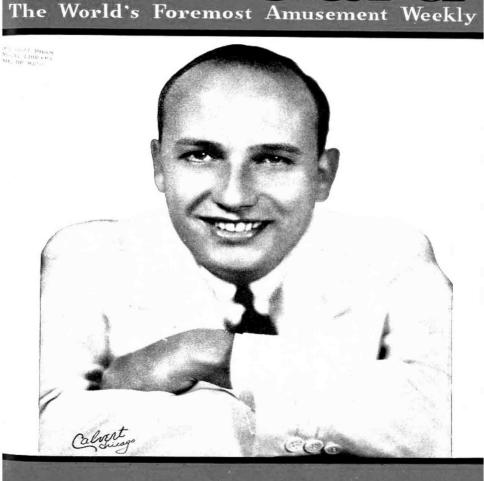
RADIO --- STAGE --- NIGHT SPOTS --- PICTURES --- OUTDOOR

FEBRUARY 5, 1938

Billboard





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For large city driving, use the closeup city maps. Large, clear . . . they guide you quickly through congested orone

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The World's Foremost Amusement Weekly

February 5. 1938

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"POSSIBILITIES" SCORING

Eddy Fan

NEW YORK, Jsn. 29.—Altho the World's Pair is still more than 15 months away, a New York music lover this week wrote President Grover this week wrote President Grover whalen to reserve a seet for her at the show or hall where Nelson Eddy util sung provided he appears at the

fair.
"If Mr. Eddy is a part of the fair,"
the note rends, "he's sure to draw
remendous crowds and I wish to insure unyself a good chair," As yet
Eddy has not been asked to sing at
Whalen's big playground.

Incident recalls the room reserva-Incident recalls the room reserva-tion received more than a year ago by the Hotel New Yorker from an elderly couple in a small Midwestern town. They had never been to New York and wanted to be sure of com-joritable accommodations when they rotted the World's Pari late in July, 1850. "Chicago's A Century of Prog-res insight us a lesson," they said.

Loew Plans Pic Display for W. F.

DISPIRAY 1078 THE SET STATE OF THE SET S

64 More Recommendations Come Thru During the Past 12 Months

Many make good in a big way—only about 175 listed this year—plenty click in films—vaude and legit take 11 apiece—one "possibility" turns agent

NEW YORK and 90—Of the more than 1,000 names suggested in The Billiborator Treashilliant box shore the department was started five years ago, 64 came thru to make good current thrustones and the started three years ago. Total number of hopefulls littled this year was about 175, considerably below the average set quantity these days. As unusually large number of these areast stellarg out in great however, unlike former year, made good in a big say. Kenny Baker, Olympe number of these when mee good in 100 may Lane. The stellar of the stellar

(See LOEW PLANS on page 32) Four A Faces Grave Crisis; Future Hinges on AFA Moves

SAG support-Four A officials take IA threat of taking performers under wing seriously-settlement Friday

performers under wing seriously—sensitive retails and rities of another professed to have embred into "continuous agreement" to offenin from spilling the beans about the Pour A's meeting Prior and retails of the association of the another professed to have embred into "continuous" agreement" to offenin from spilling the beans about the Pour A's meeting Prior and agreement to the another professed to the another profes

is admittedly indicative of the fact that the AFA has suddenly loomed up as holding perhaps the most strategic posi-tion in the Four A's, a position not only influential in the Four A's balance of power, but also significant in that its power, but also algoritions in that its future moves may determine to a large degree whether or not the Pour A's will be a possible of the pour and the pour and the state of the pour and the pour and

Bradna Breaks Knee In Cellar Hole Fall

LANSING, Mich., Jan. 29.—Fred Brad-na, after leaving the Shrine Circus building here following opening-night performance with his wife and the Davuports, fell in a five-foot cellar hole and broke his left beg above the knee. Ed Stincon summoned one of the best one specialists in Michigan to the specialists in Michigan to the specialist in Michigan to the special and th

NEW YORK Jan 29.—Settlement of tri-cornered framas between the Theat-the Commercial frame between the Theat-the League of New York Theaters and the New York Theatrical Press Agents was effected this week, the agreement was effected this week, the agreement dispute be settled by NYTPA men, who are to join the TMAT as separate chapter with power to determine their (See B. O. MEN on page 24)

These Wires Clarify This And That About Gumpertz

Cincinnati, O., January 29, 1938.

S. W. OUMPERTZ,

Sarasota, Fin.
What's this I hear about your putting out either John Robinson of
Ruffalo Bill Show? If anything to
it please wire details immediately. If not would appreciate knowing future plune, as lots of rumors about your becoming active in ammements again. AL HARTMANN.

AL MARTMANN,
The Billboard, Cincinnati, O.
No truth to any of remarks mentioned in your telegram. Reat assured will notify you first if telange plans, which are to rest for a year.
Kindest regards.
S. W. GUMPEETZ.

Rosenthals Buy

NEW YORK, Jan. 32.—Three carloads of ontypment, consisting of flagpoles and lighting fixtures, were purchased for the property of the fixed part of the fixed part of the fixed that the fixed part of the fixed that the fixed part of the fixed part

Expo Equipment

Included in the material bought were various 75-foot flagpoles, telescope lighting fixtures, marine fixtures, etc. Al McKee, crew manager of Pallaudes, accompanied Jack Rosenthal to Cleveland and is at present still at the lake city loading the purchased material

Whitehead turns down chorus jurisdiction calling for Sonja Henie's Ice Revue Turns Thousands Away at N. Y. Garden

NEW YORK, Jan. 29 .- The Hollywo NAW YORK, Jah. 29.—The Hollywood. for Bevue, starring the world-famed skater Sonja Henle, this afternoon closed one of the most remarkable engagements ever housed in historic Madison Square Garden here. Completely selling out before the five-day engagement opened,

an extra performance played to another capacity house today, and the Oarden and ice Promotions, Inc., producer of the show, is negotiating with Miss Henie for still another show on Monday

hight.
Nearly 100,000 people paid approximately \$250,000 to see the 10-time world champion perform. Garden officials reported that during the week an estimated \$5,000 prospective customers were turned away from the box offices and \$400 and \$400 are to the seed of \$400 a 26,000 telephone calls have come into the Garden for information and reservations. Miss Henle is reported to be re-(See SONJA HENIE'S on page 27)

In This Issue ROUTES:

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North Not Ready To Say Who Succeeds Hathaway

manney AI G. Barnes-Selis-Proto Circus, for the Hathaway post and that Ralph Clawson would take the Barnes mannage-ment. Another was that Glawson would be with the "Big Show" as Smith's as-sistant said that J. B. Austin would be moved up from general agent to manager of Barnes Circus.

HUB LEGIT'S 760 GRAND

Season Staggers at Holidays. But Totals Still Look Sugary

16 weeks account for three-quarters of a million season started plenty strong-Hayes rings up \$113,600 four weeks, all-time house record for scale

STON, Jan. 29.—Sixteen weeks of the 1027-38 Hub legit senson are history, but the Shuberts and the Colonial Theater management have piled away a neat approximate sum of 870-06. Heated entituation which greeked the senson last approximate sum of 870-06. Heated entituation which greeked the senson last approximate was in the air. The press sided with editorials. But the let-down came point to the Christians holidays and kept the slump during New Year's. Undoubtive condition had the Shuberts something about the boom days of September, Portland Ushers Negotiate

Online Alexander's Jonah musical. Right-

PORTLAND, Ore., Jan. 29.—Negotiations between local theater managements and representatives of Theater Service and representatives of Theater Service union ability to get all Portlands unions ability to get all Portlands suburban houses to enter the picture. The small houses are holding out in an International Conference of the Portland of the Service of the Portland of the Portl

October, November.

Alica Alexander's Jonah musical, Right
This Wey, opened December 18 and
scrammed out of town Christmas Day,
taking the pairty sum of \$5,000. Cornelia
Olis Bitinner picked up the new year
with a week's stand at the Colonial
Theater (3-8) and boistered it with a nice
\$10,000. She was lauded for her see work
with Edna His Wife.

\$10,000. She was hudded for her see werk
Charlotte Greenwood opened Christmas
night and stayed three weeks, sithe
hopefully scheduled for three that long,
her three three three three three three
her Leaving on Letty; second week the
take dropped \$8,000, sithe it was considered olsel; third and final frame.

The Abbey Flayers, always favorities
that the three three three three three
three to the number of shows of assorted
types in town did satisfactory yet spotty
but the total three three three
for the company's repertoire was The
for-Off Hills, which pursed sround
\$8,000 for the week. June and Psycech,
and the Sters and a couple more broke
up the second and third stamms and
week and a low \$6,100 for third and
think week.

week and a low \$4,100 for third and final week.

Constance Cummings' new play, If I Were You, did miserably in a solo week at the Wilbur, beginning January 17. Press wrote reviews that were loud in their panning. Lucky if the week got \$3,000.

Season's Heavy Start

Season's Heavy Start
Henry Fonds had opened the season at the Shubert with \$Bon, 7e Winds and \$790. Cant's Take In With You opened concurrently and stayed a nice 15 weeks at the Plymouth, grabbing in weekly \$11,500, \$10,000, \$13,000, \$12,000, \$10

more and the succession and De-form Service preemed the new Shu-bert Copiley Theater in the Back Bay on October 4 and stayed eight weeks with \$5,000, 85,000 and \$8,000. Low takes, de-spile a good road company, were blamed on the Mary Young Copiley Theater and place for Pederal Theater productions. The Shuberts took it over after a stark spile of the Mary Toung Copiley Theater and place for Pederal Theater productions. (See HUB LEGITS on page 26)

AFA Signs L. A. Spots

LOS ANORLES, Jan. 29,-Rapid strides LOS ANOSILES, Jan. 29—Rapid strides are being made in the Los Angeles ter-ritory, according to American Federation of Actors officials here. Three closed-shop agreements have been signed by big niteries, Seven Seas, swank Hollywood, spot, being the first to come into the

fold.

AFA figures to get leverage in signing up small places by the actions of the Los Angeles Food and Beverage Council.

Council covers cultnary help, bertenders, drivers, produce men. One object of council is for more co-operation between

When approached regarding a miniwhen approxime regarding a mini-mum wage for eafe entertainers AFA officials refused to comment, saying the first step was to sign up apots. Wage confabs would come later.

After 15 Weeks

NEW YORK, Jan. 29 —WPA officials in Washington will not authorize the release of cost production figures on a continuous NEW YORK, Jan. 29.-WPA officials

American Theater Council

NEW YORK, Jan. 29.—The American Theater Council held its account series of auditions at the Guild Theater Monday producers, managers, casting agents, casting disectors, actors and assorted bangers-on. The bunch of kids displaying their ware this week is known as the Casting Directors' Group or, more collegitable, the Young Ripertule. 24 (See AMERICAN THEATER on page 24)

important numbers under his regime.

Holds Second Auditions

with cast playing the roles of tourists with cast playing the roles of tourists seeing Europe. Only amusing scenes are a Tyrolean setting with group of north dancers and a gypsy setting with Auton Dolin on in a splendid classic dance colo Andre Randall also scores with anusing take-offs of Eden. Blum, Hitler and Stalle.

Marita Belita okeh in songs and dance numbers. George Milton has lending role, but is given weak material. Devs Dassy ngs pleasingly.
Only specialty is the nut comedy of the (See ICE REVUE on page 41)

Americans Score in

London Ice Ballet

Ice Revue Gets

Cold Paris Reception

PARIS, Jan. 22.—Pirst elaborate ice spectacle to be presented on Paris stage is getting scanty houses and rather cool reception, which may be partly due to usual post-holiday luli in amusoment.

fields. Mitty Goldin has secured the services of well-known celebs for his production of well-known celebs for his production of well-known celebs for his production of well-known celebrates an animate his publicity splunge for a tourist spency and lacks purch and pep. Coult Verneull and Lacks publicity splunge for a tourist spency and lacks purch and pep. Coult verneull and lacks the blame for some of the near-new mouth blame for some of the near-new mouth of the country of the production of

First half is frank travel propagands

LONDON, Jan, 22.—One of the best of the many ice musicals now playing in England is undoubtedly Too Armolds speciastically Sisting Francisco, and the second of the second

American talent carries off most of the honors, with Evelyn Chandler, an easy-to-look-at girl, registering equally well with sterling and breath-taking acrobatic feats on skates and with her session of fast acro-dancing in the cabaret setting. Leonard Barr and Virginia Estes, American comedy dance due, are dynamite in the cabaret scene and tie the show into knots with their (See AMERICANS SCORE on page 41)

State Project Scores Smash With Splendid Repertory Job

NEW YORK, Jan. 29.— New York State's Federal Theater repertory com-pany under the direction of Charles Hop-kins moved into the Maxine Elliott this pany under the direction of Charles Hopkins moved into the Maxine Elliott this week as "guest" of the city's PTP, with a bery of good plays and a fair setting bery of good plays and a fair setting the dailies attended the event. Fact of the matter its. however, that Hopkins has put together some of the best productions presented by the PTP to date—very inexpensively. Company for some time has been operating at Rodlyn, Li, where the adburdsnates have been regaled at Hopkins' Theater of the Pour

Repertory opened Tuesday with

Eugene O'Nein's Dig'rent and on Mac-ceeding days gave Shaw's Pigmailon, Clyde Fitch's Captain Jinks of the Horse Marines, Ernat Toller's No More Peace and Shakuspeare's Corlolanus. By the time the third piece had been done the value of the company was definitely established.

Diffrent, clumsy as to construction in that it has only two acts and two scenes, brought out capable performs exceed to the construction of the co

GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

3HOWMEN INTERSTED IN SPECIFIC "POSIBILITIES" MAY ADDRESS THE NEW YORK OFFICE OF THE BILLBOARD, 1964 BROADWAY.

For LEGIT DRAMATIC

ALAN FISHBURN—young director who graduated from Yale about a year ago. Directed three of the scenes in the second saddlein Canada and the second research of the ALAN FISHBURN-young director most of the experienced directors now

MUSICAL

HENRY EVANS — personable tenor caught recently at a week-end show at the New Brunswick Hotel, Lake-wood, N. J. Appearance and polse are much to his credit, and he would be the accellent. be an excellent heart interest for either musicals or films. Diction and manner polished, and he can shuttle between the extremes of swing and opera with ease and aptitude.

For FILMS

HUOH MARLOWE — young legit player who appeared in the second series of auditions run by the American Theater Council. Did two scenes of widely different types and scores heavily in both. Good-looking, in-telligent and a fine sctor. A swell bet for films.

TED WEEMS

(This Week's Cover Subject)

TED WEEMS, versatile batonist, was born In Pittsburgh. Moving to Philadelpola. Weems played first frombone in the West Philadelpola high-school orchestra. While attending University of Pennsylvania engineering school he worked summer engagements with different orchestras and by the time has the stained his engineering degree he had decoled raised his engineering degree he had decoled to make a career of music

to make a career of mould.

His first hand, erganized 14 years ago, first gained recognition at the Cafe (Algion, Philadelphia, and it was here that recording the state of the care of th silk. Last programs were two years on Vando of Vienna and a year and a half with fibber McGee and Molly for Johnson's Wax.

Currently Weems is playing the Earle Thea-ter, Washington, part of a six weeks' tour, in-cluding bookings at Detroit, Indianapels-Pittsburgh, Philadelphia and Boston. He is set to return March 4 to the Trianon Ballroom Chicago.

Weens' hobbies are amateur moving pic-tures and old autos. He wrote, directed and produced four six-realers and he bought a 1905 Reo two years ago.

GENERAL NEWS



By CEORGE SPELVIN

By CECRCE SPELVIN

The ax has been sawing at The Mirror, the Times and The Herald-Tribune, with the blane fixed on the present unpleasant "recession"—which, of course, is not to be confused to any user deficient preserved, at least the same and the second of the same and the second of the same and the s

The dFA got a call this week from an organization that sunted to buy a section. The outfit explained that it had booked them an agent jor goors, paper, has \$150 for the six acts—but it had been shocked to discover, thus overheaving performer stalk, that the agent paid the acts \$5.50 and \$5 agreed and pocketed

THE ALBUM: Albert Nusch is a guy of whom Broadway has never heard, and of shoom it probably never will—except for this item, which he rates. He's a little school, about fore feet two or times, and he runs a dimer in Kalonaia, N. Y.—and, shoot youngsters, particularly boys, and wherever a little fellow comes into the dider his whole day is happy. To show this appreciation Little Nunch gives each her an incorrect an end of the summer and a cup cake in the winter. To his knowledge no malignat have crashed his impromptio breading yet.

Setting some sort of precedent is the suit filed by Dan Cristofano, owner of the former Little Old New York night spot which folded recently, against Joe Bewed, Cristofano is asking \$500 for breach of contract and \$2,500 because Howard alignedly "inspired" the AFA to picket the club. Howard had filed a claim for \$27 with the AFA against the club—and the AFA picketed when it couldn't collect.

unt the AFA against the club—and the AFA shelsted when it couldn't collect. OUR OWN MAIL DEST. Why trade paper reporters go nuts—One of Mr. Spivins stooges, who had tried for months to explain to an embryonic lady fortune that the Billboom is absolutely and positively not in the business of booking acc. recently seceived the following note from her (names being defect of booking acc. recently seceived the following note from her (names being defect of booking acc. recently seceived the following note from her (names being defect of booking acc. recently seceived the following note and intertainer as a palm macer or tea reader or an analyzing hand writing or answering question's or device of the second second that the second second control of the second se

Jiek Stennon's new pregent on WMCA, celled "Pet Petves," has the citizenry coming to 1nd quawking about anything that burn' tem—so how about a rax, but good and loud, the substitution who operate the backs to that standing is petilons, with the cuttomers that the common standard with the cuttomers are substituted by the cuttomers and the cuttomers are substituted by the cuttomers are substituted by the cuttomers accuse the theater of featuring an earliest term of entertainment, and the cuttomers accuse the theater of featuring an earliest form of entertainment, which is the cuttomers accuse the theater of featuring an earliest form of entertainment, which is the common substitute of the cuttomers accuse the theater of featuring an earliest form of entertainment, which is the common substitution of entertainment. He can be common to the common substitution of entertainment of entertainment. He can be common to the common substitution of entertainment of entertainment of entertainment of entertainment. He can write the common substitution of entertainment of ente

Speaking of the Theatrical Managers, Agents and Treasurers and their ourrent including the same a couple of purgeographs back, one of the trickiest union devolution which is years is the unprecedented increase in strength shown by the group, by all attributed to the WPA Federal Theater, whose shows created a field of "Spilopment for the TMAT men and lifted the union out of the diddrawn."

TO KEEP THE RECORDS STRAUDIT. M: Spelvin bloself missed up when saling recently about the possible count of of the strain of the

Recording Artists Support Fight Against Canned Music

Claim companies violate anti-trust law in preventing performer to license his recordings - Seattle music strike brings issue to head

HOLLYWOOD, Jan. 29 .- First round in the suit of the American Society of OLLYWOOD, Jan. 29.—First round in the suit of the American Sectory of Becoming Artists wa, the Blat Company, coin smelline operators of Seattle, was been supported by the Company, coin smelline operators of Seattle, was bere, when Pederal Judge Bowen desided the defendants motion to disministrations but was instituted against Hant by ASRA as site outgrowth of the APA strike in Seattle. Some 60 tavern owners in Seattle returned to meet the union terms, employing coth-operated photographs to replace live takent. In so doing they put timon intustrians in posting they but they became, thru the medium of their recorded talents, strike breakers in viola-tion of the terms of their membership in AFM. American Actors' Co.

Does 'Trojan Woman'

NEW YORS, Jan. 29.—With its cur-nerformance of Edith Hamilton's women at the NEW YORK, Jan. 29.—With its cur-rent performance of Edith Hamiltonia version of The Trojon Women at the Actors' Company declares teed a per-minent group. Frogram blurb says the members switzed a year on Trojon members worked a year on Trojon the walling and moaning down pat. One-sernia, an interment camp on a cliff, seems and the transport campon a cliff general is swere as o lighting and

costumes. Hamilton version of Womers seems well adapted for staging, altho the east burdens the lines with en exessively tonse dense the lines with en exessively tonse with the seems of the seems of the lines with the lines of the lines with the lines of the seems of the lines with the lines with the lines of the seems of the lines with the lines with fair stuceas, altho for its opening. The lines with the lines with the lines with line

to last two weeks and is directed by Mary Hunter.
Roles of Heeuba, Cassandra, An-dromache, Menelaus and Helen are taken, respectively, by Mildred Dunnock, Perry Wilson, Prances Anderson, Russell Thorson and Virginia Palmer. Pounding memberships in the group are obtainable for \$100, and associate memberships for \$10. Paul Ackerman.

"Rats" Tops KC Legit; More Shows Next Year

KANSAS CITY, Mc., Jan. 29. - One KANNAS CITY, Mo., Jan. 29.—One matine and two night performances of Brother Ret in Music Hall of Municipal Auditorium grossed a very good 85,100 here last week. James H. Nixon, treasurer, announced today. It was a combination of excellent weather and mass attendance of satuents and alumni of attendance of students and alumni of Kemper Military and Wentworth colleges in near-by towns, in addition to alumni of Virginia Military Institute, which boosted the box office. Brother Ret outdrew two other recent

Brother Ref outdrew two other recent legit attractions, Tonight at 8:30 bring-ing 84.100 across counter for seven shows and Yes, My Darling Busphter netting a woefully weak \$1,600 for three showings,

both in December.
You Can't Take It With You opened in Music Hall last night and will continus three days. Ducat sale for it and the Helen Hayes appearance in Victoria Regina, slated for five shows beginning March 23, reported to be excellent by

This season has brought Kansas City its most attractive legitumate program in city's listory and the public's acceptance has been good. Of the half obsers mayor attractions already seen sisate press areas from critics. Nixon, a former Shubert man here, already has amnounced his intention to make next year's season even more attractive with the importation of every available traveling legit unit for showings in city's \$5,000,000 building. This season has brought Kansas City

in AFM. As a result of this situation ASRA was contacted and its aid onlisted by the president of the Seattle AFM. ASRA filled suit in Federal Court in Seattle asking injunction. RCA Manufacturing Company, Inc., supported the defendants, claiming that supported the defendants, claiming that (See RECORDING ARTISTS on page 37) Pay for President's Benefit on Coast

SAN FRANCISCO, Jan. 20.—Matter of payment for actors for appearances ab the President's Ball tonight at the Civic Auditorium was straightened out following a conference held in the office of Mayor Rossi. Ensas Kane, chairman of the citizens' committee and representative of the mayor, said that the committee and civic officials were not awars mittee and civic officials were not awars. milites and civic officials were not awars of the rules and regulations governing the appearances of AFA members at public functions. He informed Al Smith local representative of the AFA, that 10 nots would be hired and that exchange the second of the second se

supergrantly Smith communicated with the Hollywood Screen Actors Guild, informing the organization that movie members slated to appear as guest ofterlainers would be requested to pay the AFA local \$7, in conformance with an agreement between the two granizations.

John B. Hughes, president of the AFRA local, agreed to co-operate with the AFA in prohibiting its members from appear-ing gratis at the affair.

Wash. Wants Long Runs

WASHINGTON, Jan. 29,-WJSV, thru WASHINOTON, Jan. 29.—WISY. thru its weekly bockstage broadcast from the dressing rooms of the National Theater, is managing to create a popular Thruit for the Segitimate theater's woes. Each week local listeners mail their answers for the current question in the hope of winning diseats to the National. Last week Dolly Baughter, programs emise, asked if National would do before. ter to give current hits a two-week run at popular prices. Response came from the fashicasble northwest section of city and registered a unanimous vote for ager runs at lower prices.

-DAY OR NICHT

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We Serve with Promptness and Accuracy, THE TOLEDO TICKET CO., Toledo, O., U. S. A.



AFM SETS DISC LICENSE

New Forms Must Be Signed by Feb. 25; Strict Terms Are Set

NEW YORK, Jan. 20.—Long delayed action by the American Federation of octomerican frederition of octomerican frederition of octomerican frederition of the AFM board in Ministry is about set. Meeting in Ministry in American frederition from Corling to Jause C, Petillo, be licensed ording to Jause C. servers on a tentative neeraing from which such manufacturers are to sign on or before February 25. Highlights of the conditions of the license will be found elsewhere on this page. While the license form as herewith reported is in tentative form, it is considered un-likely that any basic changes will be

The AFM license of disc producers, however, is far more important than a mere permit. Thru the centrel of its members and their product, and in turn members and their product, and in turn control over employers using musicians for recordings, the AFM is now able to force into line not only radio stations, network affiliated and independent, but practically any place of amizement. The network affiliated and independent, but practically any place of answement. The AFM license terms recordings any type of mechanical reproduction of music. Thus, the Federation might, if so de-sired, set out to restore live music to theaters. However, the attitude of the minon, according to excep, he had so do minon, according to excep, he had so do inswitable, but to insure musician em-ulcoment. ployment

The radio industry has long wondered how the musicians' union planned to enforce its recent dictum that radio employ more live nuscians. Networks and their affiliates have already come to but the indies have not ever, thru its disc license form, the AFM now practically forces the indies to come to terms, since record manufacturers will not be permitted to sell their product to any radio station considered unfair. Re-fusal to talk with the AFM and employ musicians, obviously, would be consid-ered unfair by the union.

License form which the manufacturers have to sign is a strict one, clearly setting forth the conditions governing production of records.

Notice from Joseph Weber, AFM head, to locals went out this week, the locals now to notify the manufacturers. AFM estimates there are about 78 of the

When the AFM set out to get further were the AFM set out to got further radio employment the disc companies were the first ones called, but were later set back so the Pederation could tackle the larger radio station field. Recorders

Complete Studio in a Day: KGW News Strike Precaution

PORTLAND, Ore., Jan. 29.—A complete and functioning radio station was put in order within 24 hours here recently then The Oregonies's KOW established porary studies in a near-by building recaution against possible closure ar studios due to the printers' which stopped daily newspaper

antion in the city for four days Station management set up the studies so that union radio men would not be obliged to pass thru a typographical picket line should that union place picket about the Oregonian Building in which the regular studios are located.

which the regular studies are socated.

The temporary studies were not used, however, since the newspapers did not attempt to publish during the strike. The station abandoned its quarters January 21, when normal newspaper production was resumed.

Hollingbery Sets List

NEW YORK, Jan. 29.—Stations to be represented by George P. Hollimpbery, include Germerly of Cring & Hollimpbery, include Germerly of Cring & Hollimpbery, include WOKO, Albany; WORC, Worcester; WOKO, Albany; WORC, Worcester; WHJ, Detroit; WHIO, Dayton; WERN, Lawrence, Kan.; WADC, Akron; KSCJ, Słoux City, WOCL, Columbua; WAAP, Chicago, WIOD, Mismil; WHIO, Greenabero; KYDM, Le Phao, and W.D.K., Jockson; World, W.D.K., Jockson; W.D.K., W.D.K on City, Mi

CHICAGO, Jan. 22.—Local recording and transcription companies will, according to James C. Petrillo, be licensed by February 25. This lifts the ban put on the disc makers here by Petrillo has March. Ban caused an exodus of nearly all recording, and altho the new AFM sil recording, and autho the new Acan rullings controlling waxing nationally are considerably more modified than Petrillo's, the local musiker head says his objective was accompitated and worth the monetary scriftle to his own musicians for the past II months.

Heavy Goods' Use Of Radio Goes Up

NEW YORK an. 20—Good will be everybody relocated and general public attles, is the reason for several network programs. It's not always the only reason, but manufacturers the general public find a radio program atts them generally. Such sponsors cancerases to their program, but view the shows as long-range propositions to detect them of extend of many factors and the state of the shows as long-range propositions to detect them of extend of many set it a couple of them of extend of many set in a couple of them of extend of many set in couple of them of extend o of tons of stuff

of tens of stuff.

Shows vary in content, but one of
the chief differences is in the comstance of the chief comtime of the chief comtime of the chief chief chief
the chief chief chief piece,
but there's generally an attempt to sell
the riendiffuses of the industry, even to
While such sponsors den't expect many
phone cells ordering goods, they often
While such sponsors den't expect many
phone cells ordering goods, they often
title and the chief chief
the chief
th oxecutives of air conditioning, seen noise or kitchen equipment firms to appear on the program for a brief chat. This, of course, serves a double purpose. Develops good will on the part of other executives by giving them a change to plug their products and hear themselves talk and, theoretically, educate the fans.

Chicago Musicians Get Pay Boost

CHICAGO, Jan. 29. — Local inde-pendent radio stations were forced into upping their misic budgets this into upping their misic budgets this music chief, called in representatives from WLS, WCFL WJJD, WHFC, WAAF, WEDC, WGES, WSBC and WCBD and informed them that be-ginning Tuesday all starf musicians over man, receiving seven days' pay ber man, receiving seven days' pay per man, receiving seven days' pay for five days' work.

News Service Formed ByVCA Stockholders

CHICAGO, Jan. 29.-William P. Arnold, head of a local accountant and b head of a local accountant and business management firm, and Ray Launder, former sales director for the now defunct Van Cronklité Associates, gress control to the control to the control to the control to the company bere to be known as TransAir. Inc., of which Arnold and Launder are president and vice-prez, respectively. New outiff will conduct a feature news bureau for servicing radio stations and a commercial transcription department.

Arnold and Launder were heavy stock-Arnold and Launder were beavy stock-holders in the egg-laying VCA, which John Van Cronkhite left behind to Join Hearst Radio, Inc., in New York, Alito no creditors' suits have been filed, it is reported that the folding of VCA left plenty of bill-holders in its wake. No atteint at reorganization has been made. According to Launder, a large plant of the plant of the plant of the con-traction of the plant of the con-traction of the contraction of the contraction of the con-traction of the contraction of the contraction of the con-traction of the contraction of the contraction of the con-traction of the contraction of the contraction of the con-traction of the contraction of the contraction of the contraction of the contraction of the con-traction of the contraction of the contract by TransAir, Inc.

Horlick Cancels Lum 'n' Abner

CHICAGO, Jan. 29.—Horlick's Maited Milk Corporation canceled its sir stint with Lum 'n' Abner (Chester Lauck and Norris Goff) after four years on the sir.

No reason was given by Horlick or the agency, Lord & Thomas, except that a change of policy in the company's ad budget necessitated the move.

Last airing of the two mountaineers will be February 25. Agency is expected to have a new sponsor for the team by to have a new sponsor for the team by that time, but nothing definite was an-nounced.

Pitts Music Cost Up 45 G

PITTSBURGH, Jan. 29.—Radio Sta-tions here will spend about \$100,000 for sustaining bands this year, an increase of almost \$45,000 over 1837, compliation of pay rolls for existing and contem-plated music outfits revealed this week

collect musts outsits evented this week. Under terms of AFM LOSS 60 peet with stations, local indic WAS, CBS outlet, hired a 10-piece orchestra under Luke Elley as muste director, at annual had no house orchestra. Also slated to install a new band is Post-Gazettowned WWSW, which occasionally takes over the control WWSW, which occasionally takes arrively local. Hold-up at station, say Manager Prank Smith, is due to other low-watter KQV, or WLW line, owned by same folia se operated WAJS, without part of the low-watter KQV, or WLW line, owned by same folia se operated WAJS, without part of the low-watter KQV, or WLW line, owned by same folia se operated WAJS, without part of the low watter KQV.

separate from GRS stations.

WWSW had hired Ken Martin's firsplece ork, at yearly cost of about \$85.00 minimum, but temporarily shunted them off pay roll, with APM Local 60% okc. when Smith tearned KGV had not yet when Smith tearned KGV had not yet when single tearned with the state of the meeded.

Westinghouse-owned KDKA, operated by NBC as filte network outlet, has big-gest orchestra. Formerly using 14 mm regularly, new music set-up under Maurice Spitalny will add minimum of four more musicans. Annual music pay roll will approximate \$46,000, asys Minager Al Nelson.

All stations claim figures are flexible, due to necessities of certain programs and possible new business, which may further increase instrumentalists' pay envelopes.

Anticipated result of compulsory high-er output for union musicians is drive for new local programs by all stations, and in case of KDKA, a push for network commercials.

commercials.

DETROIT, Jnn. 29.—Contracts have been signed with all local radio statices providing for closed shop, better working conditions and increased ways. Detroit Pederation of Musicalans, reported this week. About 100 men are to be employed under these contractals in the application of the contractal in the provided state of the contractal in the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs, which was doubted being at door the contractal programs.

Standard scale is now see for 15 hours in six days.

Modifications to affect the three smaller stations—WJBR, WMBC and WEXL—are now being negotiated, ac-cording to Albert Luconi, president of

Brooklyn Eagle on WMCA

NEW YORK, Jan. 29.—The Brooklys Daily Engle this week signed for a outer program will feature a context of the program will feature a context with cash awards, with reading the paper a requirement. Account was placed thru Engle recently settled a Newspaper Guild strike, and the program is considered a step to regain lost good will circulation and possible advertising.

Darrell Martin's Stint

PITTSBURGH. Jan. 29.—Darrell Mar-tin. Post-Garetic radio editor who by claim to being America's first air colum-nist, returned to broadcasting this week-with gossip over WWSW under title of "Martinottes."

AFM Disc License Highlights

License is dependent upon licensee's full performance of conditions set forth. Licensee is to employ only union musicians, members in good standing

of the AFM

of the AFM.

Licensee is not to sell, lease or grant twe of phonograph or c. t. recordings to any radio station, cafe, hotel or other place of smissement which the Licensee will active AFM or each recording made and spectific purpose for which it may be used; will have each recording and copy show these purposes on the free and notice tunnelses to be filled with AFM.

Licensee will furnish catalog of all existing recordings owned or consider to the state of the consideration of the consi

music.

Licensee will not make recordings from library records,
Licensee will not release recordings without clearance first from AFM,
Licensee will not release recordings without clearance first from AFM,
AFM members will not perform for any licensee who at any time dubs

APM members will not perform for any incensee and at any time dues records or re-records transcriptions or recordings. Such permission may be granted to licensees on special application, with AFM decision to be final. AFM members will not play for production of records for any place deemed unfair by the AFM. Same to apply to apomnors considered unfair hy the AFM is such that the production of the producti

AFM members will not play for any licensee or other person or time noe-meeting license conditions.

Musicians shall not be requested to assign any future rights in masker recordings and no contract shall so be construed.

Musicians shall not be requested to assign any future rights in masker recordings and no contract shall so be construed.

Treads to the contract shall so be construed.

The contract shall shall be construed to the contract shall shall be contracted and claims. Present and future rules of AFM to govern license, contracts and claims. Present and future rules of AFM to govern license.

Nag News Giving Stations Headache

NEW YORK, Jan. 29.—Hoss racing re-sults are one of radio's major news wor-ries. It's a headache to stations as either ries. It's a headache to stations as either a austaining or paying proposition from several angles. There's a slight possibility of blue-more trouble. This could, of course, cause plenty of embarrassment. But there are other more immeate headsches connected with the race

grack power.

Spece racing news is somewhat difficult to secure, compared with securing
cut so secure, compared with securing
prob as baseball mad aprical events. A
virtual monopoly of horse news is vested
in the Nationwide News Service, Inc.,
the Nationwide News Service, Inc.,
the Nationwide, an Annenberg
cuttit, controls Tele-Flash and also
wholesales news to the regular newspapers
wire services. Other sources which suptire services. Other sources which sup-

ply moing news often bootleg it. Nationwide reports that it makes "oc-casional special deals" with radio sta-tions by selling them racing news, but is inclined to go coy about such deals when speaking for publication. Stations when speaking for pulsication, Stations sometimes make special deals with their regular news services for the racing news. Station peeves, it has been learned, however, have occurred when one station seeking to purchase racing results from Nationwide was infood that results from Nationwide was infood that the weekly price tag was 200. An equal-by important bitch was that the news instead after the race. This rulling is imposed, it is understood, to "protect other customers." Stations, however, figure that should possible competitors would be possible. subscribe to a b

Such bootlegging has occurred, it is unferstood, thru various methods, some almost devious, used to secure the for-bidden news. Scratch or tip sheets often bidden news. Scratch or the sheets often supply tast-minute results to subscribers. Cost of the sheets and phone calls would, it is said, be neighbled. In such could, it is said, be neighbled. In such cast of the sheet of the

J. A. Kennedy Named Asst. FCC Counsel

ASSI, F.C. COMISCI
WASHINOTON, Jan. 20. — James A.

Kennedy, former World War aviator, has
been appointed assistant general counsels
been appointed assistant general counsels
for the property of the control of the co

Howard Barnes With MCA

NEW YORK, Jan. 29,-Howard Barnes. NEW YORK, Jan. 29.—Howard Barnies, announcer and producer at WOR, has handed in his notice. He will join the landed in his notice. He will join the New York staff of Music Corporation of America as a radio producer, working the producer he bew Lucky Strike Kay Kyer show from Chicago, among others.

"Sleuth" Turner

CHICAGO, Jan. 29.—Univer Turner, Tollo acribe on The Chicago Herald act Enminter, had everybody in rathe discussion edge and plenty curious and of his daily column that he would come out the next day with the year's most sensational radio should be a supported by the company of the compan eral radio laws.

Cloudy, With Plugs

WASHINGTON, Jan. 29.—Weather Bureau reports that 435 radio stations now broadcast weather reports. Of those 435 outlets 25 have installed culkes in weather bureau offices in order to make broadcasts direct from the official source.

Disc Suit Against Warners This Week

HOLLYWOOD, Jan. 29.—Stut to re-strain Warner Brothers from using re-cordings of American Society of Record-cordings of American Society of Record-ratio outlet, KFWB, will be heard this week in Superior Court. RCA filed suit with the plaintiff and RCA filed

KPWB Ironically. Ironically, Al Johon, president of ASRA, signed the complaint against Warners when he was No. 1 star of their

Ed Padula's Tele Job

PHILADELPHIA, Jan. 29.—Edward V. Padula, 21-year-old brother of the Arcadia's Art Padula, has been appointed production manager of the television department of the National Broadcasting mpany. The younger Padula is a stu-nt at the Baker School of Dramatics, le University. He takes over his new dent at the Baker i Yale University. He Guttes immediately.

MBS' Educash Record

NEW YORK, Jan. 29. - Educational and serious musical programs constitute 22.3 per cent of the Mutual Broadcasting System's programs. Eleven stations in the web feed a total of 102% hours to the network each week. Of this total 22%, or 22.3 per cent, are of the high-brow variety.

DETROIT, Jan. 29,—Frank V. Martin, president of Martin, Inc., Incal advertis-ing agency, has announced the agency's sug signey, mas announced the agency's name has been changed from Martin, Inc., to Martin, Frank & Atherton, Inc. Newly elected officers are Prank V. Martin, president and tressurer; Frank W. Atherton, vice-president, and E. G. Frank, secretary.

Three Dailies Battle Over 1570 KC Niche; Trenton Times in Lead

WASHINGTON, Jan. 29.—Three daily newspapers, each with opposing applications, reargued cheir case before the full Communications Commission this week in order to take issue with Exwest to the commission of the communication of the communication of the communication of the communication of the Trenton (N. J.) Times. Arthur W. Schaffeld, appearing for the Mid-Atlantic Corporation of Washington, D. C. owned by Eugene Meyer, publisher than the communication of the communication that it should not be consistent of the communication that it should not be consistent to the communication that it should not be consistent to the communication that it should not be consistent to the communication that it should not be consistent to the communication that it should not be consistent to the communication that it should not be consistent to the communication that it should not be consistent to the communication that it should not be consistent to the communication that it is should not be consistent to the communication that it is should not be consistent to the communication that it is not be mission that it should grant the Wash-ington application because the four exington application because the four exda were merely outlets for network roadcasts. He intimated WJSV, WRC.

AGRAP To Decide Union Affiliation

Union Allillation
NEW YORK, Jan. 20—Members of
American Guild of Radio Announces and
Producers are to decide whether to afalliste with an APL or CIO union or to
consider the control of the control of the
control of the control of the control of the
control of the control of the control
american Federation of Radio APL
AGRAP has not held up campaign acangenized several stations. Union reports
that it has gained a contract for NBTcall of the control of the control
and control of the control
and the the control the inde station and the union covering announcers, but it does not include productioneers. Roy Langham, AGRAP ease, declared that production men at WAGCA receive \$20 weekly and that the union will seek to up this seak. Union is also after WARDWa staff and a decision as expected from the National Labor Relations Board governing jurisdiction of the station. AGRAP has been organizing staff men of WEEL Boston, and nego-tiations are expected to begin next week.

pipes for outside programs, while the proposed station would primarily give

pervice. At the time of commission hearings in three applications in January, 1935, Washington station had staff musiho Washington station had staff musi-cians, according to Schorfeld, and only 3 per cent of their time was devoted to local live talent. He contended that this percentage was the lowest for any city of comparable size in the entire nation. Meyer's station would be an aid to be a superior of the station would be an aid to be a superior of the station would have a likely of the station would be a superior of the would have full-time granted the station would have full-time former. would have a run-time orchestra, Schar-feld cited Washington's phenomenal growth and added that the frequency applied for, 1570 kc., would permit further experimentation in high-fidelity hypotentials.

You can use our station." Scharfeld told the commission, "at any time de stred."

In opposing the application by The Milrounke Journal, Scharfeld told the commissioners that The Journal already has one station, WTMJ, in operation, while The Port didn't have any. Ex-aminer Walker had savored The Trenton

Times application.

The Trenton Times contended that thru its experimentation with synchro-

The Frence mires contenees can be continued to the first the continue to the first the f

Combo Quiz-Bingo On WWSW, Pittsb'gh PITTSBURGH, Jan. 29.—Here's another PITTERUNGH, Jan. 29—iseres anosase; air game to add to the growing list of screwy radio contests. It's "Quizzo," brain-child of WWSW announcer Ray Schneider, who will handle quarter hour

Commercial Film on Upgrade; Not Seen as Competition Yet, Tho

NEW YORK, Jan. 20—Stapid rise of commercial lims as an important medium for industrial advertising is getting segencies, five of which she already set up film departments during the last year. Others are making surveys of the field content of the second section of the second section of the second section of the section of the condo broadcasting, the extent of the condo broadcasting, the extent of the property of the section of the second section of the section of the second section of the section

one-fifth that many regarded as stabled With afteretising agencies mow engaged with a few control of the control of the control of Radio Artists, it is likely that they will also have to come to terms shortly with Screen Actors' Guild, AFL commercial actors as soon as possible, Likely that the organization will be set in motion from SAG's New York office.

Officials of AFL performer unions already regard commercial films—the still in their infancy—as a good field for talent employment. Considered possible also that the American Federation of also that the American Federation of Musicians may find the Industry capable of absorbing live musicians. Currently commercial producers clear their me-chanical music rights thru Music Pub-lishers' Protective Association. Ad agencies expanding into com-mercial pix will have to seek distribution mercial pix will have to seek distribution

mercial pix will have to seek distribution thru other than normal theatrical channels. Industries using such pix are YMCA and other educational groups, bund exhibitor distribution is a relative. Which was not a successful than the such that was done about six months ago by United bitates deed, months ago by United bitates deed, obsorn, and Technicolor made the pic. costing about 220,000.

ads for newspapers.

Scheme Includes passing out of
numbered cards a la blings style to askers
at any of market locations, questions
on the program which are keyed for the
cards. First 10 answers will get merchandles prizes, 10 beteners who send in
questions for following week also get

twice weekly over station, with program announcer Walter Sickles, for Stream-line Markets, pioneer in novelty grocery

ads for newspapers.

WJBK's Hefty News Deal

DETROIT, Jan. 29.—Newscasts are now being given every hour, on the hour, from 7 a.m. to 12 midnight, over WJHK. sponnored by Fairway Cleanern, Detroit. Bob Longwell, Ed MacKemie and Charlie Sterritt, newscaster, for the specializing Sterritt, newscasters for the sustaining newscasts, have been retained by the sponsor. Program will run indefinitely.

Jay Hanna Resigns

NEW YORK, Jan. 29.—Jay Hanna, ra-dio director with N. W. Ayer Advertising Agency for the past eight years, resigned this week. Hanna handled almost all of this week. Hanna handled simest all of Ayer's dramatic productions. Prior to radio he was in the legitimate and mo-tion pictures and now plans to become a production consultant.

From Magi to Air

BOSTON, Jan. 29.—Ed Pearson, former p. a. for the late Houdini, has taken over the reins of publicity dis-penser at the Hidle station, WCOP, in

penser at the inde station, WCOP, in addition to scripting several com-mercial shows and selling time. Pearson fills in where Jim Dono-van left off to give more time to spe-cial events. Expected he'll conjure up his press elippings.

Carter, CIO Smoke Peace Pipe; Promises To Be Mum on Labor

PHILADELPHIA, Jan. 29—The GO Council has called off its threatened boyoott against General Foods after Boake Carter promised to lay off anti-cates for that agentor. Action was taken at a meeting of the council Thusday (27). William Lender, council precident, said that Carter faith-Tully practice to report union news with-

fully pledged to report union news witn-out coloring and editorializing.
Dr. Leon Levy, president of WGAU, whence Carter's broadcasts originate, said that Carter would lay off all con-troversial subjects in his broadcasts that begin five times weekly February 28.

Levy told CIO officials that in case Carter strays off the reservation in the future and makes any cracks they think unfair the station will allow the union equal time gratis to refute it.

Carter was quoted by Leader as saying carrer was quoted by Leader as asying Tm in the dogbouse. Every time I or-press an opinion on labor issues I put my foot in it. Either the unions go-sore of the manufacturers think I'm boosting the unions. Hereafter I'm lay-teg off."

Carter will broadcast from his swank estate in Torresdale instead of the WCAU studies.

Future List

Important Anniversaries, Etc., for Program Tieups

List below consists of notable dates of various nature in connection with

List below consists of notable dates of various nature in connection with mich stations can arrange special broadcasts. It mentify the mentify list numbers of The Billboorn's, published the last week of each month. These lists countain the best of the mentify the countain the states of the state of the

All dates becowith are for March, 1938,

All dates betewith are for March, 1938.
March I. Sam returned to Germany, three years ago,
Steel Workers' Organizing Committee's contracts expire,
Manchistkuo become and Worker's Organizing Committee,
Swedon settled on Delaware Biver, Ougading Committee,
Swedon settled on Delaware Biver, 300 years ago.
S. Chill War dest itois in United Sates, 75 years ago,
Ponce de Leon sailed to find feontain of Youth, 425 years ago,
Russyn signed peace treaty of Bestel-Litovik with Central Powers.

Russin signed peace treaty of Brest-Litovik with Central Powers.

20 years also.

Although a process of the peace of Franklin D. Rocevest, five years ago.

Berning of Labor created S years ago.

When insugurated 25 years ago.

When insugurated 25 years ago.

All banks cleaned by Rosevesth proclamation five years ago.

All banks cleaned by Rosevesth proclamation five years ago.

Providence rounded 300 years ago.

It illizated Sepan in Eastern (Mirele States; 400 lives last, 50 years ago.

Initiation degain to extend down
 Initiation degain to the control of the

20. Essebil training in the South.

21. Spring is De Millitanty. Oth. birthday anniversary.

22. Dr. Robert A. Millitanty. Oth. birthday anniversary.

22. Dr. Robert A. Millitanty. Feath. comparer. died 20 years age.

23. Cov. Herbert Lehman of New York, 60th birthday anniversary.

25. Iesseb, legace Collistin, investor of guildines, best 200 years ago.

20. Boston Puritans actiled New Haven. Conn. 300 years ago.

21. Contract Letween Chrysler and United Auto Wockney of America

CCC established five years ago,

Caldwell Opposes Colonial's Application for New Station

ment before the Federal Communications Commission Thursday (27) on Colonial network's application for a new station in Providence brought on a viclent attack on the showing of Shepard finances by Attorney Louis G. Caldwell, acting for WON, Chicago,

Supporting PCC Examiner Tyler Ber-Supporting PCC Examiner Tyler Berry's report in recommending denial of the application in recommending denial of the application of the applicatio

Caldwell told the commission that if the application were granted every move by the Providence station would be di-rected from Boston, including program direction, billings, news, etc. To suprected from Boston, including program direction, billings, news, etc. To sup-port his second point he cited to the VEMBH application for a station in New Orleans. (McNinch, in releasing the WSMH decision about two weeks ago, told the press that "the commission is tional broadcasting station to one whice it was the press that the commission is though two decisions and the pressure of the latest pressure of the pressure of the pre-tained by the commission was impossed."

Poor Financial Statement

In taking up the third point of his Colonial attack, Caldwell asserted: "I venture to say that the commission has rarely had before it so pitful a showing rarely had before it so pittul a showing of financial responsibility or, indeed, one which is so misleadinng." Picking up the financial tables before him, he said, "Let us consider first the applicant corporation by itself. Its financial condi-

tions appears from two balance sheets, one dated January 2, 1997, and the other May 1, 1997, four months later, together with the testimony of Mr. Shepard. To reduce a long story to simple terms, the corporation had, as of May 1, 1937, only corporation had, as of May 1, 1937, only allightly over \$1,800 in each. Its colar allightly over \$1,800 in each. Its colar allightly over \$1,800 in each of the control of that date, of which \$1,500 was paid-in capital and the remainder a result of network operations prior to January 1. May 1, 1937, it had lost money at the rate of slightly over \$500 per month. If corporation faces an outlay of \$7,000 or more -n the testimony of its own presidents." Referring to the examiners'

Referring to the examiners' report, which contained a diagram of the Shep-ard financial set-up, Caldwell said, "Taken at its face value, the statement purports to show net assets of 8861,-044.20 set opposite 'capital and surplus.' Let us take first the item in the assets described as "inter-company" in the assets amount of \$254,092.01. All but about \$25,000 of this consists of money owed by Shepard department store to their radio business. You might take radio business. You might take it for granted that the department store is owned by a separate corporation. On the contrary, both the department store and the radio stations are owned by the and the radio atalons are owned by the same corporation, and that corporation is Yankee Network. Inc. In other words, one department of this corporation has used up or lost nearly \$250,000 of money made by another department and yet made by another department and yet the sum is listed as an asset of the lat-ter. The statement before you is not a ier. The statement before you is not a balance sheet of the corporation which made guarantee which was introduced in a stem. The department store of the business may be \$1,000,000 in the rad, or it may be no longer in existence, and Yankee Sciwork, line, as a coperations. The database Sciwork, line, as a coperations." Chalwest contended that the permanent assets (real estate, etc.) listed for the Shepard corporation were merely a bookkeeping tennastion of substituting assets for stock.

Air Briefs

New York By BENN HALL

WEN will, in the future, pres WHN will, in the future, premier new shows with cocktail parties, which should blace a trail to its door. . . . Ed-scripts. It needs 'em. . . . Battle of to-bacco claims ruling the air, with both Luckies and Camels claiming baccy growers smoke their own brands . . . American mag, Crowell publication, baiss articles on radio now. . . Seven years ago Campbell's swore off radio "for good." . . Philip Morris fooling around with another blend for a new smoke.

Scripps-Howard still plenty burned over FCU's mixing of its applications, but hopes to change frequency of Memphis station. Guttlit also looking over the Coast to S-H conference. ... Charlie Mar-tin's scripts touching on medicine are okched by Dr. Mortis Pshibein. ... Al-fred Kreymborg was worried at that it's all take now. Speaking of liberal it's all take now. Speaking of liberal awing he took at CBS in Scholastic, but it's all lake now. Speaking of liberal sketches over Columbia, he wrote that plans were started, but "somebody got cold feet and plans were shelved."

Larry Monkin has scribbled two radio articles. One on Radio's Long Pants for Advertiser, other Why Doesn't Someone

Tell Me These Things for Advertising Agency. . . Arthur Sinsheimer feeling Agency. . . Arthur Sinsheimer feeling the Agency of t

All Abroad

¿Pauls Nicoll, of Mutual, flew to Cabfornia on a vacash last week, while Johnny Jehnstones see. Eleanor (Pat) Burley,
finally got to Flortia after many delays,
manager, back from a West Indies try.

— A Little Bit Careful is the name of
a song by a tro of Wilhers. Allan Zee,
— Four Stark Brothers attick close to
radio. Sheldom wrote Fanous Jury Triuls
and now is on On Broadiesy and other
wMcCA's youngest salesman. Ellot does
radio publicity for New York State
Hompfopment Insurance, will youngethempfopment Insurance, will youngelottewille's WCHY.

Chicago By HAROLD HUMPHREY

E DOSWATER BEACH, only remaining to hotel on the air here, is expected on with the second of the sec playing the game of wine-cine and par-on-the-back with ork leaders in the hope that hotel managers will recon-sider and they still want to be on friendly terms when and if the orks hit the air again.

Mme. Maria Kurenko, operatic star on Mme. Matis Kurenko, operatic star on the Carnation show, evidentily has at actory which ogo hast the editor of one actory which ogo hast the editor of one actory which was supposed to have left. New York and his wife and two kiddles for a glimpse of the radio artist. ... Yed Dempsey left his post as local work and Marshall was supposed to have left. New York and his wife and two kiddles for a glimpse of the radio artist. ... Yed Dempsey left his post as local Words and Music

rep for a job as business manager for all Peace. The peace of the peac

Orrin Tucker takes his band to the Roosevelt, New York, the end of next month, giving way to Griff Williams.

Al Williamson is in town this week saying helio to the NSG gang and heliographic star, where Al is now working to the star of the star o

From all around

JOHN PAUL GROSE, program director at WBLK, Clarksburg, W. Va., resigned to open a Hollywood script service. . . Hal Harden new to WDNC, Durham, N. C. Halls from Philly. . . Smith is a new commenstor at WPTF. Raleigh, N. C. . . . Al Allen is publicity mati and program boss at WWJ's high frequency station, WSXWJ. . . . Dick Bray, WKRC, Cincinnati spieler, tanned from a Miami vacash. . . Ann Wallace new publicity "man" for that station. . . K. K. Hackathorn new sales man-ager of WHK. Cleveland. Halls from Cleveland's Plain Dealer.

Barton Howell, news editor of KSL, Barton Howell, news editor of KSL, Satt Lake City, recovering from an In-photographic experiment. . . Jim Han-dolph, of KRNT, doubling as writer and singer in Tangled Tunes. The Puppy Dillie, back to KMOX, St. Louis, after a visit to Louisville. Louis Shumate ran the hillbilly shows during Cheshire's

Dixie Doings

Capt, Arthur Pritchard, for many years manager of WWL and recently resigned as sesistant, has left radio field to go back to selling. . . Dewey Long is latest

addition to sales start of WAFI, Birmini-ham.

Moward Garraway, newcost's howard Carraway, newcost's Shreveport to Join starf of KWKH and KTBS. Ted Andrews, sports and KTBS. Ted Andrews, sports and Control of the Control of the Control oughrased 1937s first baseball period. The Hot Stope League, Winter trades and Corectast are main topics. White and Corectast are main topics, and pieles of WBGC, Birmingham, comis-from WBCS, South Carolina station... of WBCN, Birmingham, as amounter addition to sales staff of WAPI, Birming-Judson Collins has been added to take of WSGN, Birmingham, as announce and newscaster. WHEC (Memphish Cowboys are to begin a CBS sintainer, starting February 5. Joe Towner, publicity director for WMPS, Memphismoves to Cincinnati for secretarial

Russell Offhaus awitches from the WFEA, Manchester, N. H. splet roller some and Tomany Donnelly (11 and 10), among the youngest and experienced kid sector in radio, play the roles of Janay and the polymer of the roller of the

PUT PART-TIMERS ON PAN

Talking Shop

Wells:
Locius Beebe, in The New York Herald
yrbune, recently pointed out that New
York's dramatic critics were panning
most legit shows but raving about the
Secury Thester projects. Beebe said
secury nester projects. Beebe said
secury nester, property and the
secury consent of the security consecurity chieffain, has a radio program,
sponsored by D. L. & W. Blue Coal, the
sporgram gentally known as The Shadow.

For producting the power in the security chieffain for promost control of the security of the security chieffain for promost control of the security of th

Music Theme (threatening music you haren't heard since the old movies of 1915, up, and fade to background).

1915, up, and fade to newground;

Announcer: "Ladies and gentlemen, the Shadow, brought to you by distributes of bl- o-1. We know who the spensor is, but why should we tell you?

Up theme, into terrific crescendo. Shadow: Usual demon laugh. the Shadow, too, knows the sponsor, but why should he tell you?" More laughter. A gunshot is heard.

Woman screams. This continues for about 28 minutes,

and John Barrany, we counselor."
Counselor: "Ladies and gentlemen, as you cold? Do you hate to get up at 8 am and tend the furnace? Do you to have what to do? Call the Shadow, for the Shadow knows."

Demon laugh. Well, the idea is still good.

The Three's a rumor around, and it is brevly offered sirtetty as such, that some of the Standard Brand biz may still away from 1. Watter Thompson, and the standard Brand biz may still away from 1. Watter Thompson, and the standard Brand Bra the state of the s

B-S-H Exec Sails for Europe

CHICAGO. Jan. 29.—Kirby Hawkes, reddo head of Blackett-Sample-Hummert Agency, leaves next Wednesday for New York, where he will book passage on the Brunen sailing for Europe. Hawkes plants to spend a month abroad on B-S-H busi-

Cancels Hooch Show

HARRIEBURO, Ps. Jan. 29—Gocree Lasker, manager of WPEN, Finladelphia, received a pat on the back from the Pennsylvania Liquor Control Boain when, after corrections and the property of the pr

High-Priced Wood

SAN PRANCISCO, Jan. 29.-Por SAN PRANCISCO, Jan. 297-104. one-time performance here with Charlie McCarthy at the opening of the Manufacturers and Wholesalers' Association apring market week at the Manufacturers and Wholesalers' Association apring market week at the Civic Auditorium, Pebruary 7. Ezgar Bergen will collect \$5,000, Pay-off is believed to have established an all-time high here for a single appearance.

WBBM Shifts Ellington: To Head Special Events

CHICAGO, Jan. 29.—Ken Elington, ormer night manager of WHBM here. former night manager of WBBM here, was transferred this week to head that station's special events department, policies to that their with its mobile trailer unit doing overtime work picking up freak interviews and good will touring around smaller burgs. The state of the station of the state of the stat

New Yorkers evidently expect to do plenty of traveling this summer. More than 3,500 requests flooded WHN's George Hamilton Combs when he made two announcements that maps of the world could be had for the asking.

WGN Attorney Tells FCC Such Stations Create Industry Woe

WASHINGTON, Jan. 29 .- Daytime staworth the Pederal Communications Co mission was told this week by Attorney Louis G. Caldwell, who appeared before it in opposing an application of the Colonial network. Caldwell, acting for WGN, Chicago, received serious attention from various commissioners while he expounded his thoughts on daytime or limited time stations.

or limited time stations, reporture in-"Daytime stations are a product for forest stations, with a capacity for creating problems more than propertion at to their number." He said that com-ate to their number. The said that comale to their number." He said that com-mission records would show that there are about 133 auch stations on the 90 channels, of which 41 are on clear chan-nels. In addition, he said, there are pending applications for 75 more day-time stations of which 19 request posi-tions on clear channels. The situation ane situation 1928 when the species was developed, the commission was told. By Interface.

By interference to the clear channel On Again, Off Again, San Diego Case "Mysterious," FCC Is Told

"In light of recent decisions from the Court of Appeals," Lohnes told the Com-mission, "the FCC has at no time made a statement of facts on its various deci-sions on this application."

asons on this application."

As related by participating attorneys,
the Pacific Acceptance Corporation filed
an application for a 100-watt duytime
station in San Diego to operate on 1200
ke. Application was filed in October,
1994, but case did not come up for hearrelated the application of the company
making the grant effective December of
the same very. During November, 1208. the same year. During November, 1035, prior to date of the previous grant, the Commission rescinded this decision and

Date for this hearing was fixed on Janu-ary 6, 1936, but prior to hearing date was continued to February 8, 1936, and was further continued to Pertuary 8, 1998, and was further continued to April 8, 1998. Last hearing date was again continued until to June 8, 1993, and was thereafter continued until further notice. In Sep-tember, 1998, the Pacific Acceptance Corporation thru its counsel filed a me-tion to reinstate the construction per-tion to reinstate the construction percontrol time is course; ifed a mo-mit, and this petition was granted by the Commission's broadcast division September 2, 1936. On October 20, 1936, the broadcast division again rescinded motion for further hearings. After a few petitions, bills of particulars, etc., the application was heard on April 1, 1937, and finally on January 27, 1938, the Commission was atture the con-

Lohnes, acting on behalf of the Don-Leo Broadcasting System, told the Cora-mission that California already has its fair share of radio stations, and that bagging. Stollenworch, acting for Smith, Kellar and Cole, who have applied for a San Diego Borisa, as intervenor, said son Diego Borisa, as intervenor, and that so far as he could see had not been catued by any 'outside influences,' was more active to the control of the con-best catued by any 'outside influences,' assortion that so far as he knew there had been no legal plans for delay, but added that he was not making any per-aded that he was not making any per-ductive information.

station on the same channel, or to a clear channel on an adjacent channel, or tion causes some diminuition; or the (already) inadequate rural service, Cald-well said. Continuing on the clear chan-nel, the attorney said: "Every new sta-tion, of whatever character, contributes in some degree to creating a rigidity, both technical and scopomic, in our broadcast allocation structure, and an obstacle to future expansion by existing stations, perturbarly in power." Since the commission is going to consider the super-power problem, the commissioners were told they shouldn't predetermine the schulton by placing in the path of any possible development to super-power any possible development to aupri-power an unnecessary obstacle (part-time sta-tion) in the way. Applicants for part-time Heenses may very well say, Caldwell contended, that they would not oppose the bigger full-time station on their channel from going to 500 km, but, Caldwell said, it is very hard to believe that they wouldn't oppose it when the time came.

Part-Timers Not Self-Sustaining

Part-Timers Nor have not demon-strated their ability to be self-auxiaining, atrated their ability to be self-auxiaining, the charged, and there "has been Caldwell charged, and there "has been widespread complaint by those who have such stations that their restricted widespread complaint by service have such above such solutions that their restricted have such solutions that their restricted have not desirable them to perform adelighted their solutions for part-time stations come to the Pederal Communications come to the Pederal Communications come to the Pederal Communications of the Pederal Communications of the property of full-grown broadcasters, thing a footbody or a toeblook, that they may sometime bope to wiggle thru into the group of full-grown broadcasters, the group of full-grown broadcasters, the present the present that "Every day-time station you authorite is simply another little pressure that the present t group added to the many already in existence, bringing every influence It has at its disposal to persuade you to break down sound engineering principles and to macrifice rural coverage for additional city coverage—usually in cities that are (See PUT PART-TIMERS on page 10)

Watters Bosses WCPO

CINCINNATI, Jun. 29.-Mortimer Watters is WCPO's new station manager.
Bill Kirkendale, who had been sitting
in, is now with WMPB, Memphis, as
sales manager. WCPO to dedicate its
new studios next week.



S20 N. Michigan Ave., Chicago



Actors' Union Setting Up Units For Foreign Language Players

NEW YORK, Jan. 29.—American Federation of Radio Artisis is setting up foreign language units. Hebrew actors are already organized sufficiently to warriant of the setting the setting of the setting t

Poreign language field is particularly chaotic, with an appreciable number of atations throout the country using non-

English talent on both dramatic and musical shows. Groups getting the most play are Rebrew, Italian, German and Polish, the extent varying in proportion to the population breakdowns in the big cities having large foreign elements. Performers' salaries usually amount to peanuts and plugs in the foreign language press.

Foreign language stations in some in-stances make sizable incomes. Pro-grams are both commercial and sustaining, with a few of the commercial shows having national sponsors. Most are paid by local spaghetti merchants, etc.

Heard From Coast To Coast, Canada, For Magic Baking Powder, Standard Grand MT. NOTMANDIE HOOF. Now 103d Week.

JEAN PAUL KING

Available for Radio and Films York, Station—WJZ INEC network!, Miss Parsons, daughter of Hollywood boss Louella, has replaced the Bronco Settzer nights club visit series, which had a run of one program. It's more in the popular veh of stuff, but its direct connection with those requiring morni-ing-after and may be dublous. Menutino. In the control of the control of the con-gruest star and previews on Hollymood Hotel.

Chatter dished out by Miss Parsons is Chatter dished out by Meis Parisons is average stuff, dressed up a bit with an announcer reading headlines. There's no middle lane for Hollywood star schmoos. Them that wants it wants it and will go for it and laten. That that birt inter-ested can find, probably, nothing of less

importance. In the line of the intimate stuff about In the time of the intimate stuff about the Hollywood denizers, Miss Parsons, on this program, seemed to be better than other similar chatterers. She scored a beat on the death of Robert McWade, actor, who passed on just before her program started.

"Songs of Long Ago"

Reviewed Friday, 7:45-8 p.m. Style
—Songs and dialog. Sponsor—Duquesne
Light Company. Station—KDKA (Pittsburgh).

burgh).

Gauged to sell the eye-soothing quali-ties of HES lamps, Songs fulls listeners into nostalgic for the homey harmonics that were popular a generation ago. With a formula of organ backgroupd for quar-tets of freside favorites, punctusted by folkey reministening and song introduc-tions by distincers "Henry" and "Abboy," the quarter hour authority and coning while effectively plugging merchan-dise not so common in local commer-

cials.

Not a rave show, it should build an audience of elders who need lamps and the introvert younger home-sitters who not only favor traditional tunes but who also are the more likely booklevers and,

also are the more likely bookeness. Thus, lamp-users.

Musical direction is Ancurin Body-combe's; the organ is maneuvered by Berlist Armstrong. Herny man protection of the state of the st

"News by Swayze"

Monday, 4-4:15 p.m., CST.

Mo.).

Ities = newspaper man who delivers the news on the air in a style which pleases members between the style with the style of the

Seatuse he employs an informal, itendify serimer in his delivery. his occasional of the tongue actually adding to the tongue actually adding to the series of the tongue actually adding to the series of the series

paper. the breadcast caught Swayne Jumped from a description of a Chinese war front to the death of a pioneer resident of the city, his voice reflecting the charge of mood admirably. A humorous found his many prediction that severe winter weather man's prediction that severe winter weather was about to substitute the control him languing with the rest of his listeners. The weather man's prediction that severe winter weather was about to some substitute of the control the broadcast caught

that sincere, boney quality that causes dialers to turn to WHB for a breezy report of the latest development in local, national and international news.

Not a small part of Swayze's and WHBFs success is due to the method used on the three daily broadcasts to find missing persons. Swayze takes requests by Relephoon, and and designable to Jinit culosusy children and other persons.

Program Reviews

average of 15 wanderers have been re-turned monthly thru this method, and it's a feature which adds to the value of the program. D. E. D.

Armeo Band

Reviewed Sunday, 3:30-4 p.m. Style

—Band, Sponsor—American Rolling
Mill Company. Agency—N. W. Ayer.
Station—WJZ INBC network).

Station—WJZ INEC network). There's a military air about this steel abow conducted by Frank Simon which distinguishes it from many of the Simon state of the state

his talk.

Sand tossed out several good numbers,
particularly Arthur Pryors Will Ropers,
which struck a courageous and happy
note for the show. Program atrikes as
being a bit too self-conscious of its dignity and gets into the staid hous-overan
category.

"Pet Peeves"

Style—Novelty, Sustaining on WMCA, New York (Intercity network). Reviewed Saturday, 8:30-8:45

New York Intercity network!

The basic idea of this program is an amusing one and if properly handled can undoubtedly become a fairly diverging the state of the properly handled can undoubtedly become a fairly diverging the state of production or system and the not results were quite weak.

Idea of the program is to have people Idea of the program is to have people Idea of the program is to have people of the program of the program of the program is to have people on peers on this show stemmed from New York's subway pushers, the outs get off, or on if you want to get on, in their anxiety to do the opposite. Obviously, such material has not only the mon causes, but of being provocative of chuckles as well.

chuckles as well.

Jack Shannon emsecs. Whether he was new to it or was handicapped by

An lack of a script—there was certainly no re- evidence of a script—sun't to be told, and but he certainly didn't do it justice, set of Appeared to be confusion, especially on D. the parts of the studio visitors who had a peeve. Production needed badly, J. F.

"Road of Life"

Reviewed Friday, 9:30-9:45 a.m. Style—Sketch. Sponsor—Proctor & Camble, Agency—Pedlar & Ryan. Station—WABC (CBS network).

Station—WARC (CBS network).
There's some machine-made suspense and a suggestion of human interest in quite as bad as some of those sectistic quite as bad as some of those associated with other P. & G. shows, and the socking over of the idea that "packaged power" is comparable to electric power has comparable to electric power A hospital invalid. Teni, is to be caree for by a woman, evidently wealthy, who once considered hernelf till but who had once considered hersell ill but who made to go to a hospital to know what suffer-ing was like. There seems to be an affair between an M. D. and a patient and whether it's friendship or love is one of the problems. Chances are, however, that everything will be worked out okeh. Don't werry.

Matthew Crowley, Dale Burch, Marilyn
Erskine and Jack Roseleigh do a justaverage job of play-acting.

B. H.

"Amateur Authors"

Reviewed Tuesday, 9-9:30 p.m. Style—Dramatic. Sustaining no KFWB (Hollywood),

Object of Amateur Authors is to give unknown scribblers a chance to air their ideas. Program is produced by Matty Kemp. Some of the original stuff has

Kemp. Some of the original stuff has been surprisingly good concerned two hamspolis graduates. Recommates at the Academy for four year, the pair get indo the same flying unit. Both in low with pair the pair get independent pair time pair to be pair to be pair. The one who gets the gril turns into good own over he debts. Gambier three same pair to good own to of debts. Gambier three pairs are pair to good own to good own the pair power offers him \$20,000 and in little added singar to set one of the nary's new brombing ships

down at sea so that they can get low-down on its construction.
Wally finds map of location at sea
where his pal is supposed to set ship down. In order to save everyhody girls,
Wally deliberately crashes the ship into

February 5, 1938

the occan.

the occan.
Dialog was bright in spots and the
suther did a good job with a trite plot.
Injection of some new twists kept in
from being boresome.

Kemp has a good commercial angle in this idea. With at least half the popu-lation thinking they can write radio material, it should be easy to get mail eaction to this in the form of submitted

PUT PART-TIMERS-(Continued from page 9)

already well, or more than well, supplied

already well, or more than well, supplied with stations. Recalling the Inter-American Communications Conference, Galdwell sudding and the Conference, Galdwell sudding and the Conference, Galdwell sudding a conference of the Conf perhaps in a near-by time zone, and may be the turning point on which interna-tional negotiations succeed or full." the commission was told.

Cites Interference

Prince and the transfer of the partition broad caster, Caldwell said; "The justification commonly heard for additional castime stations is that technically three barrs arrone, and that not to take advantage of the openings is not an efficient use of the radiopy political out, that the supposed openings are illusory and the case is very pare or even not and the case is very pare or even not another than the supposed openings are illusory and the case is very pare or even not contain the case where a few more sistences. Let us assume, however, that there are cases where a few more sistences could be squeezed in without infrom your experience, the applications come from communities which, as in the instant parties, and the instant parties, as in the instant parties, but it is make every assumption in favor of the possibilities. bilities.

billities.

"We know encounter a principle that is rather fundamental to all branches of the particular of the particula You will find it in Aristotte's Politics written the fourth century B. C. This authority, drawn from remote antiquity. Leaves the second of the first second with the first seco

Not Sound Planning

New Sound Planning
"Generally speaking, daytime attaions,
particularly such as is proposed in the
case, would and should, in my opinion,
process of squeezing in daytime stations
on clear chancle is very much as if you
took an orchard of pounts only the
control of the control of the control
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of th are to provide the food they are capaths of giving. Sooner or later you will either have to cut down the shrubbery or fact the alternative of significant or destroying the ordered. This, I submit, is not sound planning for the future."

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shore, 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.

ONE OF PAUL WING'S recent spelling ONE OF PAUL WINO'S recent apelling bee programs on NBC must have been the result of inspired genius. Wing hied himself over to the training camp of the property of the proper

A laugh not in the books came A laugh not in the books came recent-ly when the conductors of the Saturday night quiz shows emanating from New York apparently were framed. Uncle Jim's quizzery precedes Prof. Quiz's fracas Jim's quizzery procedes Prot. Quizz stracus by an hour or so. What should happen recently but that a Philadelphia physi-cian tries on Uncle Jim's show and fin-tales out of the money. That same night he's a candidate on the professor's ros-trum and comes out a winner. We wus

Framed.
Both shows are good entertainment and education in drop-form purveyers. But Uncle Jim (McWilliams) has a propensity for worrying his candidates and pensity for worrying his refusing to let 'em think.

THE MARCH OF TIME continues to be radio's most self-consciously grim program, with an occasional strong mor-bid stratum. Last week's program, which had a light dramatization stuck

in among the usual very serious and very pecupous re-mentments, probably got in before they knew about it. If a true that history in the making is selded mild, but must it always, as portrayed grams, one that set a style that has been speci right and left, be so doggone foreboding?

The MGM-Maxwell House Good News of \$1338 program has just been renewed for five weeks. This is in itself a commentary on it all, but the above is a vasily improved enterstimment. Commentary on the significant of the state of t

From hookey to the electric chair via plenty of sluggings, shootings and mor-alizings was Geng Busters' theme last week. In between steps were car steal-sant killings. Backgrounding the whole works was of course, the generally ac-cepted thesis that crime doesn't pay, but it does offer good pulp material furnishing actual clues to fam in an effort to track down outlaws is still a good one. Probably has the embryonic but it's a good such for a show of this From hookey to the electric chair via but it's a good stunt for a show of this type. Plugs are handled with that ma-chine gun touch.

New Plays on Broadway Reviewed by Eugene Burr

sesday Evening, Jan. 19, 1938 ALL THAT GLITTERS

omedy by John Baragwanath and Kenneth epsen. Directed by George Abbott, citing designed by John Root, built by git Scenic Construction Congamy and passed by Baragma Studies. Proceeded by

painted by Bergman Studios. George Abbott.	Presented by
Lerd Sulton	Donald Chalch
Morgan (Muggy) Williams	. Courte Office
Morgan invoggy: williams	" "With losike
Dave Hamlin	Koyal Bea
tackle	Jean Caste
Honey	Beverly Phalor
Seria	Arlene Francis
Charles	Everett Sloane
Mrs. E. Mortimer Townsend	
George Ten Eyck	hadana Lain
Frances Followes	of the Africa Classes
Prances recovers	Comment State In
Kitry Clarke	Carmer write
William Fellowes	Edward Lesses
Saunders	.Collin Dawson
5a7y	prence Britton
Atwented Post	Barry Suddivar
Polly DixonF	orence Linder
Hutching	ren W. Smith
Edwards	Konneth Rates
TIME-The Present. ACT 1-	

TIME—The Present, ACT I—Apartment of Dare Hamilia, 11:30 of a String Develop, ACT II—Scene 1: Living Room of the Pack ACT II—Scene 1: Living Room of the Pack Three Days Later, About 5:00 pt. M. Scene 2: The Same. Three Days Later, About 1:1 p.M. Scene 2: The Same. Three Days Later, About 1:1 p.M. House on Long Island, Three Months Later, ACT Living on Long Island, Three Months Later, Living Living Market 1:1 p.M. Scene 2: The Same. About 1:1 p.M. Scene 2: The Same. About 1:1 p.M. Scene 3: The Same. About 1:1 p.

It's too had that George Abbott didn't h's too had that George Abbott didn't have a numerologist smart enough to warn him against a combination of 1937 and 1938. For the season of '37-'38 but't Mr. Abbotts season. Altho his new one, All That Glitters, is better than either Mr. Abbotts season. Althe his new one, and the his new one, angel hisand or the unfortunate Brown super, it doesn't seem good enough to make the grade. Mr. Abbott has done one than you've the seem good enough to make the grade. Mr. Abbott has done effective direction: a grand cast does more than you'd be expected of any more than the seem of the more than the seem of the more than the seem of the possess. But both Mr. Abbott and his grade and his possess which was a seem of the proofersaders to conjure along the property of the proofersaders to conjure single two possesses which was a seem of the proofersaders to conjure the proofersaders the proofersaders to conjure the proofersaders to conjure the proofersaders to conjure the proofersaders th

Mangawanth and Simpson should have condensed their first two acts into one— except that their last act complications except that their last act complications. The first two acts, wherein the comedy is supposed to have the upper hand, might have been subtitled, fittingly if isolegantly. Plun with a floory. For all the laughs but three stem directly from the parlows situation of a willing

BROADWAY RUNS

Delta Monta A. (Firmande)

16t. Janes J. (Fi

Box and Mon (Music II. 16 com Service (Cort) Mor 23 79 oder and Schelance May 10 294 (Ucden) ador and Schelance Jan. 24 6 COMMIN To English Sept. 25 1 2 COMMIN TO English Sept. 26 COMMIN TO English Sept. 26

Musical Comedy Between the Davil (Imperial). Dec. 22... 46 (Whatever Cradbe Will Rock, The
(Windows) What! (Windows)
Horray For What! (Windows)
To Rather Inc High! (Alvin) Nov. 2, 103
Direc Walten (Mindols) ... For. 25, 41

Opened Perf.

Performances to Japuary 20, Inch.

Spanish strumpet who is being pawned off by a practical joking playboy as a countess. The humor in the situation is queetionable at best; it certainly gets a hit boring when joke after joke is based upon it.

It is, in more ways than one, broad

The playboy begins his joke in order to get even with a formida-ble downger who consistently smuch his actress fiancee. The fille de jose he selects is willing and able, the society set is smugly taken in by her and everything seems pointed toward a devastat-

set is saugly taken in by her and everymin correspondent toward a contract
of the control of t guarded moment the evening before. He, as she remarks, doesn't seem to like it — as the remarks, doesn't seem to like it — lined the seem of the lined classified and the like it is all plots to free him—which he does aimply and rather disappointingly by setting the former "professor" of the Cyprian's old place of business to threaten Cyprian's old place of business to threaten her with exposure and the vengence of gangdom. She goes of hastily and the playbox, for a trumped up final the playbox, for a trumped up final the playbox, for a trumped up final the playbox of the play

lyn, a welcome deserter from the pictures that talk like a hom, does a grand job as the playboy: Royal Beal gives a series as the playboy; Royal Heal gives a series of grand comody readings as his added bick; Judison Laire brings sincerity and memory and the playboy of the playboy of the playboy finite of the flat part of the playboy finite can be considered to the playboy finite can be compared to the playboy finite can be called the playboy finite can be called to the playboy finite can be

work as an incidental matron. All of the others were valiant.

Thanks to their efforts—and to those of Mr. Abbott as director—there's a certain amount of amusement in the evening. But, I'm airsid, not enough.

MOROSCO Beginning Tuesday Evening, January 25, 1938 BACHELOR BORN

comedy by Ian Hay, featuring Federic Leister, Staged by Federick Leister, St Ings designed by Watson Barratt, co structed by T. B. McDenald Construction Company and painted by Centre Studie Presented by Milton Shubert in association with Burk Setson

Charles Donkin Frederick Leister
"Bimbo" Faringdon Lester Lonergan III
Victor Beaminh
Preside Beginning
Frank Hastings Aubrey Mather
Ellen Sally Fitzpatrick
Barbara FanePhoebe Foster
"Button" FaringdonPeggy Simpson
Matronlosephine Brown
Rosemary Feringdon Helen Trenholme
Chair Farmentee
Chris Faringdon lane Sterling
Philip De Pourville Stephen Ker-Appleby
Flossie NightingaleArthur Gould-Porter
Rev. Edmund Ovington Philip Tonge
Sir Berkeley Nightingale Francis Compton
Travers
"Dan" Factor
"Pop"
"Old Cromp"

ACT 1—Scene 1: Mr. Donkin's Study in the Red House, Marbidown School, Scene 2: The Red House, Marbidown School, Scene 2: The Same, LiAther Owner the Same Nighth, ACT at 10:30 P.M. 4Three Weeks Later). Scene 2: Mr. Donkin's Study. Next Evening, ACT III—Scene 1: The Same, (The Last Evening of Summer Terms).

The glow of gentle wisdom, the sparkle

of witty and intelligent lines, the friendly of with and intelligent lines, the friendly warmin of honest sentiment, the beauty warmin of honest sentiment, the beauty warmin of honest sentiment, and a stical glory of direction that is as near perfection as anything human is allowed to be, all came to the Moreoro Thester and the state of the Moreoro Thester to the state of the Moreoro Thester association with Bitth Between Proceedings I and the Moreoro and the Moreoro showing. With no fanfase of trumpets, with no medodrama or hypocal excita-tioning in any department, it offers the mixing in any department, it offers the ment, with no self-conscious attitud-inizing in any department, it offers the fluster at its quiet, charming and en-trempt of the self-construction of the Morozoo Tueeday, I suspect, were trented to the same sort of thrill exp-renced by first-nighters at the Empire when Charles Problems was presenting when the self-construction of the self-construc-tion of the self-construction of th

the American premieres of Sir James Barrie's plays.

Mr. Hay, however, as evidenced in his comedy, is up-to-date. He has abucked off sentimentality and he is finely sophisticated—in the true, and not the community used, sense of the word. For true sophistication is never self-contrue sophistication is never self-con-scious; it is an attribute rather than an attitude. Like Sir James, however, he owes nuch of his success to one of his performers. This time, however, it is no Maude Adams to captivate susceptible customers with her naive charms; it is a middle-aged English actor who, in the a middle-aged English actor who, in the original title role, does quick performing that glows with humanity and scintillates with fine effect—and who, in his ca-pacity as director, brought forth the finest troupe acting of the season from an in-all-ways-excellent cast. His name is Prederick Leister, and he's this corner idea of what an actor and director should

be.

An outline of the plot of Bochelor
Born can give no fair idea of the pleasure
of an evening at the Moraco. Few Mr.
of an evening at the Moraco. Few Mr.
antusing dialog upon a framework that
as erdinary enough—and no symposus can,
of course, take into consideration the
beautiful work of Mr. Letter and his
beautiful work of Mr. Letter and his
master at Marbectown, an Bod as pushe
master at Marbectown, as Bod as pushe
master at Marbectown, as Bod as pushe
master at Marbectown, as Bod as pushe
cachol, somewhat harried by the vais
of three young girls who are his godchildren, daughters of the woman he
children, daughters of the woman he
for a by any work of the control of the
for a by any work of the control of the
for a by any work of the control of the
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for a by any work of the control of the
for a by any work of the control of the
for a by any work of the
for a by any w once sover the aunt who has been their guardian for 14 years; and even more greatly harried by the tigid "modern" ideas and discipline of the new headmaster, a gentleman named Ovington, who is known to the boys somewhat inelegantly as the

to the boys somewhat inoreganus as see Egg.

The Egg precipitates a crisis when he forbids the school crew to participate in the town regatta; the housemaster op-boxs him led by the three gift; the proposition of the control of the good town on regatta night, even the forbidden; and the old housemater is forced to resign when he goes to the mat with the Egg over punishment of the with the Egg over punishment of the lads who have broken bounds. In the end an understanding member of the board of trustees (or whatever it's called in an Hoglish public school) takes matters into his own hands, kicks the Egg (See NEW PLAYS on page 12)

From Out Front

By EUCENE BURR

Poe, when referring to critice is based wherein he stood out as a ravenous lone would, liked to quote a passage from Laurence Sterne's Sentferented Journey which told of seeing a pack of wide sees upon a hill. How they viewed and re-viewed us? wrote Sterne-Poe quoting with reliab. All of which seems a fitting any farther than the promote and the sterne seems of the seems of the property of the seems of the seeds of the seems of

worthless tripe as has ever been stuffed down the guilet of an unsuspecting world.

So, withy-nitly, find myself linest up with Means, Shubet, Pemberton, Hopkins,
Rice et al.—a large crew and one that is growing, day by day, increasingly numerous,
Pro another open season upon critics seems to have been called, and, breaking from
my previously attempted defenses. I join the snarting pack. There has been mother
with the state of the property of the state of the control of the control

them for the wrong things.

Yet the lads, it seems to me, may be legitimately attacked. This sesson Yet the lads, it seems to me, may be legitimately attacked. This senson, the worst in the history of the modern stage, they have panned show after show sire show, most of them deservedly enough. There is nothing in the oft-repeated complaint that the boys should hely weak shows over the bumps, (weak shows over the bumps, (weak shows the should be should

of self-conscious critical "wit."

But, more important in damning the lads, there have been a painful number of major displays of lock of critical judgment—of lack, even, of a knowledge of the damning the land of land

must not be swayed, even subconsciously, by outside considerations. And they must be based, as much as possible, upon a sound knowledge of the field criticized.

And, since criticism is attached by the competent critic must at least try upon a contract property of the competent critic must at least try upon a contract property of the competent critic must at least try upon the criticism of the competency of the competency of the competency of the criticism of t right in the world to object

Obviously, there can be no objection to differences in opinion—rather, as I recompared that week, they are to be welcomed, since they stimulate discussion—and
opinion. Probably if anyone is wrong I am, since I panned the play, and practically
everyone else on the habitable portion of the globe said that it was the greatest
well of our generation. Yet there are still one or two things to be consasterpiece of our generation. Yet there are still one or two things to be conin their praise. For the praise lavaised upon the mod-gutter swill of Of Mice and
Men does at least indicate, even if it doesn't illustrate, two weaknesses of current
criticien: a willingness to be swayed by current and accepted opinion and a conpiete lassibility to destinguish between the various aspects of a production.

criticism: a willingness to be awayed by current and accepted opinion and a complete inability to destinguish between the various aspects of a production.

John Steinback, author of Of Mice and Men, had been acclaimed as greataway and a complete the complete and a complete the complete and a complete an

This that whole question, with the exception of the over-theining but uniform the published to be instance of the three play by Mr. Norfman, direction, and the play of the published to be forced down to the plane of difference in opinion. A masty, suspicious and set is considered by Mr. Harris and directed by Mr. Kaufman, and with Mr. Steinbeck's and the plane of the

lowed, with Mr. Ririchand's name on the program and Mr. Ririchand's direction, it would have been blasked from the boards. We will be the property of the prop

All of which gives rise to a most unfair suspicion that if you rumpicy your own worth—and pacticularly post own modern an intelligent "rutiness"—leadily enough the boys will take you at your word. It gives rise to a suspicion that many of them are awayed, subconcidently, by the intellectual fades of the current group of militant intelligences.

Sometimes it's paintfully easy to forceful what the boys will say. Harking back Sometimes it's paintfully easy to forceful what the boys will say. Harking back to be considered to the substitution of uperlatively played, and because he had spent much time in the arid fields of the

cinemas. The Head of the Head

A faint likeness to intellectual sheep (a likeness that could be further exempled if I hadrit already used up more than twice the space allotted to me) is, browned, by no means the worst charge that can be leveled against the lows. Those strength of the country own terms—which is an obviously unfair practice.

We'll go into all of that next week.

(Continued from page II)
upstains to a bishoptic in London and
makes the businessiste hand,
makes the businessiste hand,
outline—and I hereby beg Mr. Hay's
parson for it. It entirely fails to take
into account the constant humor, the
into account the constant humor, the
the wisdom and beauty of the dialog,
the honest and heartwarming sentiment
and the various engaging and charming
minor counterplots that are wowen in.

(Continued from page 11)

minor counterplots that are woven in.
And it also fails to take into account
the finest direction that I have been
privileged to see this essent and the
privileged to see this essent and the
so uniformly fine that one is forced to
saspect that Mr. Laister, as director, is
the cause of much of it. As for his own
performance, it is a beautiful acting
job, detailed, underskanding, sympatriumoh.

Miss Helen Trenholme, a lovely lase whose fine talents have hitherto been buried in a series of miner roles, at last comes into her own as the chief of the three girls, and justifies all of this corthree girs, and justifies all of this cor-per's previous shouting about her by turn-ing in a lovely, charming, sensitive, un-derstanding job that beautifully matches Mr. Leister's glowing characterization. And more than a word must be said for And more than a word must be said for Aubrey Mather's rich and human por-trayal of a gay and rotund don who seems as the he might almost be a full-sized version of one of Snow White's seven dwarfs.

All of the others, for that matter, are All of the others, for that matter, are so good that an enthusiastic reporter can only refer you to the complete cast-sheet for further credits—the the grand comic work of Bertram Tanawell, the comic work of Bertram Tanawell, the straightforward characterization of Stephen Ker-Appleby and the fine per-ter, Jane Sterling, Francis Compton and Philip Tonge all deserve individual men-tion. Even Sally Fitzpatrick, in the very minor role of a maid, managed to create a fully rounded characterization.

a fully rounded characterization.

If you, unlike your betters, feel that
the theater doesn't necessarily have to
depend on social preachments, the
"resulty" of sentimentalized pernography,
the self-conscious mumbo-jurabolum of
louding trumpeted "art" or the timed glitter of cheap and spurious applications,
you're going to have a very swell time
for yourself at the Morocote

MANSFIELD Beginning Monday Evening, January 24, 1938 IF I WERE YOU

A farce by Paul Hervey Fox and Berin W. Levy, suggested by an idea in a novel of Thorne Smith's, starring Constance Cummings and featuring Bernerd Lee, Steped by Bern W. Levy. Settings by Raymond Sovey. Pre-sented by Paul Hervey Fox.

Miss Haller
NoraBetty Field
Holena Battylanet Hill
Netlis BluntConstance Cummings
Kenneth Batty
Costs Daily
Cook
Maxie Maybrick
A Constable
Dr. Alexander
ACT I-Scene 1: The Blunts' Living Room.
in a Not Very Prosperous Suburb Near London
on a Late September Evening, Scene 2: The
Blunts' Bedroom, a Few Minutes Later, Scene
3: The Same, the Following Morning. ACT II
-The Living Room, an Hour Later. ACT III
-Scene 1: The Same, One Morning Two
Weeks Later. Scene 2: The Same, That Eve-

Fine process of the p

Based on an idea in a novel by the late Thorne Smith (Turnsbout, I think it was, the I'm several million miles from being a Thorne Smith addict), If I Were

You tells the balmy tale of a British scientist immersed in experiments tend-ing to change the sex of unsuspecting members of the lower vertebrates, and members of the lower vertebeates, and his wife, who is so bored by his studious preoccupations that she even wants a haby, just for excitement it is to be presumed. Unfortunately there is Irish hotsemaid whose sunft was a witch and who, spurred on by watching the professor's reforts, indulyes in a bit of experimentation on her own hook. With the aid of newt's ear, a yellow-bellied pilder, some near a blood and a broomatick, ahe forces the attonished professor to occupy the body of his wife, while his own carcass is inhalmed by his apoune. It is a confusing attention by his apoune.

spouse. It is a confusing situation.

Naturally, the somewhat aerambled of the confusion of 12

Except for the would-be humorous physical details, which couldn't have seemed funny any work of the physical details, which couldn't have seemed funny any work of the physical paper-for a reader can imagine the fundamental change and, in his minds eye, supply the stage all we can see is surface, and the stage all we can see is surface, and the sators playing the professor and his wife must remain casentially themselves, coming qualities were inherent in the script. Also, there seems to be (at feast 1) and the stage—a point I tried to make in a somewhat different connection last summer what different connection last summer her own version of Hamblet.

her own version of Hamblet.

In any case the faree, given life in
the theater, not only turns out to be
under and unbearable purches upon the
charming shoulders of Miss Cummings, a
lowly, and salented comedicate. See
wife-huuband, and the not her fault that
the play falls flat. Sharing her misdotune is Bernard Lee, an evidently
takented unpo thru antice that are often talented importation from England, who is forced to go thru antics that are often neutely embarrassing as the husband-wife. Betty Field does grand work as the housemald, the her brogue could stand some improvement, and, as incidental friends, Harold Vermilyea seems rather (See NEW PLAYS on opposite page)

(44th Anniversary) Alviene SCHOOL Theatre

Gaures in Acting, Teaching, Directing, Personal Development and Culture, Cal. Development and Culture, Cal. Development Cal.

tearning. nets appear in full length plays, a week in each, ing experience necessary to qualify for profesits T. BELL, Secretary, 66 West 85 St., N. Y

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AMERICAN ACADEMY OF DRAMATIC ARTS FOUNDED IN 1884 BY FRANKLIN II. SARGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting. SPRING TERM BEGINS APRIL 1ST FOR GATALOG Address Secretary, Reom 145, CARNEGIE HALL, NEW YORK

"International Settlement" (20TH CENTURY-POX)

Time, 75 minutes, Release date not giren. Seven play by Lon Brealone and John Fatrick. Original early by Lynn goot and Frank Fenton. Directed by gugene Forde. Cast: Bolores ple Ro, George Sanders, June Lang, Bick Baldwin, Sulf Perry, John Carrodine, Keye Lake, Buld Terry, John Carrodine, Keye Lake, Buld Previnced at the Uplours, Lake Bolor. Previnced at the Uplours, Association, Previnced at the Uplours.

The forerunner of acen yarns b on Japanese invasion of Shanghai and consequent bombing and war borror Condubbedly this offering, which takes the title from the international Settlement there, will appeal as a good quibt-bul show. Publicity given the Charghai incident should whet average

audience interest. Story deals with soldier of fortune who masquerades as a notorious chainacter in an attempt to make delivery of sin-munition to one of the countries en-gaged in the conflict. The solder, Grone Sanders, finds himself tangled in a web of intrigue. Homance enters with Dolores Del Rio, who sets out to kill perform see into who sets dut to kin ganders, only to discover she is in love with him. With her aid he manages to scape the attacks of his enemies. John Carradine and Harold Hisber, as ammunition agents, give dependable

performances Compedy relief is in the form of a be between June Lang, vacationing war zone, and Dick Baldwin, a

Keye Luke, No. 1 son in the Chan ries, plays the part of a Chinese

Using news clips from actual Shang-hai war scenes, Director Eugene Porde sels a past pace. Altho International Sectionent is melodrama, still it is good chtertainment. Desn Onen.

"Everybody Sing" (MGM)

Time, 80 minutes. Release date not steen. Screen play by Florence Ryerson and Edgar Allan Wootl, Additional dating by James Green. Directed by Edwin J Merin. Cast: Allan Jones, Judy Garland,

Communications to 1564 Broadway, New York City Fannie Brice, Billie Burke, Reginald Oncen, Lynne Carrer, Reginald Gardiner, Mary Forbes, Blice Casonna, Cupid Ams-worth. Marte Blake and Belein Troy. Pretieved at Westwood Village Theory. This film is box office. Plenty of This film is box office. Plenty of the American Carrer of the President Carrer of the Carrer of the

tunes that are sure to be hits, a sphendid cast and good direction make this one cast and good direction make this one. Ferhips the containing the surface of the surface o edy. Plot concerns Garland, who can't keep her own popular notions about music in line with the standards set by the finishing achool she is attending. Leaving school, she returns home to the control of the control of the control troubled with bards, a playwright, troubled with bards, a playwright, fact his negel has pulled out the props of his new play.

his new play, on his new play.

Only way to get the family out of the red, decides Judy, is to take a fling at the footlights herself. With the aid of Pannie Brice as the maid and Allan Jones as the family's warbling cook she

manages to get over.

The best part about the pic is that singing and the chorus numbers never become tiresome.

become thresome.

Tunes from the show are Swing Mr.
Mendelssohw; The One I Love; I Wenna
Mendelssohw; The One I Love; I Wenna
on Melaguaty, Dainty Me, and Doren
on Melaguaty, Dainty Me, and Doren
pannie Brice and Billie Burke are tops
m their paris, and Jones seems to have
found a role in which he can sink his
feeth.

Deen Ouen.

"She Loved a Fireman" (WARNER)

(WARNER)
Time, 57 minutes. Release date, December 18. Screen play by Cartion Sand
and Morton Granti, Music and Iprice by
M. K. Jerome and Jack Scholl, Directed
by John Farrow. Cast: Dick Foran, Ann
Sheridan, Robert Arestrong, Eddie Acug,
Thomas Boy, May Beatty, Eddie
Boy, May Beatty, Eddie
Flahert, Janc Charoller, Ted Oliver, Pat
Flahert, Beckned at the Risto, New
York. York.

Since we caught the above haymaker to happiness about a month after its release date, whatever damage it can do to the cash boxes of the exhibitors and

Breadway, New York City

the pleasure of the customers has already been done. All that remains is to read a brief funeral costion over the control of the co Requisescat in pace.

Maurice Zolotow

"Midnight Intruder" (UNIVERSAL)

UNIVERSAL)
Time, 66 minutes. No release date given. Seveen play by George Waggner and Levier Cole. Based on a movel by and Levier Cole. Based on a movel by Levier Cole. Based on the Lubin. Produced by Trem Carr. Cart: Lubin. Produced by Trem Carr. Cart: Louis Hayaward. Eric Linden, J. C. Nugeni, Barbara Reed, Irving Bacon, Roberts, Barbara Reed, Irving Bacon, Roberts, Perderent and Tryant, Joe Crehan, Selmer Jackson, Jan Duggan, Predicted at Plantages, Hoffupcod.

Produced as a B picture, Midwight Instruction of the Cole of the

brocket than the producers originally figured. Audience appeal is general. Story based on mistaken identity. Louis figured.

Story based on mistaken identity. Louis Hayward, as an ex-race-track handlenper, and his pal. J. C. Nupent, inwak ward for discovered son of their employer, who was kicked out years before. Romance follows, with fayend failing for manner follows, with fayend failing for mistaken with recovered political boss. Boss in murdered and crime phaned on Eric failured on Eric for murdered and crime phaned on Eric fails.

with crooked political boss. Boss in nurdered and crime pinned on Eric Linden, the real discovned son. Hayward does a nice job as the fast-talking fake reporter, whose shiftly to get out of trouble is amazing. Laughs go to J. C. Nugent. Barbara Read okeh as the judge's daughter. Shella Bromley

gets audience sympathy in a straight le. Universal left "mames" out of this offering, but it should do business. Story is compact and Director Arthur Lubin has getten the most out of his cast.

Dean Oven. "Lady Behave"

(REPUBLIC) Time, 67 minutes. Belease date, January S. Original etary by Joseph Krum-gold. Seren play by Joseph Krum-gold. Seren play by Joseph Krum-gold. Seren play by Joseph Krum-gold. Seren Joseph Schildkraut, Grani Mitchell, Patricia Par, Marcia Mac Jone, George Bruct, Waren Hymer, Robert Greig, Marty Gurman, Spencer Onarters and Marty Gurdennus, Spencer Onarters and Mary Gordon.

It's going to be hard to sell this proit's going to be hard to sell this pro-duction even for a double-header at a nabe. Cast lacks marses great enough to pull the piece from the mire into which the story plunges it. It's a hel-ter-skeller makeshift number, tedious and cheap. Producers, however, classiff it as a cornely remance. Long ends and cheap, Producers, however, classify it as a cornedy romance. Loose ends of the script dangle all over the place while the actors romp aimlessly and without inspiration to clear Clarice Kendall from a state of bigamy.

Drunk at a Mardi Grza, the kid sister marries the millionaire Stephen mack regardless of the fact that mack regardless of the fact that she still had her first busband. Big sister Paula and Burton Williams devise a scheme to protect the youngster from a bigainy suit. Culprit is ahipped on of the country, while Paula poses as Man. Cormack, taking up residence with her supposed-to-be-hutsband's children — a very bratty son and daughter. In the meanwhile Williams is to arrange for an annulment of the first marriage.

Scoundrel, no-account Andrews, fit Scoungrel, no-account Amereus, muss husband, select upon this double-edged blackmail opportunity, takes brites from the kids and from the kids who resent the aster and from the kids who resent the presence of a foster mather. Homes the beginning the black of the bl coming of Cormack thickens the ridiets lous confusion and burdens everyome with the indicrous. Somewhere slone here the fugitive sister returns to divosce Cormack so he may really marry Patila.

So poor a number can't make even the ird grade. Sylvia Weiss, third grade.

NEW PLAYS-

(Continued from opposite page)
study miscast, while Janet Hill not only
duchaye a striking appearance but also
proves, in one scene, that she can most attractively strip down to a very scanty of scanties.
I suppose if Miss Cummings and Mr.

Levy had wanted to push the idea to fix ultimate conclusion, Miss Cummings would have co-authored the play and Mr. Levy would have appeared in it. Maybe that would have helped.

JOHN GOLDEN

Beginning Wednesday Evening, January 26, 1938 SHADOW AND SUBSTANCE

play by Vincent Carroll, starring Cechardwicke. Diserted by Peter Codfferings designed by David M. Twachtm. Constructed by Turner Construction Co pays and painted by Robert M. Berger Shatio, Inc. Presented by Eddle Dowling. Bergman Bergman jest Caron Skerijit's Servant, Julie Haydon Skerijit's Servant, Julie Haydon Skerijit's Servant, Julie Haydon Skerijit's Servant, Julie Haydon Maria Concannon, Canon Skerijit's Noce Concannon, Canon Skerijit's Noce Consta

Local Curates:

John Corr.

Jather Corr.

Jather Corr.

Jather Corr.

Jather Kreen.

Jahre Kreen.

Jather Kreen

The Action Peason in the Living Room of Canon Skernitt's Parochial House in "Andrea-hore." One of the Small Towns Lying Another Feet of the Mourne Hills in County Louth, including Include In fee fee of the house, the in January. ACT II— ACT I—Midday, Late in January. ACT III— braing of the Following Day. ACT III— January. ACT III— 2: The Following Morning. February I. 2: The Following Morning. February I.

ine following Mornie, February I.
A long theological discussion which
buil Vincent Carroll, for some reason or
other that is obscure to me, decided to
been to be a some the some section of
the some section of the some section
ban of a thesis came to the John Obleen
Dealer Wednesday night, under the
speciality of Eddle Dowling. It is
Callet Shadoge and Substance—and If it
is really, as it seems to be, a sort of
semi-cerstrain duck between the two.

then thatene wine by default. There is the substance very both of the control of

of mental, if not physical, excitement— as in the cases (with all due respect to those who know much more about the drama than 1) of The Ghort of Yankee Doodle and To Quito and Eack, But the questions discussed in endiess and pair, vally undermatic convolutions in the muddled dialog of Skodow and Substance are about as alive to us as the questions discussed in A Doll's House. And Shadow discussed in A Doll's House. And Shadow and Substance lacks the fine clarity of thought, the clean singleness of purpose, the strong drive of logical wiespoint and the solid dramatte construction of even the early Ibsen. It's a prety messy discussion—and a very dull play.

That is chiefly because of two things:
That is chiefly because of two things:
problems without thinking any of them thru, and he assumed a constantly ware-

thru, and he assumed a constantly varythru, and he assumed a constantly varying viewpoint toward all but two of his
characters. Constantly he vaciliates in
his attitude toward them—a curate, for
example, who seems to represent kindly
humanity in the first act becomes a contemptible bigot in the last, not because temptione bigot in the last, not because his character changes in the least, but simply because Mr. Carroll looks at him from a different angle. This would have been well enough if Shadow and Sub-fance had been written in the form of a thesis. It's appallingly bad craftsmanship in a play.

In all the welter of theological and pseudo-religious discussion one thing seems to stand out—the awakening of a canon who regards the church and its a canon who regame the church and its rigidly private god from the viewpoint of cold intellectualism to the mystical humanity (or human mysticism) neces-eary and indeed unavoidable in the rites sary and indeed unavodance in the rives of his sect. It seems evident that Mr. Carroll seeks to apply this to religion in general, but it is only a very formal-ized "religion" at best.

Ered "religion" at best.

The canon, brought up in Spain, is filled with contempt for what he is filled with contempt for what he is filled with contempt for what he is filled he had been a spain of the sentiment of the sentence of the him—and he lavishes what sterile love be has upon his simple Irish servant girl, who thinks she seev visions of St. ger, who thinks she sees visions of St. Brigid. The casion, with his rigidly intellectual approach, tries to drive the visions from her; he duels with his parish in the matter of a book attacking the church, written by the local schoolmaster, he fighting the emotional schoolmaster, he fighting the emotional urge of the parish to stone the author, and instead firing him, coidly and unemotionality he engages in a verbal unemotionality he engages in a verbal be is somewhat shaken when the lad aske him just why he preserves an outsmoded and victous system of education which he himself holds in contempt; he which has branch had been as the best of the property of

That is approximately the essence of the "plot," the it is further complicated by any number of other minor discusslons, none of them heading to any co-herent conclusion—at least to no con-clusion that Mr. Carroll manages to reach.

reach.

The play was originally put under the direction of Arthur Shields, of the Abbey company, but Mr. Shields, who is a fine company but Mr. Shields (who is a fine Abbey version) dropped his chores when he falled to see entirely eye to eye with Sir Cedire Hardwicke, the star. Mr. Peter Oodfrey, of London's Gate Theater, was

drafted to fill in—and Mr. Goeffrey has aignaily falled to clear up any of the muddle in which Mr. Carroll telt his drama. It is ineffective and incoherent direction furnout, pointed perhaps for occasional moments of effect from the his—and at the expense of the play ns a whole.

And doing little or nothing to help is Sir Cedric as the canon. It seems evident that Mr. Carroll intended the dry and catastic humanity of the man to shrine causaic numanity of the man to shrine thru his sterile intellectualism, but Sir Cedric makes him only cold and repel-lent. He does effective work in the had act, it is true, but it is work that tends to create a Performance, rather than to elucidate a play very much in need of emotional elucidation.

emotional elucidation. Mass Julie Haydon, who would have been one of America's great actreases to-day if she hadro been criminally thrown into leading roles at the start of her career, offers some moments of quiet, glowing, tenderly aympathetic besuty his the servant girt, and Lloyd Gough does an outstanding yob—straightforward, days and effective—as the schoolinsafer, clear and effective—as the schoolmaster, Nice work, in varying degree, a siles done by Gerald Buckley, Henry Sothern and Lean Doyle, Miss Sara Aligond, a former Abbey Theater player who is featured in the cast as an incidential village opinater, is said in the program to be regarded as the Trial Bernhardt, to be regarded as the Trial Bernhardt, the America, has had three hitherto una-suspected Ducks in the Cherry Sistems. suspected Duses in the Cherry Sisters,



THE FILM WEEKLY **AUSTRALIA**

Contring the Metion Picture and Entertainment
Find Generally.

Conducted by MARTIN C. ERENNAN.

198 Only Tuturnalls Enthing. Pict Street. Sydony.
Australian Office of THE BILLBOARD.

FRONTS PLOT UNITED FRONT

Leaders Say Monopoly Held By Big Agencies a Detriment

NEW YORK, Jan. 29—In an attempt to break up what is charged to be a "throttling monopoly," along primarily principally the Music Corporation of America, group of organizer has been working settle victor amount pleasurement of the control of the c

around of banes menoce has lenders.

"The band leader," said one of the organizers, who asked that his name be withheld. "In now the pawn which the booking agencies use to further their own ends in gaining exclusive booking rights for a spot."

Pifty band leaders here, according to Fifty band leaders here, according to this informant, have been approached, and most signified their approval of the plan. All were afraid, however, to take the state and none would allow their used for organizational pro-(no, has already retained legal

If the new clique clicks it will not invade the booking field, aim being to take the band leader out of the "clutches" of the sgennies. Oth wants agencies to stick to booking and not be manging bands white simultaneously they seem, results in forcing down the saking price of a hand.

The securics, it is claimed beat down.

asking price of a band.

The agencies, it is claimed, beat down a band header in two ways. Pri. a band beader in two ways. Price and the second ways as a band leader is persuaded to work for less mensey in a class spot on the ground Second in the agencies' monapoly of wires. Badio cutiest today are the life-will be a beautiful that the second in the second in the second ways without regular weekly network that the second ways will be second to the second ways and the second ways and the second way in the second ways and the second way in the second ways and the second ways are second ways are second ways are second ways and the second ways are second ways and the second

Similar Set-Up in England

English band leaders have for many years been successfully organized in the Dance Band Directors' Association. DBDA is even stronger than the British musicians' union.

DBDA is even stronger than too assuminations: union.

The OLA will charge an initiation fee and a commission will be paid from each job for operating expenses. In return the OLA will aid the band leader in exploits thom, servicing with books and handling publisher; We will beoks and handling publisher; we will be the prossible to the operation of the operation books and handling publicity. "We will protect the band leader in every possible manner." said the organizer, "acting almost and the procession of the band leader of the manne bands in the Goodman-Lombards deem hand been approached. Top bands, he said, were getting their share of the gravy, it is the band leaders plus deem processed.

gravy. It is the band leaders just belon the big names who have been solicited.

NEW YORK, Jan. 29.—Jack Rosenberg, musicians' Local 802 prexy, pointed out that the union sanctioned formation of

In 10 Easy Lessons

NEW YORK, Jan. 29. — Eddie Leonard Jr., son of the famous black-face minster of Ids. Sweet as Apple Cider renown, may soon be from and downleads of two other sons of the famous Rudolph Frimi Jr. and John Philly Sousa III. Junior looks lots like his dad, sugs a top tenor and is learning.

social groups, but would never give an okeh to organizations desiring to "create protective measures" for musicians. He strictly within regards such functions as strictly within the duties of Local 802. All leaders who are nurturing beefs against the "monop-olistic activities" of major booking offices are invited to air their grievances at the local, he said.

Union officials pointed out that it Union officials pointed out that it would be invivie to make a general statement as to whether or not the hand agencies were behaving themselves, since agencies might pull a fast one at may time, thereby exposing the union to

Still Squabble on Synchs

NEW YORK, Jan. 29 .- Music Publish-NEW YORK, Jan. 29.—Music Publish-era' Protective Association at a meeting this week decided to aid in the defense of the test case filed by songwriters try-ing to clarify copyright ownership of songs with regard to certain rights after songs with regard to certain rights after the tune has been published. Writers, representing songwriters Profective As-they retain the vested right to collect fees on electrical transcriptions and other mechanicals. Case was filed against Mills Music in the New York County Supreme Court, after insochistions between Irving Caesar, SPA chief, and the publishers falled to establish an amicable agreement.

College on Unfair List

ROCHESTER, N. Y., Jan. 29 .- Pailing to agree to a "closed shop" campus, mu-sicians' union, Local 66, has placed the University of Rochester on the unfair list this week. Previously only the fraternity houses were listed as unfair. But when the student board failed to sign an agreement with Leonard Campbell to

Fellow Woikers!!

NEW YORK, Jan. 29.—Known for-merly as the Sultan of Scat, Cab Cal-loway will hereafter rate as the Stalin loway will hereafter rate as the Stalin of Swing. Switch came about when Comrade Calloway waxed Doing the Reactionary and One Big Union for Two, the first time labor's pop tunes have been recorded. Band put all their 802 spirit into swinging for the revolution and Cab himself ang the lyrics rubbing his magnetic and the most approved waiting designate style.

Tenney Tightens Up Local Union Boards

LOS ANGELES, Jan. 29:—First meeting of Musicians' Local 47 since the election of new officers was held this week. Gathering was intempersed by heckling from dissatisfied defeated candidates, but as a whole, new prez Jack Tenney held things in order,

held things in order.

A measure allowing board of directors to use secret ballots in matter of appointments was defeated, board to do their voting in the open.

attempt to force a ruling that and strengt to force a runing that would not permit any 47 member to hold more than one job in the union was also defeated. Those against the bill stated they would rather have a man devote his full time to the union rather than hold down an outside job and perhaps use his office to curry favors.

Board of directors are also cut out of the additional salary formerly allotted to members serving on the trial board. Under new regime trial board will consist of six men and will be a separate unit appointed by board of directors to handle crimes against the union, claims,

With Tenney's plan of future action clearly outlined, members are anticipat-ing plenty of changes.

employ only APM card holders for their parties the union prexy extended the ban to cover the entire college. Means also that the wide pants guys won't be able to use name bands for their gala proms.

Selling the Band

Sweetheart of Sigma Kaye
A clever stunt that yets the college
lads and lassies clustering around the
radio when Sammy Kaye broadcast is
the playing of an official fraternity or
screetly song once a week. In connection with his broadcast Kaye sends out
several thousand postcards to every past
and present member of the Greek letter
society concerned. Giving time and and present memoer of the Greek letter society concerned. Giving time and date of broadcast, sample starts off, "In connection with your national headquar-ters and Mr. R. M. McPurland Jr., exec-utive secretary of Pl Kappa Aipha, pleuse be advised of Dedicatory Broadcast of The Dream Get of Pl Ka."

Industrial Tie-Up

Mike Farley, who has just written a tune called it Looks Like a Cruifer Doughtunt, and the composition of th

Another tune that recently helped plug a band was Will Hudson's stomp-eroo, Pop Corn Man. Tie-up with Pop-o-Matic Company has hangers of the Hudson-De Lanze Ork erseing acores pop-corn machines thruout the country.

Duchin Polls Co-Eds

All bands want to make the college kids conscious of their name, because the youngsters, even if they don't spend, are the bulk of an orchestra's following. Polls and tis-ups with college news-papers are a favorite device of idea-hungry press agents. Eddy Duchin contrib-

utes another poll. He's querying 150 women's colleges to find out their fa-worter remaintic melodies. Choices will be played on his Elizabeth Arden pro-eram. . .

Telegram Blow-Up

A Postal Telegraph messenger delivered a man-size "telegram" to the office this week. Telegram was a blow-up of an original wire sent to Gus Edwards. Clyde McCoy's personal manager, by Fred Dolle, of the Circle Theater, Indi-snapolis. Latter stated that McCoy broke an all-time house record in a battle of swing. Blow-up was sent to every theater manager and booker in the

Altho telegram blow-ups are nothing new in the line of exploitation, gag al-ways adds a touch of showmanship to any message you want to get across. And Postal will print and deliver them at special rates.

Noblesse Oblige

Will Wittig, manager of Kansas City's

Idea sounds good, but what do you do with some of those prima denna baton-eers, who're known to be awful jealous?

Shekels Are Swell For Tex Terpings

DALLAS, Jan. 29.—Local office of Con-solidated Radio Artists has more than trebbled bis since Frank Poster, better known to the since Frank Poster, better known to the since Frank Poster, better known to the since Frank Poster and ago. Greatest activity has been marked in booking one-nighters thru private clubs and night apoks. The poster is the poster in the poster is mames are growing in favor thruous the Southwest and that the better bands are bringing a good contract price, ranging from 850 to the better and see the

per eve for the bigger names. Bands now spotted under local CRA tutelage are Barney Rapp, Johnty Hamp, Jack Sherr, Jack Denny, Don Bestor, Henry Halistead and, coming to this territory on February 18, Fletcher Henderson. Office is also spotting Duke Ellingston and Chick Webb.

Bits Bout Boys Who Plug Tin Pan

ROBBINS is publishing entire score of I Married an Angel, forthcoming Dwight Deere Wiman production, with Rodgers and Hart collabing for the cleftings. Life, tange for-trot by Mand Miller Stevenson, is the newest opus added to the Whitney Blake catalog. added to the Witting Black entailog. Baymond Section Continued to the Raymond Section Continued to the Raymond Section Continued to the Raymond Section Continued to the Square Bance for Egyptian Mummle. Eddie Martony. Cleveland ork leader. has placed his Now That You'ce Seld. As with Lassalin, Ltd., in London... with the Continued Con song. . . . Pern Shields, Boston tunester has written a new song, Blue Is the Night

Mitch Marks, of the E. B. Marks music Mitch Marks, of the R. H. Marks House, house, combining a vacash and biz for a South American jaunt. Nat Marks, former pro head of Roy Music Company, has turned nitery nabob, unshuttering the Chalet Baz. Charles Warren, as has turned nitery nahob, unahuttering the Chalet Bar. , Charles Warren, assistant to Rocco Vocco, of the Warret substide, is back at his desk following a month turness, the state of the substide of the su

Chick Cracks Class Club

BOSTON, Jan. 29.-The Levaggi, ultra BOSTON, Jan. 22.—The Levaggi, ultra-of the Hub's ultra fork and apoon lutra-rooms, will give sepia swing for the first time to the patronizing downgates and time to the patronizing downgates. The Chief Webb and Ella Pitzgerald bring their live here February 5 for a four-week fest. Since the swank spot opened several years ago, initial bandmaster be-ing Willard Alexander, who has since be-come an MCA exec, white name bands have been used exclusively.

Dick Ingram Leaving R-O'K NEW YORK, Jan. 29.—Dick Ingram, associated with Mike Nidorf in location bookings for Rockwell-O'Keefe hands leaves the agency mid-February to open his own booking office in Philadelphis-Vacancy will be filled by Bert Lown vacancy will be filled by Bert Lown-former band leader, Johning R-O'K to make the replacement. Ingram came here from Philadelphia, where he wa-associated with Mannie Sachs at the WCAU Artists' Bureau.

Benny Sent Me

NEW YORK, Jan. 29—And now swingmaster Benny Goodman gets a Benny Sent Me and clefter is sophisticated-proletarian Harold J. Romen who accord Pine and Needles, Opin resulted from white Rome in turn to catch his Paramount date. Home caught, remembered the famous tagine of Mills Gross carticoas, and the song followed.

Chi Almost Closed Shop for MCA Bands

CHICAGO, Jan. 29.—Music Cospora-tion of America is adding two hotel ac-counts here with the opening of Sterling Young at the Stevens last night and

Dist of Aller with Mondant for Spice of the Control of of dies the Copgress locally.

Martell Back on B'way at Arcadia

NEW YORK, Jan. 20.—Paul Martell, opening at Arcadia Ballecom last week, personal and a second a NEW YORK, Jan. 29 .- Paul Martell,

Tar Heel Spirit Supreme

PITTSBURGH, Jan. 29,-Many's the

PITTIBUTROH, Jan. 29.—Many's the time ace band leaders reture to play because there's not enough do-re-mi offect. Yet, paradoxically, they'll go the large they are the are the are the are they

Sheet-Music Leaders

(Week Ending January 29) Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of sealing 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 & Healt; Carl Fischer, Inc.: Gamble Hinged Music Company and Western Dook and Stationery Company, of Chicago.

1. Bei Mir Bist Du Schoen

 Rosalie
 Rosalie
 There's a Gold Mine in the Sky
 You're a Sweetheart True Confession

I Double Dare You Dinny Doodle Thanks for the Memory When the Organ Played "On Promise Me"

Promise Me

10. Once in a While

11. Ten Pretty Cirls

12. Sweet Someone

13. Sall Along, Silvery Moon

14. Josephine

15. In the Still of the Night

PHONOGRAPH RECORD best stillers will be found on page 85.



YOU CAN'T TELL WHOM THEY'RE TOASTING. But you can tell that the sight is good for the eyes. Reading from the scotch and sods immbler, bent ethous belong to Jack Mills, must pub; R. W. Altschuler, Brunswick Record Corporation prezy; John G. Paine, general manager of ASCAP, and Irving Mills, Need of Mills Artists.

Bei Mirs and Clinton Compos Woo Wax Fans To Cut the Rug

Records Reviewed by M. H. Orodenker
Abbreviations: V-Victor; B-Brunswick; D-Decca; BL-Bluebird: VO-Vocation.

Larry Lifts Another Lick

Larry Lifts Another Lick
While Will Hodson is searching the
LARRY CLINTON compos for a basis of
suit on lifting his lekings, attention is
called to the writers of Bugle Gall Rag,
who will undoutstedly one over twice
Clinton's Military Madeaga, Makes for
Of, Hedes (V), with Charles Shades
running rios in both instances.
More Clinton's In both instances.
More Clinton's ANTW MPMS.

running riot, in both instances.

More Clintonology by ANDY KIRK, who really has his Clouds of Joy rockin' for the page of the dipper with Edythe Wright for the page of the page of

a Chimmey (Y). Dave Tough is no longer beating the sarres and he's Hinda missed, the Maurice Purillis driumnastice fits RUSS MORIGAN tops with a Clinton opius to make line tootling for The Dipsy Bootle, what with a hot hard the sarres of the sarres of the first through the sarres of the sarres o

Bei Mirs by the Dozens

With Toscanini and Lity Pons still to be heard from, the parade of Bel Mir Bist Du Schoen carries on BENNY GOODMAN and his Quartet, with Martha GOODMAN and his Quartet, with Mastha Tilton doing a mechanical vocal, and zingy Isman tooting a dyed-in-herring Peters and tooting a dyed-in-herring Vetor. And it is only when Zingy gest proofich (happy) that things happen. Coodman missed a natural here, for that Jewish trumpeting needed a high-trilling MILT HERTIT, pumping the egant WILLIE SMITH, fingering the plane, and ONNEL SPERCER, beating the snare,

O'NEIL SPENCER, beating the enarce, blend for the ditty. But nothing worth cupping an ear comes to pass until you pass to the mating of The Big Dipper

(D), KATE SMITH marks her entry in wax-ography with Bei Mir, gushing with gusto. And with the embellshment of gal voices adds her full voice to the doubler, There's a Gold Mine in the Sky (V).

Sky (V).

There's scat Bei Miring and swing-gathingings by ELLA FITZGERALD and her Savoy (Chick Webb) Eight, the couplet complete with harlemose chanting for a sob sister It's My Turn Nose

Some Poor Pickings

Some Poor Pickings

Not recalling a SOUTHERN SERB.

ADDERS of nother recording era, we can only and that Sing, It's Good for CROSBY cuts his cats loose for a down-you and Gofa' to Your (BL) is a re- deep in the grove Panama, coupled

iccosing that should have better been suppressed. It was great stuff then, but by present-day dance demands it amacks of a fastle, undoubtedly the coin machine operators going for the wood stuff, and the stuff of the condition of the stuff of the stuff

ABE LYMAN returns to the wax wo with a danceable unit. Nothing distinc-tive away the standard synopating for On the Sentimental Side, This is My Night To Dream, I Was Doing All Right and Love 18 Here To Stay (BL).

and Love Is Here To Stay (ML).

PATS WALLER: bolk thru an uninspired routine, the hulls being Am I in
Another World and My First Impression
First Impression
tinguish his plannlogy, bis chromate
tinguish his plannlogy, bis chromate
runs apprecimanting distraction, for solo
atum with Stormy Weather and Gone
With the Wind (D).

Hackett Holiday

With Bobby Hackett blowing the bugle With Bobby Hackett blowing the bugle in the house hand there's plenty jazz in the house hand there's plenty jazz in the property of the proper with waltzers, The House on the Hill and Let's Waltz for Old Time's Sake,

On Parado

Tommy Dorsey once asked Are All My Favorite Bands Playing?, etc. And RICHARD HIMBER sets out to polish that but of satire. The Pande of Rends (V) brings out on review Henry Busse, (V) Drings out on review Henry Busse, Wayne King's exagerated alto saxings, the Benny Goodman quartet with Art Rollini whipping the vibes in true fashion, Tommy Dorsey's slide chorus for Marie, Ciyed McCoys inevitable blues bit and a brute finale for Lombarda and the strains Garran. Parada takes, both bit and a brittle mase for communication the singing Carmen. Parade taken both sides of the platter. It's enjoyable listening except for the waits bewteen mimed choruses when it would have been so easy to weave 'em together with modula-

Swinging Pops

ART SHAW, who still awaits proper recognition, picks two commercial tunes, Good Night, Angel and There's a New Moon Over the Old Mill (B), for swing treatment in the grander style, Melody distortion is minimized but the lift is

Mills Sets Up A Danservice

Harry Moss leaves ARA to direct band bookings dance dates set

NEW YORK, Jan. 29.—Setting up his own band booking department, Irving Mills brought in Harry Moss, formerly head of his own Associated Radio Artists. head of his own Associated Radio Artists.
Office is known as Danservice, a coined
title to be tised as a trade mark. Mickey
Coldinen, of Mills' record department, assate Moss. In shifting to Mills Artists'
headquarters Moss brings along Harry
Lawrence, handling club and college dates, and his secretaries, Dorothy Stewart and Helen Jacobson,

Stewart and Helen Jacobson.

"Danservice does not mean we con"Danservice does not mean we con"Danservice does not mean the band hooling
activity." says Mills.

extractions, the artists when we already
attractions, the artists when we already
attraction in the page of continued and
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develop new names." Mills has been
making flying trips to Mills an been
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While Moss will devote his certices ex-clusively to Mills, contract running the year. In ARA will not fold, "Status is not fully settled for are any ARA bands coming under the Mills banner as yet. In the meantime his former associate, in the meantime his former associate, that office, with Boday Lee remaining to handle saft. Early seles by Danservice include fill-in dates for Duke Ellington, marking in dates for Duke Ellington, marking

in dates for Duke Ellington, marking time until his Cotton Club opening March 11. Bolo stands already set inin an enter the bar Cotton Cith oppulsing March II. Bool stands already set the clude the Rutgers U. prom February 18 and Delta Gamma Phi scortly shinding and Delta Gamma Phi scortly shinding the control of the country of the count

DD&G Reorg With Britt as Head Man

NEW YORK, Jan. 29,-A complete shake-up and reorganization of staff was effected this week at Donaldson, Douglas effected this week at Donnidson, Douglise & Gumble, music pub house, stiffing rumors that the firm was folding. Report has it that fresh money was brought in from ASCAP in the form of a royalty in from ASCAP in the form of a royalty label of the first per label of the first

shop.

New line-up at D. D. & G. has Addy
lritt taking over as professional manlager, Jesies 85col resigning. Local effice
includes now Abe Bloom, Art Richardin and Benny Rose, with Watter Dauglas taking a more active interest in prolast taking a more active interest in prolast taking a more active interest in prodefined of the control of the control of the

Added Ann will be control of the control of the

Colonial Ann will be control of the control of the

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Colonial Ann will be control of the colonial ann will be control of the colonial ann will be control of the colonial ann will be colonial ann will be control of the colonial ann will be colonial ann will be control of the colonial ann will be colonial las taking a more active interest in pro-feesional activities. Chicago office folded, but only because the lause ex-ecution of the control of the con-calesman, takes to the road coverting Chicago until Britt make a Midwest visit to select a new man and office, the control of the control of the con-lated of the control of the con-lated with the con-lated with the con-post and Norman Sickle covering the Philadelphin front.

with more Dixieland for When My Dream Boat Cames Home (D). Latter side he sold as a Big Apple Dance, Nappy Lemare breaking the choruses by calling out the terp treeks.

And in less exciting exhibitionism,

terp tricks.

And in less exciting exhibitionism,
LOUIE PRIMA platters his own compos.

1 Just Con't Believe You're Gone and
Rhythm on the Radio (VO), falling short

Music of Yesterday and Today Played in

Blue Barron

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

- CRA

Jerry Blaine

STREAMLINED RHYTHM ORCHESTRA WEAF-NEC Network—Tuesday & Sunday Eve. 2d YEAR PARK CENTRAL HOTEL, N. Y. Bluebird Recording Artists.

- CRA -Biltmore Boys

AND THEIR ORCHESTRA.

HOTEL MUEHLEBACH, Kansas City, Mo.

CRA .

Jack Denny AND HIS ORCHESTRA NOW ON TOUR.

- CRA

King's Jesters

"The Biggest Little Band in America Hotel La Salle, Chicago. NEC NETWORK FAVORITES

- CRA

Breaking Records Everywhere

Barney Rapp

AND HIS NEW ENGLANDERS
featuring RUBY WRIGHT
ST. ANTHONY HOTEL, San Antonio, Tex. - CRA -

Eddy Rogers AND HIS ORCHESTRA

Playing Sterling Melodies BEVERLY HILLS COUNTRY CLUB,

- CRA -

Jan Savitt AND HIS "TOP HATTERS"

KYW. PHILADELPHIA, AND NEC NET-WORK

- CRA .

"America's Most Versatile Instrumentalist"

Jack Sherr AND HIS ORCHESTRA

Now Playing RICE HOTEL, Houston, Tex

CONSOLIDATED CHICAGO - CLEVELANO - DALLAS - HOLLYWOOL





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

Orchestra Notes

Fiddlers Three

While the movie lens will focus the pricelers Stradivarius when JASCHA HEFFETZ clarts screening, the movie moguls are passing up the sveite scratchings Jascha could jam out from his bizarre collection of scatch boxes

his bizarre collection of scatca boxes

. there's the quarter-size fiddle
upon which he took his first lessons
from his father at the age of 3 . . . the
one he found in Capetown, South Africa, de entirely of match sticks . . . and one he uses when touring the the one he uses when touring the tropical climes . . It's made of sluminum, he explains, and it saves wear and tear on his good gut knobs . . "and if anything happened to it any plumber could fix it."

Form Follywood's Front EDDIE LE BARRON is forgetting his Rainbow Room rumby rhythms for the nonce, having started his Spanish pic-ture production schedule with Cartles in the Afr at Maurice Count's lots . . but ture production achedule with Certles in the Air at Maurice Comity bids. . . Dut he Air at Maurice Comity bids. . . Dut he Air at Maurice Comity bids. . . Dut he Air at he Air

songwriter these days, the missus ar-riving here to keep the family intact. In Southern Style

Aristocrats open in San Antonio for a week at the ET Club and then for a string of single stands in the surroundstring of single stands in the surround-ing towns. Ohmus Club, in the same Texan town, went the way of all wellathood, out for the grind dancers and after a 19-month sentence at Villa Moderne, Chicago, PAUL MEEKER moves here this week for an inder period at cunting Hotel. RAY O. HUM-

All Points West ED POX is back in Chicago looking after things again at his Grand Terraco after a Gotham gander that included ster inings again as an created versions arter a goldham gandone burrings to taske for a CRA deal in the wind.

EUCENE JELESNICK was just getting started at Hotel Utah, Balt Lake City, when MNYEL hard has been extended to run thru the summer.

JACK (Decan KAP) is in Minneapolis waxing JIMMY DOREEY platters and the Aragine of the Aragine State of the Aragine State of the Aragine State of the Aragine State of the Aragine one-night it to Youngstown, O, where they open Monday for a fertingist spell at Nu Eim Baltroom.

KAY of Hower Balace Hotel, Deriver, his contract adding a clause that's good till March 18. March 15.

Mid-Atlantic Musings

Mid-Atlantic Musings
EMILIO CAURRES TRIO turned down
a six-month extension at Blue Mirror
Cockital Lovinge, Baltimore, to make
New York again, returning the State
New York again, returning Participation
AN brings swing to the swank Arcadia
Thermational House, Phility, Pebruary 24,
... HAL CURITIS is giving Pittsburgh
and International House, Phility, Pebruary 24,
... HAL CURITIS is giving Pittsburgh
and Strough of the State of the State
EMILION Research
The State of the State
T

Hotel, Pittsburgh . . . and VAL GAR-VIN is trekking the atands throut Western Pennsylvania. Frisco Footnotes

ROCER PRYOR does his emoting from the St. Prancis Rotel band stand, re-placing Freddie Nazel. . . JOS REIGH MAN, at the Mark Hopkins, and HENRY MAG, at the sales HOFRISS, and HENRY KING, at the Pairmount, continue as the heavy artillery of the Golden Gate's dance offerings . dancing is spain coupled with dining at the Whitcomb Hotel, with CARVEL CRAIG booked by to start the downbeats Pebruary or a six-week session, . . . The IT for a six-week session. . The Empire, formerly William Taylor, is con-sidered the next likely hostelry to add syncopaters for supper. . Palace's STERLING YOUNG hied himself to the

Gotham Gab

ton Corner, EDDIE MAYEROFF now making the dancing for diners. the congwriting bug has bitten MICRES (OLDSEE), of the Irving Mills office fonding his first manuscript, Here You Seen My Hear? 1 look for IRV PAZOLA to leave Ben Politack and add his clarying to the Bob Granby dixlelanding.

Slinging the Slanguage

Slinging the Slanguage
They've been taking the swing-bitten
musikers to task for abusing the classics
in their playing. but that's not half
own classic sampuage at the mande of
our Broadway columniats. and the
press agenty, who find the stuff easy
worse. classic example comes to
attention to DANTON (Dally Mose)
pellared about a trip to Harlem to watch
the "hip cate" . and someone should
put him whee to the whys and where
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playing the play

Nero Fiddles-Rome Sings

Nero Fiddles—Rome Sings
After finishing their best holiday
season in years CHARLES (Nero)
wife, Rome, settle at the Colonial Club,
Augusta, Ga. . . hinger till April 1s
and then to Yankecland . . . new
additions to the band include Abo
Schneider, seas: Ruben Delmas, guitar, Schneider, sax; Rubern Delmas, guitar, and accordioning Herbie Chilbertens, ChA priming April 1988. The Charlest Charles

Coming of Age

It was the tank towns and kerosene lamps for the vaude gentry in grooming for big time. but for the music makers schooling in cocktallery is paving the way. CRA's plan to develop new names resulted in "breaks" for two cocktail combos, the Bill'MORE BOYS coexial combos, the BILTMORE BOYS and CHARLES COSTELLO. . starting as a tric, the Bilt boys are now seven and added DIXIE FRANCIS for the singaliting, currently at Hotel Mushle-

Tops in Swing " HUDSON MILLS ARTISTS INC



DON REDMAN and his Orchestra WITH ORLANDO ROBERSON and Now On Tour CENTURY ORCHESTRA CORP., 1618 Broadway, New York City.

King of the Muted Trus Clyde McCoy

HIS "SUGAR BLUES" ORCHESTRA Now On Tour. nal Management QUS C. EDWARDS.

ANCHO and -**ORCHESTRA** Return Enner PERBIAN PLAZA HOTEL, N. Y. MSL MUSIC CORP. OF AMERICA.

JOE MARSALA-

his and His Chicagoans 12th Morth HICKORY HOUSE, N. Y.



hach, Kansas City. . . . Costello jumped from the sipping syncopating to a full-fledged front in six months, has added the three Le Brun Sisters and holds forth at the Commodore Club, Detroit

Notes on the Cuff

Notes on the Guft
CORKY OTKEFFE trained to the
Coast this week for the Hollywood
STEDN departed for a South American
jaunt. HERRIE EAN is another
sulfroader to the West Coast, to join his
Lamour and at the same time of the
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lamour of Music, aponsored by a git-box manu-facturer . . and so we send our cuffs to the cleaners.

A Slice of Banana And a Hunk of Hula

(Airing the Bands) By MAURICE ZOLOTOW

New Orleans to Honolulu

New Orleans to Honelulu
Cane of the serewiset combos of dissimilar types of music air remotes from
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and vice versa. For the branch themselves Bananas in the Port the branch themselves Bananas in the property of the property of the property of the property framework and rough blending. In its improvising of Bananas and his men improvising of Bananas and his men rather charming, even if a little hard at the angle that the un-hop case and it is any the property of the property of

smaight from Perdition street,
Binanas is pretty consistent anyway,
seeping away from the pops and acidefrom the pops and acide
acide from the pops and acide
acide from the pops acide from
acide from
acide from the pops acide from

Aloha Matsu's Band sounded pretty good. They play both the straight matire stuff, with choral interpolations, and American adaptations of Hawalian rhythms like Mind Bluez. Also standards like Sect Sue with excellent guitar improvisations.

Swing Session (?)

Columbia Breadcasting Company continues to present swing programs that on't swing every Saturday night. Swing Club, so-called, manages to line up outstanding names in hot jazz for its abow, and the outstanding names continue to

continue and the man of pack for its above, moreover themselves.

Program caught featured harpist Course Reservice, David Strington. Red Course Reservice.

Program caught featured harpist Course Reservice to the strington of th What this program continues to lack, arount other things, is a sensible an-number and relaxed rhythm. Oh. Swing, what crimes are committeed in thy name!

Gals Desert Citadel of The Cats for the Church

NEW ORLEANS, Jan. 29.—The Texas Banceretes, all-grid swing band that for sight years has played before theater can be all the sound; and the sound of the sound of the season of the season of the season between the season of the season benefit that season of the se NEW ORLEANS, Jan. 29. - The Texas

New Music Factory on Stem

MEW YORK, Jan. 20.—Manhattan Manada Associates, music pub opening Druse this seek to bring out the music pub of the seek to bring out the music Why Del You Leure Me? Bobby Gregory. Former vaudevillian, is in charge of the local office, associated with music ar-ranger P. Henri Kilckmann.



orner WEBB has Ella Fitzgerald in front of the band. But handling the swing behind the scene is Helen Oakley, of the Moe Gale office. And here is Helen.

A Sentence That Didn't Rhyme With Songs He Sold

SAN FRANCISCO, Jan. 29.—Campaign to stamp our song pedding on streets continues following conviction of William Dorey, who was given a suspended sentence this week by Judge Tereas Meikel. Conviction for such violation of the law was second won by Tom Coakley, former band leader, now practicing law.

Personality Counts

DETROTT. Jan. 129.—What a personality means to a band was strikingly
and the listen of the lessers in band bookings, the sgency hardly finds the
manager of the Eastern Star. discontinued the Betty Bryden Band after a
report. Must be the propular Chinese
report. The British mustelans
report. Must be the best before the propular Chinese
report. The British mustelans
report. The British

Union Rules a Puzzle and MCA A Bane to British Bandsmen

NEW YORK, Jan. 29.—Not known to the general public here but widely known among musicines in both conti-nents, Std Phillips is Ootham-guing, his first visit to these shores, Only 29 years of age, the London-born arranger, composes and conductor has already won composes and conductor has already won world renown in his ascelation with the British maestre, Bert Ambrose, one of those rure instances in musicion where a member of the exchestra atmost overshadows the popularity of the chief. While Ambrose is little known here, save for his recordings, Phillips has a promi-ment niche for the many standard swing successes found in every dance orchestra library, prominently his Night Ride. library, prominently his Night Ride Escapada, Streamline Strut and B'manga

While his visit is a social one, Phillips has designs on following the Ray Noble footsteps. Only the musicians' union has other thoughts in the matter, which mystifies the Britisher, who cannot comprehend the ruling out of foreign musicians for American dance dates.

claus for American dance dates.

"In England," explained Phillips, "the
Military of Labor handles the employmatery of Labor handles the employmatery of Labor handles the employmatery of the property of the conmatery of the property of the conmatery obsolity he is welcome to British
meant possibility he is welcome to British
meant possibility he is welcome to British
long as it means work for English musicians the Ministry will allow him to
work. Jack Barro, an American, is one
work. Jack Barro, an American, is one
work. Jack Barro, an American, is one
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material of the property of the property of the property of the property of the
material of the property o And there are many other Americans who have found fertile musical fields in England."

in England."
The only restriction, explained Phil-lips, is that the number of outside men does not exceed half of the total number of musicians in the orchestra.

While the Music Corporation of Amer-

equivalent of \$000 weekly. Things like that burt firitish loops and ranke it difficult for another orchestra to get the pirte a holel or cafe is accustomed to pay warn they deal with the orchestra leader directly."

Before returning to London this week

Before returning to London this week to take up his new duties as arranger for Jack Hydron, Phillips Guillided a long-time of the Jack Hydron, Phillips Guillided a long-time conn record session of his own Tunes. Under the Freing Mills segis he cut three arises at the Enumerick studies, Dinner and Dance, Chompagne Cockfall and Dance, Conspagne Cockfall and Cock a-Necoling, his recent

Music in the Movies

Nick Stuart Goes Swishy

A mission's work is all play. But the playing is not without its many pratis, which serves as the theme for Treenty Girls and a Hand. Nick Stuart promises to the abance dute at a girls' school but must bring the band back is school but must bring the band back in

Tooters turn female impers

Towers turn fermale impersonators to foot the principal, who will have none of the male sex for maste or otherwise. And when the prude discovers the sex of the syncopation, she sends the school back to keep their broadcand data. While the obvious situations make it agreeable fare in the lighter mood, the import of the musical sequences is mit agreeable fare in the lighter mood, the import of the musical sequences is mit agreeable fare in the lighter mood, the import of the musical sequences in mit agreeable fare in the lighter mood, the import of the musical sequences and while Nick Stuart never could be sufficiently and while Nick Stuart never could be sufficiently and while Nick Stuart never could be sufficiently and while the music during the wand-waving rotation, he must during the wand-waving rotation, he must during the wand-waving rotation, he music during the wand-waving rotation, he must during the sufficient of the wand-waving rotation, he must during the wand-waving rotation, he must during the wand-waving rotation. But the wand-waving rotation are the wand-waving rotation and the wand-wa

Hawkins Adds to Hades Heat

Hawkins Adds to Hader Rest Sandwiched in with a couple variety acts. Decided How reserves a layer for Erskins Idaxkins and his sepia swingsouts. Band beated scong that's gold of the service of the serv

entais, hold down a spot for toe tapping and eventric soft-shoe. They must have made this one to test equipment. Certainly not for audiences. Distributed by RRO-Radio: producer, Milton Schwarzundid; rebease date, Merch 11, 1938.

Society Seeks Slackers

NEW YORK, Jan. 20 —American Bo-ciety of Composers, Authors and Pub-erate of Composers, Authors and Pub-erate of Composers, Authors and Pub-erate of Composers, Authors and Pub-ther male. Only atternative in auto-ing

Duke Follows Cab at CC

NEW YORK, Jan. 29.—Duke Ellington returns to the Gotton Glub March 11. The control of the control of the Cour. Paramount, Thursten of the large point. Ellington is now busily engaged writing the score fee the new nitery show, filling in with theater date until the opening date.

Long Shots Cop the Air Plugs, A Stomp Sender the Top Tune

Songe listed are those receiving 10 or more network plugs (WIZ, WEAF, WARC) between 5 p.m.-1 a.m. week days and 11 a.m.-5 undays, for the week ending Thinsday, January 27. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "?" musical production numbers of "M".

	Postti		Title	Publisher	P1	ngs-
		This Wk.			Net	Ind.
	7	1. Dipsy	Doodle	Lincoln	35	32
t	20	2. Whisti	e While You Work (27 Berlin	32	30
	2	3, I Dau	ble Dare You	Shapiro, Bernatein	30	27
	6	4. Rosalie	(P)		29	31
	6 4 4	5. You 7	Bist Du Schoen	ight Out of	28	23
	1	et Marries	Heart (P)		28	19
	5	o. roure	a Sweetheart (2)		24	40
y.	10	7. Arue C	Someone (P)	Pamous	25	31
٢	11	7. Sweet	someone (F)		25	22
r	8	a. owees	as a song (2)	Again (F). Paramount	22	22
	13				21	17
٠	10	III. I mee 1	tour sace perote see	(P)Crawford	19	21
r	18	11. 1100 W	Dream, Can't I? (M)		18	22
4	15	II. I Can	Dream, Can't Ir (M)	There is a second	18	16
7.	3	to Overyd	n a While	Pamous	17	10 25
2	13	12. Chice 1	na Be in Winchell's	Colomo CEL Theirt	17	10
ı.	7			t It (F)Chappell	10	17
÷	17	12 There D	ork if you can be		16	10
۴.	9			(F)Chappeli	14	10
١.	17			ou Tonight . Schuster-Miller	14	0
	24		ne I Love (F)		13	0
2	12	16 True W	tched My Wagon to	n Olar (V) Marris	12	13
1		16 Mann T	han Ever	B. Creat Cr. J. Marine	12	9
٠.	20				12	5
	23	17 Just a	Simple Meluty / Wi	Witmark	11	17
	23	17 Marca	7 Wanna Make Dhy	thus (F) Santiy-Joy	11	ii
6	16	17 Ten th	atte Girle	Crawford	11	11
	15	17 Stihous	sted in the Moonli	che (T) Harma	11	10
r	22	10 Smake	Charmer	Marke	10	15
	15	18 Salt At	ong, Silvery Moon (W Helect	10	11
	16	18 Otto Re	was controlly become to	Shapiro, Bernstein	10	9
	14	10 Outside		Santly-Joy	10	8

Turn to our Amusement Machines, Music Section, for listing of five best re-sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week en-January 31.

RCHESTRA ROUT

coutes are for current week when no dates are given. Λ

irock, Jack: (Meson Bin;) Manna, Pa., Di-obs. Lei: (Bennett) Binghamion, N. Y., h. sere, Bass: (Child's Rambow Room) NYG. from Kenny: (Varsity Inn) Athens, O., er. 12. Mar. II. idzews, Jiminie: (Masunie Temple) North Attleboro, Mass., z. igelos: (Rerolotit's) NYC, re. initos. Jeff: (Wonder Bar) Berlin, Conn., union del cubani: (Ambanador) NYG, b. mando: (Yuniur) NYC, nc. mando: (Yuniur) NYC, nc. mardo: (Autor) NYC, nc. curatfone. Louis: (Grand Terrace) Chi, nc. thur. Zinn. (Roseland) NYC, b. mn, lobi: (Wired) NYC, b. attin, 85d: (Laurel) Sackett Lake, N. Y., co. marder, Preci. (Flumingo Cimb) Orlando. Pia., nc. Pia., nc. pres. Mitchell: (Van Cleve) Dayton, O., h. spiaru, Don: (Mirador) NYO, nd.

B

Baer, Billy: (Deshler-Wallick) Columbus, O. b., Baker, Fred: (Tropical Bar) Vero Beach, Fla., Be, Hananas, Sharkey: (Hawatian Yacht) NYC, Balling, Gintrey: (Hawks and Neto) (1906)
Balling, Clemer (Hausks Lodge) North White
Barron, Jimmy (Hessans How Boat) BridgeBaste, Centr. (Bates) NYC, L
Baste, hila, re. keley, Duke: (Honkey-Dory) Stamford. erkeley, Duke: (choose) Newark, N. J., b. datner, Jack: (three House) Newark, N. J., b. datner, Boys: (Muchiebach) Kansas City, Betting, see: the Matthembech Kannas City, Mo. B., "Park Central NYO, b. Mo. B., "Park Central NYO, b. Black, Bobt, Pere Marquetty Profit, Ill. A. Black, Bobt, Pere Marquetty Profit, Ill. B. Marchan, "Andrew Marquetty Profit, Ill. B. Marchan, "Andrew Marquetty Profit, Ill. Branches, "Cray," Valley Daie Commun. O. Brandson, "Cray, "Cray," Valley Daie Commun. O. Brandson, "Cray," Valley Daie Commun. O. Br nc. Brinchley, Charles: (Log Cabin) Aurora, Ill., ock, Lew: (Post Street) Spokane, Wash., tooks, Billy: (Edgewood Inn: Albany, N. Yooks, Alan: (Collegiate) Rochester, N. Y Jan: (Juck Dempsey's) NYC, re. tarence: (Garden) White Plains. M. Y., re. M. Y., re. Henry: (Ches Paree) Cht. no. Callaway, Cab: (Cotton Club) NYC, nc.
Calvet, Oscar: (Ambassador) NYC, nc.
Candulla, Joe; (Bully Rose's Casa Manana)
NYC, nc.
Candulla, Harry: (Half Moon Inn) Steuben-

NYG, Be.
Obandulo, Harry: (Half Moon lim) occasescandulo, Harry: (Half Moon lim)
Caspello, Joe: (Jimap Kelly's) NYG, Be.
Carleen, Bill: (Trianon) Chiespo, b.
Carroll, Prank: (Unlesspect Brataurant and
Carroll, Loui: (Villeg Bewery) NYG, Be.
Carroll, Duke: (Villeg Bewery) NYG, Be.
Carton, Duke: (La Picata) Manifornot, Wis. ne. saa de Puego: (Ches Firebouse) NYG, ne. ssey. Ken: (Haif Moon) Comey Island. ey, Ken: (Half Moon) Comey Island, Y. A. Son, Delmar: (Tally-He Club) Dayton, O. DE.

All March (Trumori) NYC no.

Barrin Amando: (Yumrori) NYC no.

Berninvsky, Josef: (Buffalo) Baffalo, t.

Baster, Bob; (Debrois A. C.) Defroit, b.

Bernin Miller (Luigi's Rallan Village) Systems. N. Y. Do.

Goldban, Cornelius: (8t, Regis) NYC h.

Bernin (Arrombesd Inni) Riverdale. Y., nc. (Lookaut House) Covington, Ey., no. Pour, The: (Sectbach) Louis-Dan: (Tally-Ho Tavern) Albany, Oceans, Dan: (Tally-lio Tavern) Abany, N. Y. 26, Control, Carel (College Rus) San Déco, mc-Crisica, Carel (College Rus) San Déco, mc-Crisica, Estate (College Rus) San Déco, mc-Crisica, Estate (College Rus) San Déco, mc-Crisica, Estate (College Rus) San Delawara, Commest, Changeey: (Harveston, Commest, Changeey: (Harveston, Collium, Rei (Hillert Moon, Galliup, K. M., no. Gullon, Rei (Hillert Moon, Galliup, K. M., no.

D'Arcy, Phil: (Mayfair) West Orange, N. J., nc.
Daubel, Chride: (Chalcan Club) Gleveland, nc.
Darnel, Chride: (Macfadden-Denuville) Manul
Basch, Plas, h.
Darvell, Pat: (Wooder Bar) Zaneaville, O., nc.
Davies, Lew: (Eubatty) Jacksonville Beach, View to the control of the control o City, Arthur (Cottee Day, Arthur (Cottee Dr. America, James), Profiles Griss)
De America, James), Griss Line Cita) Kannas
City, Mo. nc.
City Mainbow Room) Irish, Mace: (Chanticleer) Milburn, N. J., ro. Vec. ne. Veca: (El Morecco) NVC, to. usiach, Emery: (Neiberland Plazas Cincin-mtt h. Di Polo Mario (Weylin) NVC h. Dibert, Sammy: (Webnier Hall) Detroit, h.

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.

exon, Dick: (Gioris Paiss) NYC, no. cozahue, Al: (Colony Club) Paim Brach, cs. consilon Roy: (Lawrence) Eric, Pa., h. sersey, Jimmy: (Ricollet) Municapolis, h. cogins, Tommy: (Anther's) Kannas City, Mo. De. De. Priscoll, Marray: (Coq Roupe) NYC, ne. retainend, Jock: (University Bar) Albana, N. Y. ne. albana, Art: (Church Corner's Inn) E. Hactaghow, Art: (Church Corner's Inn) E. Hactaghow, Art: (Church Corner's Inn) oBrow, Art: (Guessaut Grove) Los An-nehlm, Eddy; (Guessaut Grove) Los Anerr, Dolph: (Green Derby) Cleveland, no.

dmund, George: (Loyale) NYC, c. illot, Lee: (Fenthouse) Boston, nc. ngle: Freddy: (University Glub) Albany. N. Y. Be. des, Robert: (Ensley Chateau) Birmingham, E Estate, Al: (Chet Pirchause) NYO, no.

ain, Paul: (Grossman) Lakewood, N. J., oc., Dick: (Mary Journey's) Bridgeport, e, Dick: Inhary Comin. Re. its. Doo: (The Pines) Newtown, Comn., Ro. rid, Don: (Stratford) Bridgeport, Conn., h. rmews, Frank: (Nell House) Columbus, erness, Prank! term bounderin, N. Y., h, 10th, Harry: (Noyalten Moniforlio, N. Y., h, 10th, Harry: (Noyalten Moniforlio, N. Y., h, 10th, h Pitchard, Mauteer: 1887. R. Y. Bo. Pikher, Charille: (Wofford) Miami, b. Pikher, Charille: (Wofford) Memphis, b. Pikher, Charille: (Danceland) Chi, b. Pohry, Prank: (Bendervon) New London, Cenn., nc., concern. Basil: (St. Moritz) NYC, h. indick. Cene: (International Carine) NYC. Print Jr., Rudolf: (Essex House) NYC, cb. Pulcher, Charles: (Colonial Club) Augu

Gagen, Prank: (Gariton) Washington, D. C., h. Gallo, Phil: (Mocrehead) Pittaburgh, h. Garvin, Val.: (Orchard) Pittaburgh, p. Gaszarre, Dick: (Ambasador) NYO, h. Gales, Manule: (Royal Palm Cub) Mami, Pla. 26.

Selemir, Engert: (Utah) Sait Lake City, h. Sergein, Dick: (Aragon) Chicago, b. Schmool, 4PT): (Chiridge) Memphis, h. Schmool, 4PT): (Chiridge) Memphis, h. Selemin, and Sait Selemin, sait Selemin, and Sait Selem K

Kaspel, Art: (Blumarck) Chi, h. Kaye, Sammy: (Statler) Cirveland, h. Keating, Ray: (Murray's) Tuckahoe, N. Y., catting, Haji (batten), the Comp. Hab: (Drike) Chi, hac (or hab: Grand), Grand (better), the Comp. Hab: (Drike) Chi, h. Comp. Jacks (La Salle) Chi, h. Cirpy, John: (Orya) Habd Tim, Denver, no. Cress, Andry (Robert Treat), Newark, N. J., h. Krumin, Costyn: (Robath Treat), Newark, N. J., h. Crumin, Costyn: (Robath Treat) Kutinier, Robert: (Martin's Rathskeller) NYC, ns. Kynor, Kay: (Blackhawk) Chi, no.

LaMothe, Oliva: (Recegarden) Middletown, Lamotoc, GuraConn., C.

Ounn., C.

Las Porte, Maurice: (Coq Rouge) NYC, ReLasgen, Walt: (Bancroff) Springfield, O., h.

Lasgen, Fill:

Lasgen, Fill:

Lasgen, Julian Rosel, Macketon, Mich., b.

Laughlin, Ray: (Mery's Fiace) Kansas City. Laughin. Ray: tomay = Mo. nc. Mo. nc. Mo. nc. Lazar, Charlit: (Mayfair: Detroit, h. Lazar, Charlit: (Mayfair: Detroit, h. Le Barron, Eddir: (Colory) Palm Reach, nc. Leffloy, Howard: (Letis Joliet) Joliet, Ill., h. Lee, Larry: (Olsson) Clincinnath, h. Lee, Chroglet: (Jockey Club) Kannas City. Lerry: (Oleson) Cincinnatt, n.
Lec, Georgie: (Jockey Club) Kanuas City.
Mo. no.
Levis, Harry: (College Inn) San Blego, nc.
Levis, Johnny: (Indiana Roof) Indianapolis, Linguage Control States New York, et Livingson, Sery; Cauri-lin-the-Frank Lakewood, N. J. J. Linguage Control States of Control States of

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

Gates, Bill: (Covered Wagen Inn) Strafford, pales, Bill: (Covered Wagen Inn) Blasiford, see, Billy: (Continental Club) Cantion, O., 16c, Billserio, Dent. (Bavana-Madrid) NYO, 16c, Billserio, 16c, Billserio, NYO, 16c, Billserio, 16c, Billserio, 16c, Billserio, 16c, Billserio, Bil Ciray, Len: (New Cedars) New Bedford,
Mast, no.
Oregoon, Bub: (Commodore Perry, Tededo,
O. b.
Crenet, Blusco: (Yumari) NYC, no.
Oridde, Johnny: (Charlie's Tavern) Elmont,
Creec, Proc. T. C. T. Granded) Miami, Pla., nc. L. Joaquin: (Plaza) San Antonio, Tex., h. a. Murray: (Belmoot Marce) Bermuda, h.

Héckett, Hobby: (Nick's) NYC, nc. Hade Brys.: (Markham) Guilport, Miss., h. Hall, Clorge: Tafit New York, h. Hall, Eddie: (Colonial Tavern) Hawthorne. N. Y. c. Hall, Eddie: (Colonial Tavern) Hawthorne, N. Y. L. Bamp, Johnson, (Adolphun) Dallan, h. Harris, Chimps, (Adolphun) Dallan, h. Harris, Chimps, (Stables) Detroit, pe. Harrison, Will: (Rich'el Elrerable, Conn., c. Hartier, Hall: (Chex Maurice) Montreal, Que., Charte, M. C. Charte, Chartes, Hall: (Chex Maurice) Montreal, Que., Chartes, Hall: (Chex Maurice) Montreal, Que. artier, Hal: (Ches Maurice) Montreal, Que-Cun, ne. cist. Horace: (Blimore) NYC, h. endricks. Dick. "Red": (Cheb Chanticleer) Middleton. Wis., no. terman. Woody: ("Trianon) Cleveland, b. Ill. Worthy! (Pavillon Royale) Savin Reck. Comp. Re. offman, Earl: (Ivanbee) Chi, no. offman, Earl: (Ivanhee) Cal, nc. olden, Virginia: (Normandy Inn) Warren, Pa. nc. old. (English: (Book-Cudillac) Detroit, h. udgen's, Ray: (Tottle's) Kansas City, Ma. nc. oc. (Wilson: (Heidelberg) Batom Rouge. umber, Wilson: 1886 La. b. Bay: (Elke Mardi Gras) Sante Pe. ummel, Ray: (Elke Mardi Gras) Hunter, Vic: (Butterfly) Springfield Mass., b. Stuniley, Lloyd: (Mount Royal) Montreal, h.

Jackson, Paul: 1006 Mill Taverny Jackson Mich., bt. Jahns, Al: (New Remmore) Albany, b.

teCay, Ernie: (Biase) Columbus, O., re.
sana, Mattoni (Penthorse) Ballinone, pa.
sana, Mattoni (Penthorse) Ballinone, pa.
sana, pa.
sana pale, Bert: (Hi-Hat) Houston, no. (Hawalian Yacht) NYC, no. off, Edder: (Suriton) NYC, h. Een: (Gunter) San Antonio, h. Jack: (Queen's Terrace) Wood nt. nto: (Stock Chib) NYC, nc. Benny: (Congress) Chicago, h. Out: (Leighton's Tavern) Ardeley, f. Y., no. defeman. Herman: (Nixon) Pritisburgh, c. les, Jack: (Ansley) Atlanta, b. ljan, Jan: (Club Challoute) Pinchurst,

Navarro, Al: (Bebredere) Baltimore, h. Naylor, Oliver: (Club Rex) Birmingham, ne. Nelson, Ouzie: (Victor Hugo's) Beverly Hills. man, Ab; (M. G. A. Club) Ashland, Ky., levman, Ruby: (Radio City Rainbow Room) NYC, D.
NYCLES, Rithe: (Turch Citch) Los Angeles, no.
Noble, Clint: (Arabian Supper Cub) Colum(hus, O., no.
Recrit, Siani (Merry Garden) Chi, b.
Notton, Bob: (New Garden Center) Detroit, b.
Newon, Red (Commodore) NYCL, b. 0

Olton, Walter: (New Julius) Gardenville, N. Y., re. Otiver, Eved: (Bock's Cufe) Yakima, Wath.

Pable, Don: (Merry-Go-Round) Dayton, O. iner, Freddy: (Colontal Inn) Singac, N. J. Palmer, Ekceter: (Seneca) Rochester, N. Y., h Panchilo: (La Conge) NYC, hc. Panchilo: (Pizza) NYC, h. Partis, Chie: (Evergreen) Newark, N. J., r. Part, Bay: (Bill Green's Gasina) Phittburgh, Pick, Earl: (Cocoanut Grove) Bridgeport, Conn., ne. Pendarvis, Paul: (Aragon) Chi, h. Petti. Emile: (Everglades) Palm Beach, Pis., Be.
Pitman, Jack: (Port Arthur) Providence,
R. L. 76.
Powell, Johnny: (Mario's Mirador) NYO, nc.
Prima, Louis: (Pamois Door) NYO, nc.
Pryor, Roger: (Draco's San Prancisco, h.

Raginsky, Mischa: (Astor) NYC, h. Rapp, Jarrayy (fit, Asthony) Rap Astonio, h. Rapp, Jarrayy (fit, Asthony) Rap Astonio, h. Rapp, Jarrayy (fit, Asthony) Rap Astonio, h. Rapp, Jarrayy (fit, Asthony) Rapp, fit MacCalley (fit) Ra Mo. b.
ardel, Joe: [Zeke's] NYC, c.
ley, Mike: [Trianon] Cleveland, b.
berts, Edde: [Trianon] Cleveland, b.
berts, Rede: [Red Mill: Bronx, nc.
berts, Red: (Engle's) Milwaukee, b.
seo. Maurice: (Kit Kat) NYC, nc.
drigo, Nano: (Chantleder) Milwauke, N. J., ro.
Rogers, Billy: (Bertolotti'a) NYC, re.
Rogers, Buddy: (Colbege Inn) Chi, nc.
Roman, Emil: (Garbo) NYC, re.
Rosen, Tonny: (Wisteria Gardens) Atlanta, Russell, Jack: (Melody Mill) Chi, b. Ryks, Ghet: (Hollenden) Cleveland.

Andrews (Hollettern) Circland, R.

Sanders, Jose (Pales San Francisco, I.
Isaschat (New Bruswick) Lazawood, R., h.
Isaschat (New Bruswick) Lazawood, R., h.
Isaschat (Ing.) (Ing.) (Pales Cont.)

Isaschat (Ing.) (Ing.) (Pales Cont.)

Isaschat (Ing.) (Ing.) (Ing.) (Ing.)

Isaschat (Ing.) (Ing.) (Ing.)

Isaschat (Ing.) (Ing.) (Ing.)

Walla, b.

Walla, b.

Mariy; (Balconnades) Pitts
burgh, Gr. cherach Benny: (Mettowane) Spokani, chromin, Mary: (Balconnies) Pitis-Barten, Martin (Blacchistose) Pitis-Barten, Martin (Blacchistose) Pt. Worth, h. carrier, Walt: (Blackhistose) Pt. Worth, h. carrier, Walt: (Blackhistose) Pt. Worth, h. carrier, which (Blackhistose) Pt. worth, h. carrier, which (Blackhistose) Havana, pr. h. carrier, h. car o., nc. es. Edgle: (Rius Moon) Toledo, nc. effer, Wally: (Kanzas City) Kanzas City. Biochler, Wally: (Kannas City) Kannas City, Mo., Re.
Sloits, Colie: (Tropical Roof) Memphis, zeStrom, Roy: (Fifth Avenue) NYG, h.
Strong, Benny: (Brown) Louisville, h.
Strong, Benny: (Brown) Louisville, h.
Strong, Pa., h.
Styling, The Coling of the Coling of the Coling Springs, Pa., h.
Styling, Joseph: (Rio Del Mar) Monterey, Oaki. no, Sylvio, Don: (Bertolotti's) NYC, re.

Texas Co-Eds: (La Pontaine) Huntington, Ind., h. Thoma, Wit: (Sirigaide Club) Pl. Worth. VanWinkle, Jor: Melody Grilli Kekomo, Ind Vanderbill, Arlie: (Blue Moon) Vicksburg

Miss., c. Vell, Tubby: (Bruns) Chl. re.

Wade, Johnny: (Romance Inn) Angels, N. Y. Wadkins, Jimmy: (Harlem Casino) Pittsburgh Walder, Merman: (Spinning Wheel) Kansas City, Mo., 192. Waller, Pais: (BKO Albee) Providence, t. Wardlaw, Jack: (Town Casino) Mismi Beach mc. Waring's Pennsylvaniams: (Met.) Boston I. Webster, Ralph: (Rioscom Heath) Kansai Webster, Rabbi (Ribotom Heath) Boston, t. City, Mo. no. Weems, Troit (Stanley) Pittsburgh, t. Welk, Lawrence: (William Penn) Pitts-burgh, b. Welter, Labremee: (Old Roumantan) NYC, (6) Weiner, Michael: (Old Roumantan) NYC, (6) Weiser, Leo: (Michigan Tavero) Nibes, Mich. Oales, Irvine: (Transmi) Defrect, b.
Olman, Val. (British Colonial) Nasanu. Wester, Ergie: (Palma) Orlando, Pla., ne.
Val. (See ROUTES on page 32)



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

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

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

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SOLD ONLY TO OPERATORS

JANGARBER

Orchestra Glipe Head by

BRUNSWICH RECORD

A STATE OF THE CONTROL OF T

There is no included in the control of the control

WURLIZE R

Bring the Music of Modern Masters to Millions

DRIVE ON BAND PERFORMERS

AFA Asks Aid Of Bandleaders

Speeds up unionization of ork entertainers-follows Weber letter to bands

NEW YORK, Jan. 20.—Traveling band-leaders will receive next week the first efficial communication from the American eficial communication from the American Pederation of Actors regarding their en-tertainers. This letter follows the recent order from Joe Weber, president of the American Federation of Musicians, to hands instructing them to make sure they do not play with mon-AFA enter-tuers. The AFAs letter types band-leaders to ask their othertainers to Join themselves in sood stardings, to just the merican in cool stardings. themselves in good standing.

the AFA 0e, it discussy because of perfect the arrangement of the arra bers. The Death Benefit Fund pays out a minimum of \$300 to benefitiaries of AFA members in good standing. Members are assoced 25 cents for each death occurring among the membership. Since the fund went into effect last year there have been seven deaths.
Jack Kramer and Frank E. Lynch have

Jack Kramer and Frank E. Lynch have joined the local AFA organizing staff now checking on band entertainers in night chibs, theaters and chib dates in night chibs, theaters and chib dates in the particle of the chibs, the chibs and chib dates in the Boom and the Merry-Go-Round Club to fer list of closed-shop spots, making 33 local night clubs operating under AFA contracts which specify a 840 minimum per person a week, play or pay contracts, and adequate termination notice.

BOSTON, Jan. 29.—Horace G. McNab now working for the APA, contacting is now working for the APA, contacting all union bands in an effort to persuade them to join the APA. This is in accordance with the Resolution No. 13 sent out by Joseph N. Weber.

According to Weber, all musicians in the union must only employ entertainers belonging to the APA.

Units Hard Hit In Midwest, South

tors plants.

Clark at present has three tabs making three circuits. The 20 weeks formerly offered by those chains dropped to 12 and as a result he is now using complete new casts almost four times

Comes the Revelation

PITTSBURGH, Jan. 29. - Edith Rogers Dahl, who secured reprieve from Spaniards for aviator husband thru a picture of her blond beauty uru a picture of her blond beauty and reputed ainging ability, is really a brunet who's a while on the violin. According to Stere Forrest, local booker, Miss Dahl played with him a few years ago for WASs broadcast, also appeared in unit shows at local Penn and Pitt theaters.

Poor Mischa!

CHICAGO, Jan, 29,—Mischa Auer was complaining to backstage aslessen at the Paince last week of the mere pittance allotted him by his manager. States that he gets a daily includer, the period of the period of the lunch of the l from the theater

Fan Dancer Not Guilty

THE DIRECT FOR LIMITS AND ASSESSED TO THE FOR THE PROPERTY OF THE PROPERTY OF

Fewer U. S. Acts in Europe; 45% New and 37% Holdovers

186 American acts in Europe last year-39 less than 1936-84 new-69 holdovers-33 return engagements -only 6 flopped-6 agencies did bulk of bookings

Club Talent

New York:

Nene York:

HINRY ARMETTA has been signed to do a two-recter for Vitaphone. Short also includes Dee Loceta, Harry Burna. And includes Dee Loceta, Harry Burna. Warnell is also doing a short with Rubbinoff and band that has as supporting east Collette and Burny and Chaire India spike in Warner shorts in that of Candito and Nius, Spanish the ourself of the Collette and Nius, Spanish the current of the Collette and Nius, Spanish due to Candito and Nius Spanish due to ZEKKTS has added Murray Franklin and Jerry Rosen to its show. ... HARRY DELL has placed the Three Majors at the Month of the Month of the Month of Temple and Jaron at the Month Carlo: Midred Truce and her Madoaps at Kelly's Paradise, Brooklyn, and Jackie Richards at the Old Roumanian. ... THEODOD'As also featured at the old

Roumanian.

Bild ROBINSON receives \$3,500 a week at the Cotton Club. . . PRINCESS NEICOMA. Shoux Indian organist and singer, will be featured with Harold Stern's Band at the St. George, Brooklyn.

Chicago:

ien into the Yacht Club.

AL BORDE is reported planning an office on the Coast. . JACKIE ORIEST

Will probably go to Philadelphia for an original for the Coast . . BOBBY RESPARS returned to New York . . SENIA CAMES and his susceptate, Lee Elman, returned from a business trip in an externed from a business trip in an

hast.

DIRK COURTENAY, who has been handling publicity for Sligh & Tyreit, has left the office. . . JIMMY DURANTE is returning to the Chez Parce Pebruary 11.

LEE SIMS, of Sims and Balley, has been invited to appear as soloist with the London Symphony Orchestra this

Here and There:

HACKER AND SIDELL will be at the

HACKER AND SIDELL will be at the Casino Excelsion Alexandria, Egypt, for the next mounts, after which they will later than ext mounts, after which they will LEROY selfed from Genos for Caire for a month at the Continental Hotel. ... SETHMA. AND RUDGLER, new combination of the Casino Market and the Casino and the Casino

act, is being featured at the Kit-Kat, Hamilton, O. . STELLA STARR FITTE Just completed her first two-week en-gagement in her return to vaudeville and night club work at the Gay Nineties, Mismi. Doing telepathy, horoscopes and palm readings. ISABEL HALLIN, Massachusetts school-tescher, widely Massachusetts school teacher, widely publicized when dismissed on charges of serving cocktails to some pupils, has been booked to sing at Miani Beach clubs. . . VAL SETZ closed three weeks at the Rooseviet Rotel, Jacksonville, Fig. . . . VORK RAYMOND is emsecting the

clube. VAL SETZ closed three weeks at No. 12 (1997) and the No. 12

the Glisson Hotel, Gincinnati, February Z.
THREE VARIETY BOYS are Illing a
four-week engagement at the 20 Chits,
Milwankee, 607 Senia Ganza. Others on
Milwankee, 607 Senia Ganza. Others on
Kilwankee, 607 Senia Ganza.
Carol and Kaye Norre.

ENDA
SECOLEVICE, dancer, opens a three-week
engagement with options at the Royal
Pain, Minni, Pebruary Its,
Rooney, now
hooding it in Detroit cluths, are shated to
bit out soon for Cincinnati. Bill Frader,
of the Frazier Family, is bandling them.

.. RHOUL AND ANNETTY, ballroomC. RHOUL AND ANNETTY, ballroomRy, Monday (31) for a week's stand,
Ry, Monday (31) for a week's stand,
Team has been working the Cincinnati Ky. Monday (31) for a week's stand, Team has been working the Cincinnati area the last aix weeks for Jack Middle-ton. Cincy booker.
MANNO AND STRAFFORD, following

MANNO AND STRAFFORD, recovering their current etargement at the Chicago, will fill two-week engagements at the Beverly Hills Country Club, Southgate, Ky. and Jefferson Hotel, St. Louis, and then probably return to Chicago to open at the Bismarck Hotel March 4.

nt the Bismarck Hotel March 4.

DON AND SHREET, following their
current engagement at the Chez Maurice, Dallas, will move to Port Worth

ORACE AND NIKKO had their
three-week contract at the Chez Parce,
Chleago, extended into an eight-week

Tacoma Ballroom Celebrates

TACOMA, Wash, Jan. 29.—A fourth birthday anniversary was recently staged by the Century Ballroom bere, of which Al Paige is manager. A "cake of the century" was served 2500 persons swing-ing it to the strains of Brad Bannon's Band.

LONDON, Jun. 24.—Durope played boot to 186 American acts in 1937, this being a decrease in the 1936 fould by 39. Of the 198 acts imported, 48 were new to this side, while 69 were held over from 1938 and the remaining 38 were playing distinct flops were recorded and the remaining flow more playing of the acts were imported by Poster's Agency. Henry fibrest, Beeves & Lamport, Eric Wollheim, Jack Hythen's Agency and Music Corporation of America. Important Decrease and Computer of the Corporation of American telestic ware Moster and Computer over acts, while Contract of the Corporation of American telestic states of the Corporation of American telestic states. The Corporation of American telestic states are the Corporation of American telestic states and the Corporation of American telestic states are the Corporation of American telestic countries.

English Importations Off

English Importations Off
English importations dropped off for
three reasons: (1) Intact shows replace
the continue of the London Pale
of three has come to the London Pale
of the continue of the Continue of the
to seven American acts in each program;
to seven American acts in each program;
(2) tightening up of Ministry of Labor
restrictions; (3) the thore combing of
restrictions; (3) the thore combing to
the American market in former years.

Racial differences and the difficulty of taking out money from Germany and certain other European countries caused a rall in the number of importations in those sectors.

On the other hand, Belgium, Helland, Denmark, Norway and Sweden increased their playing time and gave more work to American acts.

A new feature was the booking, by the Reeves & Lamport Agency here, of American acts directly after they had completed a senson in Australia.

Noteworthy successes were registered by the following American acts new to England or making a repeat visit: Pathy Puncalle, Bert Nagle and Company, Billison and Louise. Steve Evans. Loper and Hayes, Michey Brankt. Dan Gooper, Dan Goo Noteworthy successes were registered and Broderick, Don Galvan, Page and Nonn, Cy Landry, Barr and Estex, Mellino Kaye and Mellino, Ames and Armo, the Merriel Abbott Girls, Harris Twins and Locetta, Carroll and Howe, Stone and Lee, Gene Sheldon and Locetta Pischer, Benny Ross and Maxine Stone, Con Col-Benny Ross and Maxine Stone, Con Gol-leano, Carter and Holms, Dixon Said Pal. Lee Stims and Romay Batley, Rudy Vellee, Harry Hichman, Fred Samborn, Vellee, Harry Hichman, Fred Samborn, May, Sybill Bowan, Gaudamith Brothers, Duncan Sisters, Music Hall Boyx, Cookle Bowers: Porsythe, Seamon and Farrelli the Biltmortite, Marie Hollis, the Non-thin Biltmortite, Marie Hollis, the Nonthe Biltmorettee, Marie Hollis, the Non-chalants, Hildegarde, the Duffine, Stelle and Leroy, Bernice Stone, Lamberti, Raymor Lehr, Marcy Brothers and Beatrice, Berry Brothers, Billy Balley, (See DRIVE ON BAND on page 25)

Soft for These Performers

NEW YORK. Jan. 29.—The only night club artists in town who get regular vacations with pay are this cock-lighting roosters working with the cock of the AFA's intery contract of in the AFA's intery contract.

They Juggle for Laughs



HELD OVER AGAIN

Now Fourth Month.

McConnel & Moore



Gagney's Dooble. Now Playing Dates.

The Great INDIAN FAKIR BLACAMAN

other the great-Variety-Music Hall Act in the world. Running

30 Crocodiles, 30 Lione, 50 Strakes

The Billhoard BLACAMAN

BIGGEST LITTLE SHOW ON

ROSE'S

PARISIAN MIDGET FOLLIES

MRS. IKE ROSE, Manager, Per. Reg., MARTIN M. WAGNER. Wm. Morris Agency.

GERTRUDE & RANDOLPH Avery Productions

SARNES-CARRUTHERS
Fair Beeking Association,
124 North Clerk.

Night Club Reviews

Royal Palm Club, Miami

Minmi's star hot spot here swring into he winter season minus the spin of whrels and the click of dice, but plus in names and an elaborate supporting

Des Despite local "show it alls who have the liberty of criticizing the they are about as much of a critic as I am an aviator (f have never been higher than the 14th floor), the Royal Palm has pleasing floor show, well staged, elab-erately costumed, finely directed and entertaining.

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

Jane Keenoy's Congu number, with all color and noise n held over and being presented as finale.

Dolly Arden's acrobatic interpretation thrills and entertains, but lighting ef-fects detract enough to prevent its steal-

Ing top honors. ing top honors.

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

Freddie Martin's music soothes and crites, with Sanchez's Cuban Rumba roup alternating.

group alternating.
The gambling situation by which the Boyal Palm Olub Judges its budget is still banging fire altho Oemor Art settli banging fire altho Oemor Art year's prefits and to make his club starstudded. Harry Richman is doing a one-nighter Saturday and opening an extended engagement Pebruary 9. Another tended engagement Pebruary 9. Another name band will most likely open at that time. Virgil E. Pierson.

Hawaiian Yacht Club, N. Y.

There's a combination of swing that sends and Hawallan entertainment that gets torrid at the reopened Hawallan Yacht Club. Club is the old Yacht Club, but reopened under new management with a touch of Hawall beckgrounded by with a fouch of Hawalia successfulned by the marine motif. Hawalian stude and dancing, plenty of lefs and gals in grass, plus sepastional swingster Sharkey Ba-nanas, should draw, but biz was light at the show caught.

There's a minimum of \$1.50 for food or drink and no cover tariff. Let-Keili, Hawaiian dancer, puts over some terrid terso twisting, in the island manner, with suave use of her arms and facial muscles. There's Rita White, who sells herself hard as emsee and swing singer. It's not her voice this dark-eyed gal sells but her delivery. Dressed in a white chiffon gown and red slippers, she sang-talked I've Triest To Keep You Out of My Heart and others in selling style. of My Heart and others in scilling style.

A dark gliding dance team. Carlos and Colita, suave and slick, went thru a dance duet to a nice hand. Team is youthful, potent and their Spanish Cuban stepping was slick. Lass sible with a sensual Conga number that showed restraint but plenty of sex show-

manship.

But for really sending, it's Sharkey
Bananas. He was a "find" for swing
flends down in Nick's in the Village and flends down in Nick's in the Village and should draw uptown. Ably assisted by the band he tosses off New Orleans awing stuff that begins down at the up. Hawaiian side of the musical show is ably taken care of by Bob Mateu's Band, who go thru the Hawaiian paces in okeh style.

in oseh style.

Slim patronage doubtlessly showed its
effect upon acts who needed more custeners to really sell themselves.

Food and liquor is good and well

rved. Harry Schol doing publicity. Benn Hall,

Ace Cain's, Hollywood

This spot features a smooth-running show that pleases. One of the few night spots here which books a new show every

Bill opened with Betty Norris, a nice d with a figure, who does an acro ance. Stuff is pretty much routine, but as the show was caught at an early bour she may have been holding back. Failed to uncork anything sensational.

to uncork anything sensatuonas. Pay, magician, does a fine bit. His offerings went over very well. Has a full personality, and getting the audience to participate in some of his atunts makes for laughs. His best trick is the old one of borrowing half a dollar, marking it and then making it disappear and

ones Tash, who doubles between traying drinks and the mike, gave a nice delivery on Gettin' Sentimental Over

Patey Darr, femme emsee, is a looker to handles her crowd welt. She did a tap.

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

much to the amusement of the crows.

Dude Kimbali, "the musical plumber,"

Dude Kimbali, "the musical plumber,"

of betherom gadgets, all of which practice musical plumber, and of betherom gadgets, all of which practice musical plumber, and the musical practice, good material and showmanship,

Cain's place draws a good nightly crowd. Four shows a night, changing bills Sundays. Dean Oncen.

Yacht Club, Chicago

All isn't well with the show caught, All lan't well with the show caught, principally due to poor support from the new bant and faulty order in spotting the acts. There is enough talent to furnish a speedy and entertaining bill, but apparently no one was around to stage it properly.

A good ennee job, however, is contributed by Olingto Chain, a striking blonde who has seven to colouring in the colouring the service of the colouring in the colouring the service of the colouring in the colouring th

this club and is enjoying a long run, Since coming here she has been gradually im-proving as a comedienne and has been using her experience to good advantage in tying the show together. Burns. Morierty and Dell, tap dance trio, open with a stock routine in which

the girl is featured in acrobatic tricks. They return later with a challenge routine which would have been a perfect closing

which would have been a periect closing spot had it been used in the finale. The Handall Sisters, from previous per-formances, proved themselves good hill-billy swingsters, but when caught here were handicapped by amateurish accom-paniment. They found it hard to keep unity and at the same time help the hand leader direct his boys.

and leader direct his boys. Plagg and Arneld, hand balancing team, tayed on for a brief session and, in spots, and some sock tricks. Their musical score, however, should be more impressive score, however, should be more impressive.
Crane holds down the next spot with a
couple of special songs and a tap. Following the tap trio Judith Allen, of the
movies, closes the show. Unfortunately,

wing the tap the Junta Alien, of the lovies, closes the show. Unfortunately, so was too nervous to do herself justice. Makes a very sexy appearance and uite an attractive looking blonds. She failed to hold attention after her first song, however, because of slow, lengthy ar-rangements of moody songs, which are out of place in this spot. More variety in her choice of material and shorter versions

Al Golden and his six-piece outfit are Al Golden and his six-piece outilt are the newcomers on the band stand, Golden is a former trumpet player with Henry Busse's Band, and while he blows his trumpet schoothly enough, his direction of the show music has the opposite effect. More experience should teach him to watch the performing acts once in a while instead of using the score sheet as the entire magnet, His dance music

Since opening of the show, Bill Anson has succeeded Miss Crane as emsee,

Sam Honigherg.

Southland, Boston

The Hub's solo black and tan nitery, under the production eye of Bazel Green, has put on some fast shows, and the current one is typical. Attraction this week is the bullesque presentation of Snow White and the Soven Duaris, a la

Noma, billed as the sepis Bally Rand, is really East Indian and could stand on her

own without the carbon moniker. Some amart agent could bill this fan waver into amart agent could on this iah waver into the high brackets. She reveals very little, and only for a fraction of a second, but her deft handling of the algrettes and minner/sims of covering the floor are solid.

mannerisms of covering the floor are solid.

Two Novelic (male) have a mighty pertion of tap talent and their one-man pretion of tap talent and their one-man pretion of tap talent and their one-man pretion of their control of their control of their conbetter of their control of their control of their gymnautics. Eddie does a bunch
willion is one of the citizent allowmanly-spets him in the high brackets.

The Moten, warbling comewhat naughty
price, brought the giggles from the

Hen Moten, warning concernat manghty lyrics, brought the siggles from the femme customers and apparently regis-tered. Johnny Hudgins, panto act, did a lot of meaningless prancing and weeked hard at it. There's development for some swell comedy, but not under the present Georgia Peaches (eight) shape up okeh line, particularly with their rope-tap session. Snow White busifump rope-tap see ness, worked by the principals and Noma,

ness, worked by the practice of the show that the show the sh

Times Square Club, Rochester

The Continentals, a snappy six-girl line Continentals, a snappy six-gen line, make the floor bill a sparking show. Their opening routine gets the layout off to a peppy start, and their later Cigaret Waltz and Can-Can show

layout off to a peppy start, and ther later Cigaret Walfz and Can-Gan kind the later Cigaret Walfz and Can-Gan continued number in the amount of the continued number in the amount of the later what little they may lack in finese. The Can-Gan, done in the best rousing French mustic-hall style, could be longer with finese. The later is style of the later in the later in the later in building her act ruther. Her full bend from two chairs features her stright accordant or outline and the later with the greatest of case. Its stund to belanding a flauning paper may kin on his chin is nice to watch and the later in the later in the later in the later in the string that could be a later in the later in

and strolling guitarist, drew a big hand as usual from the feministe members of audience, and the Lewis Ork backed up. The show as a whole, caught on open-ing night, was a bit ragged in presenta-tion, but showed nothing that couldn't be smoothed out in a night or so. Light-ing effects are up to the usual par, and ing effects are up to the usual par, and type of show he should have no trouble in drawing his former good crowds. drawing his former good crowds.

Warren Phillips

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

Supper room now houses Andy Krest and orchestra, for the past four summers one of the most popular bands on the Jersey shore. Shift from shore to city has been successfully made.

has been successfully made. Sunset Room is a moderately priced conservative apot, catering to middle-seged crowds, offering as accelent cultimated of the conservative apot, catering to middle-seged crowds, offering as accelent cultimate as typical hotel band, playing soft ard amonoth. Music is not distinctively styled, but is far from stock arranged, a good sax section helps class the band a good sax section helps class the band A good sax section neigh class the own with the better ones in this section. Werner has charge of the room. De-rated in a pale blue and silver wi mirrored pillars.

Week day minimum 81; \$1.50 on Sat-rdays. Bruno Kern.

El Gaucho, New York

Dimitr's apot in the Village remains as one of the more attractive Latin and agreedly intimate, it offers as-thentic and tastefully prepared Spanish cooking plus a modest all-native from show that is guaranteed not to be allowed to be allowed to be able to be allowed to be allowed

Elaine Fred Barry Now Dancing at the

DRAKE HOTEL, CHICAGO

Direction-SLIGH & TYRRELL

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

Samon Gulros, in a typical alightly meal Latin tenor, puts feeling and dramatic fervor in like renditions of Flores product feeling and dramatic fervor in like renditions of Flores feeling in the rendition of the feeling and the same feeling feel

A taste of native duncing is delight-fully dished out by vivucious Nina Men-ter, first with a Flamenco of instructing, ser, first with a Finneenco of instinating, national provinces and then with minimal produced and servinces of the servinces

The Gauchies, a four-piece Latin com-bo led by guitarist Vaccaro, remain as the dispensers of catchy Latin rhythms nd show accompaniment.
Dinners from \$1.50. George Colson.

Club Tivoli, Juarez, Mexico

Youthful entertainers are providing Club Tivoli with one of its better shows. Current layout features Nina Cavalero, held over, and Taylor and Ross. John Condy, handsome emsee, opened singing Rossite. Has fair baritore voice, but his good looks made him solid with

set his good looks made him solid with termine patrons especially. Frankle Arnold, shapely blonde in searly spingles, was on next with a sunity spingles, was on next with a first constant of the spingles of the spingles, and Miss Cavalero, singing without a mike, pleased with three numbers, Secord Mys-tery of Life. Indian Love Call and Gia-mics of the search of the spingles of the Taylor and Ross, young ballroom duo, closed show with a fast Rine Denube under for best hand of show. Couple's pleasy of spingles, spingles with a med-planty of appliants. Spingles with a med-planty of appliants. Spingles with a med-

ty of applause. Encored with a med-including The Continental, which pleased. suro Molina's Orchestra continues on totald. Hal Middlesscorth.

hand stand.

Russian Kretchma, New York

Perhaps best known of all the Mus-Perhaps best known of all the Mus-cotte bifeavays, this spot continues to flourish and increase its patronage under the deft management of prop Peter Nemford. By far, its main purpose is to serve as a rendezvous for the very to serve as a rendezvous for the very that far the serve of the property of the last far that the serve of the property of the last far interesting stop-off place for amone else. or anyone else.
Entertainment activities are headed by

one Simeon Karavneff, for many years an international raude performer, who, besides delays a gracious job of emseeing and commenting on the native stuites of the various artists, gives a fine exhibi-tion of the comments of the comments of the comments.

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ARTHUR ARCYRIES.
MUTUAL ENTERTAINMENT EXCH.

JANE Melodious Sones and Musical Monologs ARRAR Dada, Pr

tion of spirited Russ stepping. Daila Sakolakaya, in peasant togs and in bal-let skirt, interprets various dances gracefully and skillfully. Darin Birse, soprane, hancints sentimentally in song as only Russians can Mischa does a Cos-sark dances.

sack dance and oral dagger tossing with comic interludes. And Nicholas Mathey hushes the bosterous room with a violin solo of Meditation from Thats. solo of Meditation from Thats, Outstanding feature is perhaps the choir singing of a mixed group of three fremile and three male volces. Their termile and three male volces. Their cathedral-like quality as it is gyperlike in its gayer modes. Leading the group are two volces that merit high recog-nition. One is the velvey contrains of Marussa Savva and the other is the bostions of Michel Michen.

A five-piece combination of two bases, accordion, violin and plane provide all of the music. A single accordionlet-singer plugs the rollef ressions with toble-to-table requests.

Tariff on food and liquor is moderate, George Colon.

Boulevard Room, Stevens Hotel, Chicago

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

business attinuiant for the older crowd only.

Out its "multry swing" that's setting the feature billing, dished out in smooth skyle by Sterling Young and orchestra. This outfit is new in this area, having been on the West Coast and the setting of the setting o

girl is a charming brunet and the man makes a handsome and talented partner. Rather than concentrate on sensational turns, they do more digestible numbers with an abundance of rhythm and peronality

sonality. Gene Marvey, tenor doubling as emsee, displayed a good voice and an effective delivery. In for four weeks before returning to New York and a commercial art show. He makes a nice appearance in formal wear and his emseting is of

in formal wear and his enaseing is of the straightforward variety.

Eleanore Christian and the or Eleanore Christian and the or Bottom of the straightforward variety and the order of the straightforward or the straightforward or

an engaging tap strut.

Some of the line girls are singled out during the show with individual numbers that afford them to test their own

showmanship and salesmanship. A nice break for the kids. The Four Californians, a top strelling

ombination, take the band stand for intermission music. The boys also double with good vocal arrangements.

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

Sem Honigherg.

El Chico, New York

Greenwich Village's class Spanish club Orecawich Village's class Spanish chub is Zoiding its own, despite the Spanish war, the night club slitting and wanton. The night club slitting and wanton, ing his suthernite Spanish entertainment, muste and atmosphere—and El Chico is still one of the very few clubs imposing a cover charge.

Current show is not El Chico's best—

Ourent show is not 12 Chico's best-but it is thoroly entertaining, neverthe-less. Outstanding is Asuncion Grana-dos, making her first American appear-ance after touring the world. Site has with her marvelous costance work and with her marvelous costance work and har dest, delicate guidar playing. A ma-ture artist, she stands out easily. An-other importation is Fausto Aivarez, Spanish tenor, who comes with a Span-ish picture and mobile reputation. He is fisse MACHET SCLUE on page 22)



Those Three Versatile Dance Teams Three boys and three girls "are scotted in intricate dance turns that are executed with tinished grace."-The Billboard.

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One of the best numbers of he show is contributed by lecile Blair, who tap dences in fact and hands and whose crobatic splits and injust ake your breath away."

—Chicago Dally News.



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

Loew's State, New York

(Reviewed Thursday Evening, Jan. 27)

(Reviseed Thursday Eccuing, Jan. 27)
Along with McM's The Last Genetic

Boltzaeni, Al Robert's house,
or of benefits, that genial
die amateurs and that songterms, and the songterms, and that songterms, and columnate of The Daily
Merov, is making his vaude debut here
out on the Coast—Renny is getting a
chance to let the vaude world know
what his books like. As we will be a
has Renny enneeing punchy vaude epsciatities before a "colvare att"—which
has Kenny enneeing punchy vaude epsciatities before a "colvare att"—which has Kenny emaceing punchy values spe-cialities before a "cabaret set"—which means Buby Zwerling's pit men mount the stage and the performers occupy "bles during the single-set show. "To he's been on the stage plenty. "the Kenny wisely doesn't try to

tor and instead sticks to straight ini actions of the talent. Of course, be pauge his hit tune, Gold Mine in the

Sky, and also mentions his other hits. The talent itself is sock stuff. Pirot there are the Hudson Wooders (Hay and Geraldine), who come thru with punchy Geraldine), who come thru with punchy acrobatics that are positively outstanding. Then there's Tex Lewis and Lone Star Cowboys, snother solid cliek, Lewis mugging and base fiddle is backed by four boys (violin, according and two guitars). Rustic tunes are played, sing and mugged in delightful fashion, winning the audience from the very start.

ning the audience from the very start.

Boy Poy, juxgling and balancing various objects while satride high unicycles,
is sensational. Plies up one amazing
stunt after another, drawing a showstop eastly. Buster Shaver and Olive and
George follow Poy and worked like George follow Poy and worked like anything to overcome Poy's show-stop. Shaver is at the plane while his reanything to overcome pulse anowemps. Shawer is at the plano while his remarkable midgets cavort ingratiatingly thru charming singing and dancing numbers. Olive and George prove again they are the most talented midgets in show business today.

Herman Hyde and Sally Burril, in

Herman Hyde and Sally Burni, in ultrafermal dress, work smoothly thru their fast routine of low hoke bits. The musical contraptions and clever comedy effects drew harchs, but act failed to build up a sock impression. Seemed too

hurried
Dolty Dawn, singer from George Halls
Band, is back and she had no trouble
extending me troke of vocaliting pop numbers. offering a variety of swing, those and novely numbers. Her close in the second of the closer of the con-ing. Beef H Out, is closer. Fills, this show has the taleente fancy frills, this show has the taleente fancy frills, this show has the taleente fancy for the coupling night. Paul Denis.

Chicago, Chicago

(Reviewed Friday Afternoon, January 28) A good 30-minute presentation show whipped together with showmanly skill and stacking up as a pulsating side dish for the screen holdover of Paramount's Buccaneer. The set of the pirate of deck and the colorful costumes is by the ensemble furnish advenatmosphere for this fast-moving

turous atmosphere for this isset-moving. Hesh brevity.

On thrisout are the Wayne Howorth Singers, if men with blending voices. They open with a couple of time-mell-bowed princt soungs, and the Fred Evans house line, a shapely and well-trained flegibl set, he shiften the merriment with footloose concection.

The Pour Vespers, youthful and up-to-

The Pour Veepers, you in it and up-to-the-minute springhoust act, pose as an-other pinte quartet and score as usual with their speedy offering. Their work fits handily in this set-up. William Hall, towering haritone, who

returns to moviedom after this sendon.





Vaudeville Reviews

ably delivered. The boy has a winning personality which Hollywood's producers

personality which itsollywoods producers have yet to uncover, with a fisshing award number, elimaned by a turilling award number, elimaned by a turilling apache accused by Manno and Stratond. Due to the best of the control of the c

other two weeks. He is proving an in-teresting lobby attraction for this house. Business was fair during the second

Paramount, New York

Sam Hanishora

afternoon show.

(Reviewed Wednesday Evening, Jan. 26) Benny Goodman blows the clarinet nd Mac West, among other screen do-igs, beats the drum. But the cymbal and Mas West, among other screen or-ings, beats the drum. But the cymbal crashes, multiplied by is Mac's curva-tures, are only off-beats in comparison to the miniature Carnegle Hall concert to the miniature Carnegie Hall concert bring presented by the BG swingalads

Reaction to this thing called swing by Relation to this thing called swing or ducat buyers is already history, recorded in the news pages. Suffice it is to say that Goodman, same any measure of doubt, is the greatest box-office attrac-tion today. Not that his musical motif tion today. Not that his musical most can compete with standard firsh nets in delivering the entertainment factor across the foots, rather than the very announcement of his coming is a signal abnouncement of his coming is a signal for the high school and collitch kids to stamped the box office. And that ele-ment of the population constitutes a large group who are least conscious of vaudeville, bring steeped in the shadow-graphs of the silver sheet and the sightless air fare.

found a reserved adult house that apprecounce a reserved agost noises that appro-ciates swing little, and understands its spirit less. And while no ratters were torn down, mor did the elders get the urge to shag down the sistes or Big Ap-ple on the stage, the uninitiated and conservative found it all toe-tapping. The toolings of the band and quartet The cooting of the and and quarter were torrid, yet never pitched to a state of frenzy. But the rhythm rocks and the awing spirit permeates the house. Lest those whose blood pressure is al-legorie to best waves might demand the admission price in return, one standard

aumission price in return, one standard turn was added. Cass, Mack and Topsy, two males and a she-male, have an easy time of it in satisfying with a sure-fire knockabout aero act. Topsy-turvy dame knocksbout acro set. Topsy-turvy dame in terrif on the mugging and back bend-ing, and with Cass and Mack there's enough on the boards to make it all a riot of fun that clicks from the first kick in each other's face.

Pitty minutes in toto before making

way for Every Day's a Holiday (Para-mount). M. H. Orodenker.

Wintergarten, Berlin (Month of January)

Average program with the usual amount of acts of an athletic nature. Eric Fidetty Company, four men and a girl, in cowboy outfirs, give the pro-gram a good send-off with a trampoline and acro number.

and acro number.

Annelle Helder goes thru dance movehearts while playing the susophone and
nocertims. Rates fair.

Hedy Ptundmayr's Vienness Ballet
peats with waltz and other dance
numbers. Neat but unpretentions offernet that is well liked.

ing that is well liked.

Pive Olanders, a group of Danish kids,
hit heavily with a routine of balancing
and accobatics.

Vienness dancer, has Carola Corda, Viennese dancer, has

Carola Corda, Viennose diancer, has looks, shilly and showmanship and makes at individual hit.

Thum, formerly known as Cavaller, the continue of the continue

dor Karely Troupe rate excellent as trick horse riders with a dandy routine effectively presented on the stage. a circus act but fits in well

Anderson and Alten couple snowman-ship and personality with a session of cocking balancing and leverage tricks. German suddenoes always admire ath-letic numbers whatever their nation-ality, and turns of this description don't

ality, and turns of this description don't come better than these two American boys, who prove a zmash hit. Most thrilling entry is that of the Four Wallendas, who perform their high-wire daring way above the vast audi-torium. Act sells a succession of sematorium. Act

tional tricks.

Loni Heuser, blond and chie, is a captivating character stauger with a taking style, Highly popular here and is recalled for request numbers.

Dario Bario Troupe, musical clown entry, are typically Continental and entry, are typically Continental and prove funny to this audience, B. R.

Varietes, Brussels (Week of January 16)

Boy Fox and band provide good half Roy Pox and band provide good half of the current program here. Among specialty acts appearing with the band are Little Mary Lee, singer; Earl and Ed-die Franklin, hoofers; Jackie Kelac, ini-tations, and John Blackley, who tap

die Pranklin, booters; Jackie Keles, Imi-tations, and John Blackley, who tap gances with this fingers. The properties of the properties of the pro-contingent on the bill. Others are Lin Choun, Chinnee dancer; Wilson and Cardy, sere comies; Marie-Louise and Estelle MacDonald, dancers; Four Sciencia, acrossats; Menoras, mentalist; Stephen Weber, imitator; Raphael Ma-dinn, singer, and Mildja and partner, acrobats.

Alexandro, juggler, Albert Maca, strong man, and Salter's dogs are at the An-cienne Belgique.

Fox, Kansas City

(Reviewed Tuesday Evening, Jan. 25) Management evidently pared expenses his week preparatory to bringing Phil pitalny's all-girl unit into the house riday, for the current bill is not up

Spitalny's all-gift unit into the house Priday, for the current bil is not up Friday. For the current bil is not up Friday. For the current bil is not up Fred Lightner and his comely partner, Broccalla McQuence, win top honorse with some fast-crecking bill district the control of the pit ork. Lightner gets over to a good Joy of the pit ork. Lightner gets over to a good Joy of the pit ork. Lightner gets over to a good Joy of the pit ork. Lightner gets over to a good Joy of the pit of the pit

The Norman Brothers da forth a consistent line of chatter, clown-ing all the while and getting good laugh response. But somehow the act, just as the others, falls short of being thoroly

entertaining. The Adornoles, got dance line, go thru three routines which are about what one expects week after week, still the Conrad Ork, shaky in spots at times, drags thru its four-a-day chore. There is still plenty room for improvement in the unit, but few changes have been made down thru the months.

made down thru the months.
Lester Harding, former favorite with
Kayese vaude crowds, returns to the
house this week after long absence to
sing Once to Auchile and Succet Someone
acceptably. Harding has pleasing voice
and personality and his bit always finds a welcome.

Jane Withers in Cheekers. Hour fair. Dave Dexter Jr. only fair.

Palace, Chicago

(Reviewed Saturday Afternoon, Jan. 29) Received Saturday Afternoon, Jan. 29)
The kiddise were having a picnic here
today. From far and near they came to
the Loop early in the morning and
the Loop early in the morning and
Withrest, the stocky little trouper from
Hollywood. A top draw for youngstern,
attho it's hard to estimate just how
profitshed she jis. Many of them brought
their lunches and settled down to slay
just as long as their parents would prijust as long as their parents would pa-mit them. Her appearance, incidentally, is had news for the nabe theaters. It was obvious that few of those kiddless had been a downtown show, if was outputs that lew of those knows escalon take in a downtown show, if only judging by the big hand Gelt Autry, the cowboy star, received when beteily flashed in Republic's Manhattan Merry-Go-Round on the acreen. In the next-to-closing spot. Jane Withers offered a good act despite a

California cold. Sings a couple of tunes, one from her latest fileler, Little one from her latest fileler, Little one from her latest fileler, Little fileler, Little on the cold of the c

and is perticularly suitable on a bill of this type.

Herry Bruns and his Italian dislete.

Herry Bruns and his Italian dislete.

The way his stooges are bandled and the general process of the turn revive only the old vause house system which have been a suitable of the the eyes. customers were hanging on the

The customers was Saturday, ropes opening show Saturday.

Sam Honighery.

Metropolitan, Boston (Reviewed Thursday Morning, Jun. 27)

Fred Waring and his Pennsylvanian, always a fave here, came to town this week, but the Lane Sisters and Johnny Davis were missing. Frog-voiced Poley McClintock was present, however, and enforced Let's All Sing Like the Birdies

Waring has a top musical organiza-tion with all the glee club trimuning and the blackout illuminated dancing

tion with all the give club trimining and the blackout tiffmulinated dancing tambouries and should be supported to the support of the support

Ethalyn Williams went over obth war-bling Once in a While, but the style for which and is striving is somewhat. We will be striving the suppose of the striving probably get her set. Gordon Goodman, high tenor, dished out a "good rendition of I Life the Life I Love." "or over with a beautiful muted how-atring solo of Caracan. Oek (21) numbers that went big wer Oek (21) numbers that went big wer of the control of the war of the control of the control of the control of the Warring enseed the show without per-

Waring emseed the show without poscal offering. He spaced his abstalents to the correct degree and be

social offering, He spaced his above takents to the correct degree and left the customers wanting more. The control of the customers wanting more to on her Adem and Erec radio skit for the companion billing ple. Everydey's bit, but not the expected stander bit, but not the expected stander between the customers of the customers and the companion was the customers of the custome

Orpheum, Lincoln, Neb. (Reviewed Thursday Evening, Jan. 27) Major Bowes' Jamborce Unit

After the last few units here, Major Bowes' Jamboree show is not only a well-Bowss Jambores show is not only a well-balanced bill but a treat to the neigh-bors. Assembly carries three sure bil-sots, a couple of stand-bys and some av-erage turns. At the piano, or lessing the band, as the situation may be, is perothy Hampton, the looker of the outand the emsee is Roy Richards, an spersonator as well.
Opener is John Jewel, who slaps out

Opener is John Jewer, who sape our two tough semi-symphony arrangements on a banjo. Probably a bit slow for a starter, but creditably handled and re-ceived. Classing up the deuce spot la Pat Lako, a tap danoer with a distinctive style, who sells his first portion so well he's demanded for a second. A cleanand and well togged.

call ad and well togged.

Herence Stone, singer, goes for one
member. Her votes is all right. Behind
her are the darktowners. Three Vinglains
Hans, who are the first big bit. Rids
sing it first and swing it later. Present
a lot of smile, white teeth and personality, and bring down the mit-thunder.
Novelty musical act is flarrey Mearing,
who has live different sets of trappings

who has five different sets of trappling which look big and bulky enough to de-wished look big and bulky enough to de-tures out of all of them. Over well, turns out of all of them. Over well, the bound of the big and the big big and the bold of the big and the big and the bold of the big and the light and the bold of things. He was all the bold of things. He was all the big and big and below the big and the big and the big and Muni as Emit 26ds. Everything he does in good, however, muong the many being Clovel, Winebell, Penner, Roosevelt and

Sparks

Pinish is saved for the Dancing Dolls Bettye Jaeger, Winnie Johnson and Jo Martin Theira is knockabout, and caught on with the audience, Pinale

calls everyone. Time is 50 minutes, and the film here was Some Blondes Are Desperous (Univ.). Business very good, but this is the bowoff week—no further shown being scheduled.

B. Osce.

Chiswick Empire, London (Week of January 24)

Chiavide Empire is one of the Stell heighborhood houses and invariably plays straight vaude with occasional weekly value of musicals and revues. Current vaude program is none too

Current value progress strong. Boys. The property of the property for the committee of the property for the committee of the property for the committee of the property of the

Selfer and Clare, man and girl, are check dingers. Pleased to advantage in the control of the best of the many zany outfits to fay this date in years. They Mite and Georg Wilson, midget the control of the control of

Cr. Rence Rich, versatile instrumentalist, with Rex and Ron, two boys, present a spod mustical offering that is up-to-date and snappy and keenly appreciated. Max Miller, England's foremest monologist, headlines and show-stops after 25 invutes of slick gabbing.

Kafka Stanleys and Gray Slaters, three

Karka Stanleys and Gray Slaters, three hen and two girls, are an Anglo-Ameri-can serial gymnastic combo. Interesting att with some good tricks performed at an even pace. Holds interest to the end. Ret Ross.

Palace. Youngstown, O. (Seriowed Friday Night, January 21)

Clyde McCoy Unit

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

McCoy's Orchestra has developed into ne of f the most popular bands of the Band's specialty performers are d by the slways amusing Trudo comedians and mimics. headed

Twina, comedians and minica.

Hai Leroy impresses not only as one of the country's best steppers but also deather the country's best steppers but also shifty to talk pleasantly. He has class shifty to talk pleasantly. He has class in every step and is renerous in pedding in every step and is renerous in pedding is across the footlights.

Bennet Sisters, three pretty girls, sing harmony, Also join baritone Wayne

Gregg in foursomes. Gregg also has sevslos, all nicely Ruth Petty surely belies her pint-size in the volume of her voice. This tiny shouter just about raises the roof, but ther ences like her.

Rex McConnett.

Pic is Crashing Holly

Rivoli, Portland, Ore. (Reciewed Thursday Afternoon, Jan. 20) Nearly a full house greeted the new now opening this afternoon with a well-

Nearly a full house proteet the new show opening this atternoon with a well-halanced program of five hig acts. No one act atood out, but John Tio. I talking parret, coaxed by Fran Abella, was perhape most popular. This answers to questions and initiations of Crosby, must be a superior of the popular of the popular to the program of the popular of a champagne bottle and other some struck the younger mathress. Sounds

of a champsone bottle and other sounds struck the younger mattnee-ern.
Medicy, Dupres and Company draw lots of laughs with their nomense. Girl sang old favorites, the two clownish men interrupting with most, crazy capers, the company of the company of the company and the company of the company of the company and ancient photographs and writing in

Among their laugn-getting props as an ancient phonograph, which files apart, and a good deal of smoky gunfiting. Fast work with eards, cigares, cigare and pipes on the part of Ji-Mae and an analysis of the anti-property Company kept the audience guessing In top hat and talls, Ji-Mae has a very

style. Patsy Britton. nearly tied bereek into a knot and also tap danced while playing an accordion. Boy-girl team of Stone mid Barton tap danced in various tempos. Imitation by Stone of Bill Robinson's stell dance was a highlight of the act.

Screen offers Wine, Women and Horses and Escape by Night. Rey Hartsook.

Paris Vaude

(Week of January 16) Perchicot, local favorite, heads the Bobino bill and scores easily with his songs and patter. Outstanding novelty numbers are those of Franklin d'Amore and Antia Kramer, bokum acrobate, and the Two Fokkers, nut comediate. Other good turns are the Tom Kute Saxophone. Skr. Marroim, equite-change artist; the Offs, northers are the Tom Kut Barroim, editer-lange artist; the Offs, northers are the Tom Kut. offs, acrebata.

offs, acrobats.
Several novelty acts on the new bill at
the Petit-Castno, including Carpt and
Ramen, intuical clewres: Relio and Natal,
acrobats: Bijou Sisters, equilibritate,
Marbura, illusionist, and Ray and Reps.
jugglers. Europeen is temporarily run-

ning revue

ning revue,
The Mongadors, jugglers, and Darius
Cittanova, musical novelty, are at the
Athanboxa, Pills and Tabet, plano and
sones, are at the Paramount. Fred Adison's Orchestra is at the Artistic. The
Fratellani trio of downs are at the Excelsion.

Cinema Casino, Miami Beach

Larry Morris' swank establishment, formerly the ultra French Casino, etill revent was the stable of the stable of

to all other stage music is a help to all octs appearing.

Murk Plant, baritone, also a favorite in this section, having played numerous class spots last season, opens the show and offers music which seems to please eryone. Becker's break-in featuring Sonny

Stockton, vocalist offers current favor-ites in a most enjoyable manner. Cookie Bowers, hilarious impersonator,

provides laughs enough for two shows.

Ramon and Rentia, also back after successful engagements last season in this section, offer smooth dance interpretations.

The bill, one of the beat presented at the theater, has all an audience could ask for and was well received. Becker closes this week with a probable return engagement, following Rita Rio and orchestra. Virgil R. Pierson.

More Loew Vaudeville

WORCESTER, Mass., Jan. 29.-Sunday workersisk, mass, Jan. 29.—Sunday vandeville policy is being inaugurated Pebruary 6 at Loew's Eim Street Theater, with Mary Brian as the headliner. Loew's recently added fiesh shows to Lyric and Globe. Bridgeport, and the Poll, Meriden, Conn.

BENNETT LEONA PERRY

Opening February 10

LOEW'S STATE THEATER

New York

Just Returned From a Triumphant European Tour

Direction:

SIMON AGENCY

Midwest Guy Perkins Europe Foster Agency

-.IACK POWELL-

Second Week

ROXY THEATER, NEW YORK

Direction

LEDDY & SMITH

ERIC WALLHEIM

MANNO & STRAFFO

CHICAGO THEATER, CHICAGO

OPENING FEB. 4-BEVERLY HILLS COUNTRY CLUB, NEWPORT, KY. OPENING FEB. 18-JEFFERSON HOTEL, ST. LOUIS, MO.

Hotels and Night Clubs — SLIGH & TYRRELL. Vaudeville — JACK KALCHEIM.

CLARE AND SANA SISTERS

JUST PLAYED COLD DRAKE HOTEL ROOM

NOW PLAYING ORIENTAL THEATER CHICAGO

THEATRES

1270 Sixth Ave.

Radio City, New York

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

Law After Philly Agents

Labor dept. to prevent forced mixing of girlsno unlicensed bookers

PHILADELPHIA, Jan. 22.—The State is preparing to crack down on chiseling agents and night club owners who per-sist in forcing girl entertainers to mix with patrons and set as lures for the sch-ing of liquor.

ing of liquor.

Agents of the Department of Labor and Industry and of the license enforcing division have been making a sub rosa check of the city's night spots. The erring excers have been given etringent reprimands and next time it's 200 bucks

fine and 10 days in the brig.

Program for enforcement was mapped out in Hurrieburg over the week-end.

Dewey Coates, chief licensing officer of the State Department of Labor, laid down the law on these points:

1. No booking of acts without a State

license.

2. No "foreign" agent may come into Pennsylvania without a State license.
(This hits at the New York bookers.)

3. Agents must issue triplicate con-

tracts.
4. Pernale performers forbidden to mix with patrons.

5. No act can be sent to a cabaret or club without a bona fide order from the

proprietor. a cons one over room the proprietor.

6. Continuets to be on a strict "pay or play" basis with no cancellation clauses. Tom Kelly, United Entertainers' Asso-ciation head, also laid down the uninimum chation head, also laid down the minimum andle for performers in the city. Single and the control of the contro board and transportation, out of Any spot more than 40 miles from delphia is considered out of town.

Relly disclosed that an effort is being made by A. A. Tomel, local musteins head, to heal the breach between the UEA and Ralph Whitehad, executive scene-izy of the American Pederation of Actors. Kelly said his price of reconciliation Kelly said his price of reconciliation

Vaude Musicians in Lincoln

LINCOLN, Nob., Jan. 29.—Altho Wilbert
LINCOLN, Which depended on him all
smoon, will not shut off its flesh policy.
Law Pinske, chivson manager of J. M.
Law Pinske, chivson manager of J. M.
Liveum B. ore, says the house will be
ciseum B. ore, says the house will be
ciseum B. ore, says the house will be
ciseum and the says the lower wante
outsides, prichops and Saturdays.

STATE PROJECTS-

(Continued from page 4) is easily one of the company's

Jisks, is easily one of the company-present assets, asked, and the outmisted, Shows in themselves, white outmisted, Shows in themselves as the with effectiveness. Jinks in particular, while a leee of idle and comic skutifuzgery, coocsess a lateral comic skutifuzgery coocsess a lateral comic skutifuzgery. Occesses a lateral comic skutifuzgery in the control of the the thing he creates, presented excellent performances by Norma Downey, as the lower stil and Jay Velle and Frank Daly & Colonel Perkering and the language All in all it was an suspicious week for the Rosyn local of the FTP. with perhaps even more good things to come from No More Peace and Coviolorus.

Sets were nicely done by Ben Edwards.

B. O. MEN-

(Continued from page 3)

nditions. While paying dues to own conditions. While paying dues to the TMAT, the press agents, according to provisions of the agreement, will have their own administrational set-up, in-studing a chairman, secretary and maybe a treasury. In negotiating with man-agers the press agents will work thru the TMAT representatives. While TMAT is to okeh rulings affecting the press

agents, such legislation must be set in motion by the p. s.'s and first formally okehed by them.

okeheed by them.
Ted Mitchell, TMAT chief, stated this week that the organization would seem that the organization would seem that the organization would seem that the seem to be seen that the seem to be seen to be seen

Pointed out in some quarters that the TMAT's rise in strength is the result of development of the WTA Federal Trea-ter, whose different companies employed TMAT men, thereby lifting the organization out of its morbund condition.
Outcome of the strike against the legit
managers was immeasurably sided by
the teamsters' union, which backed the
TMAT and refused to more shows from one theater to another. At the height of the strike box-office men in nine theaters had walked out. Agreement between managers and

Agreement between managers and TMAT that the latter become sole col-lective bargaining agency for box-office men, treasurers and some publicity men incen, treasurers and some publicity men becomes effective Pebruary I, but those agents regarded as confidential execu-tives are as yet out of the picture, Con-ferences to clarify their standing are scheduled to begin January 31. Squab-bles between the three groups; that is, managers. TMAT and NYIPA, are to be

managers, TMAT and NY117A, are to be fromed out by arbitration.
Attorneys are Milton R. Weinberger for the League, Gustave A. Gerber for the TMAT and Morris L. Ernst for the

As a result of the peace three pre agents, Charlie Washburn, Bob Reud and Hank Senber, who had lost their jobs, were returned to work.

lowing settlement poliowing sociement of strike by TMAT against legit theaters TMAT called out at ticket sellers at Madison Square Garden Wednesday, TMAT serks recognition by the Garden management. Puctions are slated to confab the matter within a week, the ticket sellers return-

Padula Beats Blue Law

PHILADELPHIA, Jan. iula, of the Arcadia-International, figured out a way to make the le Law Sunday pay off.

Blue Law Sunday pay off.
With the awanky spot ordinarily
closed Sunday nights, Padula has
suh-lensed it to Savadave & Getson,
keeher caterers, who book Jewish
weddings, Bar Mitavaha, briss parties,

radula gets a guarantee of 300 per-sons at 60 cents a head, plus a fee for renting bis entertainment, plus the profit of selling the liquor for the parties. Thus far seven straight Sunday nights have been sold, not-ting the Aradia a tidy profit.

ing to work Thursday. Garden show featuring Sonja Henie went on as usual,

POSSIBILITIES-

(Continued from page 3) tice's Punch and Judy Show. Others recommended for film and tapped by recommended for film and tapped by Hollywood last year were IVy Anderson, Roy Atwell. Lotties Campbell, Mary Jane Roy Atwell. Lotties Campbell, Mary Jane Reichmark Band (originally recommended for vaude), Roy Middleton, Don Popplioff, Alan Marshall, Fibber McGee ward Gardner, Van Heffin, Hauk Henry (fourlesque comie, suggested for legit musicula, who "doubbe-crossed" us and made several Illim shorts). Gondos Brotham made several film shorts), Congos Brota-ers, Jerry Cooper, Norman Cordon (also signed up by the Metropolitan Opera Company) and Joan Davis. The Civic Light Opera Company, specialists in Cilbert and Sullivan suggested for films bert and Sullivan, suggested for firms in 1935, made the first Gilbert and Sul-livan picture last year, Grand National's Girl Said No. For the second successive year Hollywood led the parade in cashing in on The Billboard possibilities with

11 Apiece for Vaude, Legit

Vaude and legit tied for second with 11 names apiece, Making good in straight

Maisie Is Canceled—and She Will Never Trust Another Agent

66 YOU wouldn't believe it, Paul,"

witten our faithful Maise. "but I am writing this letter from the Mountainview Hotel in Centerville. I'll bet you thought I was still working at Nick Bolonino's Romantic Casino. But you're wrong. I left the Casino lat week



PAUL DENIS

going to it

"Anyway, Joe gives me a contract for ne week and I come up to Centerville by bus (eight hours and no scenery but billboards; and I had read all of them before, too). When I get to Centerville, I check in here for the week and—after getting the bus cramps out of my body —I go to the Road Palace for rehearsal. The Palace is a dump. But a performer can't help that. So I don't complain, but ask the band to run over my muste. out now the manu to run over my music, it doesn't take me long to see that the band is lousy and that the bandleader has other diceas. When I ask will you pick it up when I stort making the spins? he snawers with, "Listen, bube, let me take you to the movies temperow." There's a swell triple feature bill.

"So, when the first above comes, there's only four couples in the house and I'm spotted after a magician. The magician splashes water and messes up the floor something awful, and then I have to try to look very dignified and do have to try to look very dightized and co-ning high class toe number. So what happens? I slip: and when I get up, I slip again. But I don't get 'excited—I just finish my number, because I

remember Joe niways telling me 'the show must go on.' 66SO-you guessed it-the owner of

6 QO—you guessed it—the owner of the citie, a Mr. Greenberg, tells me I'm canceled.

"You can't do that," I yell so that all could hear. True got a contract." He strate, but I never signed it is contract, but I never signed in a contract, but I never signed only by Joc. the agent. Worse than that, it has a clause asying the first show if no satisfactory. And here I had never bothered to read any of my contracts before in my life! So I leave the club and tell Mr. Greenberg worried.

werried.

"Back at the hotel I ask the clerk, who looks like a very high class college graduate, to look over my contract. He does, and tells me it's no contract at all, because the owner never signed it and the agent signed it as my representative only. 'It's only a memoranda from the agent, altho it's printed to look like a contract,' he says

66 WELL, I was so shocked I went to ELL I was so shocked I went to my room and cried for a whole hour. Then I got up and checked out (and I had to pay for the whole week's (and I had to pay for the whole week's letter, Paull, to let you know this is the first time I was ever canceled, I feel terrible about it. Pelease don't let Mac Gordon hear about it. because she's so jealous of my high-class toe number that I know she'll visit out and dell all

that I know ane'll run out and tell all the agents about my cancellation. "Paut, I will never trust another agent again in all my life! They're chiselers —that's what they are—and, worse than that, they don't represent us performans at all: they really represent the owners. "PS.—Jut got a wire from Duke the at all; they really represent the owners.
"P.S.—Just got a wire from Duke the agent in Chicago, ite says to open Priday at the Chez Robert, Akron. The wire doesn't say anything about sakary or number of weeks, but I guess I don't have to worry about that. Duke is such a high class agent."

dramas and flesh musicals last year were Clayton Collyer. Joey Faye, Fly Spirits of Rhythm. Virginis Campbell Leonard Elitot, Charlotte Arren and Johnny Broderick (in England), Cookie Bowers, Three Briants. Bobby Lane, Bu-hara Townsend and Laurence Forsytie, Vaude claimed the Tramp Band. Wingy Mannesse, Masy and Brach, Bert Lynn. Joy Lynne. Garron and Bennett. Erskine Hawkins and band. Lou Costello (a cointe

February 5, 1938

Joy Lynne, Garron and Bennett, Erskins Hawkins and band, Lou Gostello (a conical Rawkins and band, Lou Gostello (a conical Rawkins and band, Lou Gostello (a conical Rawkins) and the same and the same as our conference and the same as our conference of the coveries for other fields, as vauleville was in 15s heyday possibilities test year: Jose Mannzansen, band lender, and Mariora, dancer, band lender, and Mariora, dancer, the conference of the same as our conference of the same as o nouncer Jack Frase with the Bewsreus, both recommended for those fields. Sam-my Clark, who was recommended for vaude, decided the life of a performer was too uncertain and he's now an agent in the Chicago office of William Morris. Clark had been a night club comedian.

AMERICAN THEATER-(Continued from page 4)

least one of the Young Hopefuls who appeared Monday had played a second lead in a first-line production as long ago as 1929. Bits of plays were presented,

Bits of plays were presented, With the players showing stages of ability that ranged from the hopelessly incompetent to the sensationally effective. Since, however, the press is theoretically missing saked to attend these sessions—pre-numably because the kids, reheaved privately and showing for a trade group. privately and showing for a trade group, want no public criticisms—this notice will concern teeff exclusively with favorable comment. Surely neither the council nor the kids can object to that. Chief among the acting discoveries of the afternoon, it seemed to me, was a find named flush Marlower, the Pond of the council nor the counc

offered a reading that, in its quiet effect, was as appealing, heart-wringing and excellent a job as I've ever been privi-leged to see—and who followed it up with a fine performance as the lad in a bit from Harding Wonderful Time. a bit from Hawling Wonderful Time. And not far behind him was Adele Long-mire, a lass who appeared in Bury the Bend and gave a stirring, emotion-packed, technically excellent and emo-tionally irresistible reading. Also very much on the credit side was Miss Kerry Stuart, who did a fine job in the hill top scene from Ethon Frome. Three three kind editately rise a bod from the

managers.
And so, too, for that matter, does MisDoden Wick, a cute blond aprice woscored handles and the blond aprice woscored handles and who returned to do
really charming work in an except from
More! Universe—the her interpretation
would have writed the play as a wholeAmong others whose work generous Among others whose work deserves at least passing mention are David Mac-Donald, who played the captain in Bury the Dead: Franceses Lenni, also in Bury the Dead: Edward Fisher, in Ether-Frome, and Ann Freshman, who did the Margalo Gillmore role in a scene from

But the big find of the afternoon, so far as this corner is concerned, was the young director who staged the senter from Bury the Dead, Harding Wonder'st.

Alan Plahburn and, according to the formation picked up at the audition. In surface, the sentence of the sentence But the big find of the afternoon. scious young "art" gentuses took stevand some smart producer with a plat to be done ought to sign him up pronto-indefentally, the practice of having-some of the youngaters appear in two or more of the scious seems to defeat the very purpose of the auditions. It should be stopped. Eugene Burn.

Club Management

News and Angles on Night Club Operation

Village Clubs Plan "Tour"

THE Greenwich Village Restaurateurs Association is giving thought to the possibilities of a local or national radio book-up featuring a program of "tours then the Village."

Performers Must Eat A COUPLE of clubs in Chicago set up A covered or cluss in decays see in a covered or cluss in seek, in-mating that they eat on the premises, special meals prepared for the kitchen help and waiters are also available for the acts at popular prices. Acts pay regular prices for menu dishes, however.

Gothia Heads Philly Men

GEORGE GOTHIA has been app Obusing Gothin has been appointed oping Restaurant Association, which is besided by Arthur H. Padula, president of the Arcadia-International. Head-

Philly Club's Broadcasts

HARVEY LOCKMAN'S Ubangs Club in Philadelphia is trying a new "Vox Poor sumt with the patrons of the spot which features septs shows. Each night, a WPEN mike is set up and for 15 minutes the tingside partons at their views or sarything from The Big Apple to the Japanese-Clinicae was.

Pittsburgh Restaurateurs Meet

MORE than 3,000 registrants visited MORE than 3,000 registrants visited booths of 97 exhibitors who paid more than \$10,000 to display wares at Western Pennsylvania Restaurant Association in Pittsburgh last week held in conjunction with the second yearly essuin of the Associated Rectaurants of Pennsylvania at the Hotel William

Slected president of the State organ-mation was Ros L. Gammon, of Pitta-burgh, succeeding Petix Dedictor, of Pittaburgh, Other officers are Emil Fried. of Philadelphia, vice-president, and May Gloon Boyd, of Pittaburgh, secretary-

New head of the WPRA is Pierce C. Johnson, of Monessen, Pa., replacing Mrs. Marie McKenzie Schreiver, of Pittsburgh. Other officers are William Saxon. of Uniontown, Pa., and Helen Zons, of Stubburgh, vice-president, and M. C. Whitcomb. of Pittsburgh, secretary-

Colef imported speakers were Henry I. Dunnock, of Baltimore, preddent of I. Dunnock, of Baltimore, preddent of Lorentz Constant Toblin. of Syracuse University. Secretary P. B. Mahon of the Air-Conditioning Bureau; Preddent Elmer Wheeler of the Tested Selling Institute, and C. M. Perguson, of Ohio State Division.

Milwaukee Ordinance Modified

THE Milwaukee common council on January 17 voted to modify the Annuary 17 voted to modify the term closing ordinance, effective January 17 voted to modify the term closing ordinance, effective January 18 voted to the first process and leading houses may remain open between 2 and 8 a.m. by special perait, providing bars and liquor supplier are accessed off. Milwaukee Tavern Owners Association in planning injunction of the provide and the conceiling to provide an access to the newly revised curies of the newly revised curies.

Chez Parce's Postcards

THEZ PAREE, Chicago, has an ample supply of its club postereds on a conveniently located table in the force for pock-ups by departing patrons. On the posteards are attractive multicolored potenties of prominent Chez features. Such as its attractive bar and lobby, with the other side clean for the usual room

As If They Didn't Know

PITTEBURGH, Jan. 29.—Booker

among honest men.

In the mail this week were plugs
innouncing the annual Entertainer
Association dance, exheduled for Febluxy 13. Announcement was closed
with "Compliments of Harry Thomas,
Expert Chiseler."

for correspondence. At are distributed weekly. An average of 500

Prize for Club Name

E D AND TOM WILLIAMS, Chicago
night club operators, reopened their
West Madisen apot as the "Nameless
Night Club" and are offering a \$50 rate
to the customer submitting a winning
name. Selection will be made next

Blame High Taxes WITH quite a number of smaller New York niteries closing, a check-up reveals high taxes have been a big head-

actie,

The State Alcoholic Beverage Commission tax for sale of liquor, wine and beer, teamed with a set of other city,
Slate and county assistments in many cases, burdens club owners, tax rates often running \$10 per day.

Gibson, Cincinnati, Using More Flesh

CINCINNATI, Jan. 29,—Hotel Gibson's Florentine Room, which has been fea-turing name bands and an occasional act, will inaugurate a three-a-day floor act, will inaugurate a three-a-day floor show policy when Sammy Watkins and orchestra move into the spot next Thursday, Bookings will continue thru MCA. First in under the new cet-up will be Santoro and Lorraine, dancers; Thing Pin Soo, magleian, and the White

rung rin Soo, magician, and the White Chardsonen, vocal octet directed by Ben Yost. Shows will be presented at lunch-eon, dinner and late supper sessions. A similar policy recently inaugurated here by the Hitz-directed Netherland here by the Hitz-directed Netherland Plaza Hotel for its Pavilino Caprice and Uzefatzrant Continentale rooms is re-ported to have increased functions and Coprice closes Monday (31). Press re-leases announce shuttering is due to removations, but real reason for closing is hotel's desire to center all night cubs activity in its Resaurant Continentale, land Plaza bookings. land Plaus bookings

Sit-Down Strike At Nice

NICE. Jan. 24.—Employees at the Casino Municipal staged a sit-down strike last week, temporarily closing the house. Lucienne Boyer, pop singer, and Jean Gyrano and Paul Gramen, ductists, are at the Casino Tabarin.

Whalen Quits Mass. FTP

BOSTON, Jan. 29.—David B. Whalen, director for the Massachusetts Federal Theater Vaudeville Project, resigned his post last week to direct publicity and sales promotion for Republic Pictures.

Garber Clicks in Memphis

MEMPHIS, Jun. 29—Jan Carber and orchestra played a four-day engagement there Sautoskay. Featured with the band were Lew Palmer. Budy Rudsiell. Prits Helibron and Russell Browned local engagement of the outfil. It proved to be most profitable for both sides, as the unit was very good and Jan has a host or followers in this getting.

NIGHT CLUB-

(Continued from page 21)

a confident singer, working without a mike and handling slow, rather teddous Planeron numbers with sake. His voice planeron numbers with sake. His voice isst can't help impressing. The A. B. C. Trio, male consety combination making its fourth appearance here during the past five years, is a favorite here. They sing and clown and imperting eleasant consety touches three inserting pleasant comedy touches thru-out their routines. Normits, a pretty young brunet, impresses with her vivid personality and her facile execution of

personality and her facile execution of authentic Mex dances.

Jose and Patrics, returning from Buenos Aires for their second engage-ment here, are a delicht. Their dance-(ranging from passocioles and tangos to fados) are done with the fire and

Films, Night Clubs Try To **Block Huge Fraternity Show**

Philly vaude and concert series at cut-rate prices fought bitterly - fear other charity-fraternity groups might duplicate shows - name shows at 28 cents average

PHH.ADELPHIA, Jan. 29.—Theater operators, night club proprietors and show-mon in general are up in arms here over the action of the Artisan's Cittle, affinished with the Stirmers, in booking thru Muste Corporation of America a ratio of big threaten to cut heavily into the already badly slumping box colice and fear is tell that other pon-theatical organizations will follow suit. The Artisans have scheduled nine programs, starting March 10, at a coupon rate of \$250 for the Green-making a charge of 28 cents per, continuous control of the company of the control of the contr ecries—n

haughty assurance so characteristic of

haughty assurance so characteristic of Spanish folk dancing.

Don Alberto emers the show and leads his Picadores thru authentic Latin rhythms, interspersing sessions of pop-tures for those whose tango-rumba edu-

ation has been neglected.
Three shows a night. Paul Denis.

Trocabaret, London

Popular spot has a good bunch of tale Popular apot has a good bunch of taient his week. Outstanding is the popular American magician-ensee, Russell äwant, a surface of the surface

back again with their dandy wise-cracking offering after an absence of a week. Act is built for laughs and gets them. Stone plays a muted trombone with the best of them.
Seven Viennese Singing Staters make

Seven Viennese Singing Staters make an out-of-the-ordinary vocal finah and hit beavily despite plenty of warbling opposition in this line. Girls make an eyenilling appearance with pleasing continuing appearance with pleasing continuing appearance with pleasing continuing appearance.

thing,
Jean Florian, juzzler, is fast, clever and
Jean Florian, juzzler, is fast, clever and
securate. His forte is ball and stick
manipulation, but shows versatility by
many unorthodox and difficult trycks.

Bert Bosz,

Gray Wolf Tavern, Youngstown

Pete Meyer's tavern, one of the out-standing night spots of Eastern Ohio, continues to maintain high standard of

continues to institute high standard of floor show entertainment. Current are the Four Moscoviana, string quartet which recently completed a swing of Pick-operated botels; Fay Parker, blues singer; Rudy Horn, "the drunkard," and the Six High Hatters, Lee Leall and orchestra remain on the band stand. Despite a blizzard and near-zero reather, the tavern January 26 attracted

an overcapacity crowd when Stepin Fetchit, in person, doing with his Harlem Swing show was offered in conjunction with the regular bill.

Cover charge was upped to 75 cents and the augmented program gave the spot one of its best nights in recent weeks.

R. McConsell. overcapacity crowd when

DRIVE ON BAND-

(Continued from page 19)

(Continued from page 19). Four Comets, Nelle Armatu and Brothers, Jack La Vier and Ruthie Morgan, Cardinal, Radelitte and Boogers. Circ Rimas Company, Tessas Toriany and Short and Long-Aure Campont and Boot and Long-Aure Campont and Pollowing acts, all American, have been in Europe for over three yearst Wilson, National Carlon Emmy's Dogs. Pollowing acts, all American, have been in Europe for over three yearst Wilson, National Cardinal Card

JACKIE COOPER, headlining the vaude in a one-day (Sunday) bill at the Low Globe, Bridge port, with the low Globe, bridge port, with the lower of the lower beauting for hours in lines extending clear around the block. After the first show Menauer Sammy Badamo that the show would not go on until those seeing the first performance had left.

Leading the battle is the militani consum two Datuse of the multiant Christel Motion Pictum Theater Owners' Printed Motion Pictum Theater Owners' Christian Control of the Contr

"This is manifestly unfair and harm-nif to the industry by tending to under-nine the already westerned theatrical structure. Such fund raising gives no permanency to screen and actor.

"It is surprising that you—an out-danding artist—would appear on a cou-on ticket with an admission averaging pon ticket with an admission averaging in cents. It admissions have to be cut to meet competition of this kind, then production values, salutica and every-thing else will crumble. This organiza-tion resents personal appearances of you or any other star at such ridicu-tionsly low prices."

A spokesman for the night club owners declared: "A wave of this kind with professional premoters using char-itable organizations for hit-and-run performance will kill what is left of show business in Philadelphia.

We certainly can't compete with the names that they intend to show at these prices. Especially with the terrific overhead and taxes that we are forced to pay. These outfits are tax free."

The series, presented by the Artisans' Extension Committee and called a Politic Guild Plan', offers Castor and to 9: International fee Bevue, featuring Maribel Visson, Guy Owen and company of the Politic Guild Plan's Guy Owen and company the price Seat Notice Domey and Mary Brian and cast of 70. April 27 to 30; fee Skining Marcil Grey, March 26; Doney and Mary Brian and cast of 70. April 27 to 30; fee Skining Marcil Grey, March 26; Band, March 28; Will Bard's Band, April 11; Bob Bennett Band, April 12, and Barold Vision Casto Band, April 12, and Parold Vision Casto Band, April 12, and Parold Casto Band, April 13, April 14, April 15, and Parold Casto Band, April 14, and Parold Casto Band, April 15, and Parold Casto Band, April 15, and Parold Casto Band, April 16, and Parold Casto Band, April 17, and Parold Casto Band, April 18, and Parold Casto Band, April 19, and Parold Casto Band, April 18, and Parold Casto Band, April 19, and April 19, and April 19, and April 19, and April The series, presented by the Artisans

The Artisana are sponsoring a concert series, too, at prices ranging from \$1.50 to \$4.50 for the group. Series is com-posed of Lily Pons, Nino Martini, Gladys posed of Lif Pons, Sino Martini, Osadys Swarthout, Albert Spalding, Monte Carlo Ballet Russe with the Philadelphia Or-chestra, Rethberg and Pinza, and three Broadway plays—You Can't Take It With You: Yes, My Darling Daughter and Room Service.

The same shows play the auditorium in Cleveland three days before the Philly date. And in Cleveland, the movie in-terests are up in arms, having put pressure on the mayor and real estate sure on the mayor and real estate in-terests, but apparently to no avail. MCA has signed lesses on both Cleveland and Philly houses and, as one MCA exce put it, "the only thing that can stop those shows is the burning down of the houses."

Incidentally, MCA booked direct Eddie Cantor, who had been booking thru the William Morria Agency for years.

Milwaukee Nabe Vaude

MILWAUKEE, Jan. 29 .- E. F. Maerta, satiswaukes. Jan. 29.—E. F. Maerta, operator of the Club Attec and the Zenith Threater here, is now playing vaude at his theater. It is the only local neighborhood house featuring a combination policy.

RKO DOWN TO ONE BOOKER

Had 35 Bookers 10 Years Ago; got little attention. Under \$10,000 for opening week and second and final week Then 250-300 Houses: Now 8

Circuit's last associate booker goes-Bill Howard lone remaining booker-agents average one act per weekabout 5 and half weeks left-using 30 acts per week

NEW YORK, Jan. 29.—RKO has finally dwindled down to one vaude booker, and no sessedate. With the posting out of the office of Dan Priendly, Bill Howard remains as the last important long, and the control of the contr

ignated days only to appear and submit their lists. Almost everyone connected with the business made money hand over fat, and an act could book itself for a Te George M. Cohan musical, Pd year's route without repeating a house.

And so "The good old days" Insted until nearly the end of 1928. Then things happened fast, had and definitely. By the middle of 1929 hookers of the then Keith-Albee-Orpheum Circuit were cut

middle of 1029 hookers of the then Rethla-Alber-Oppheum Circuit were cut of the theory of the theory

Today Rko Mill books an average of five and a half weeks throut the entire year. Bookton, Chicago, Cleveland and is a half weeks throut the entire year. Bookton, Chicago, Cheveland and is a half week, and shows are apotted occasionally in Ransas City, Indianagolis and Columbus. But a truer, if conditions is the fact that folday RkO has about 20 apents who place, combined, approximately 30 aces per week. But the conditions is the fact that folday RkO has about 20 apents who place, combined, approximately 30 aces per week. In booking an act a week, he has practically done his utmost. In the old days, circuit was considered "just doing fair,"

HUB LEGITS'-

(Continued from page 4) wntown area, with many giving

up their pursuit.

Helen Hayes' Victoria Regins at the Shubert Theater for an announced four-week stay got tremendous business, Maweek stay got trementious business. Majority of performances were S. R. O. In order to care for the pass requesters a special, martine for the New English may be a special particle for the pass requesters a special martine for the tree English seadache and to settle the free ducat list once and for all. Interne harmoring of publicity in the Hub and hintering of publicity in the Hub and hintering of publicity in the Hub and hintering tweek scoke take of \$97,000 at a \$3.30 top. Second week (good-will press makine Included) gat higher coming on the property of the property of the hintering of the \$29,000, topped the device spot by \$1,500 for an almost unpreceding datendance grabber. And she went over \$100 heter on her fourth week by taking he stee of the stee of prices at the time. The stee of prices at the time. The stee of prices at the time. Back, took in \$1,000 for the first week, although the steep of the st

The George M. Cohan musical, Pd Rather Be Right, a first-class satire of the present national administration, brought in a sweet opening \$27,000. Cohan's local following forced an extra matinee during the second week, which drew over \$25,000. The stock market recessions did not crack the week's big

Recession Doesn't Hurt

Recession Docsn't Hurt
In that particular week of October 18,
in spite of stock market conditions, the
Cohan vehicle did the biggest bis, with
Cohan vehicle did the biggest bis,
in spite of playing in the \$82,000 in
spite of playing in the far-off Boston Opera House and having pretty stiff
Bennett, was somewhat wask in production and took an okeh \$13,000 at
the Shubert Theater in spike of some
moved cut October 23 and left. Sfoge
Door for another fortingfit, doing faft
bid for the stiff and final week at \$10,000.
Stage production of Stage Boer not as

and the third and final week at \$10.000. Stape production of Stage Boor not as good as the pic. Beanett name pracegod as the pic. Beanett name praced to the stage of the stag

Ed Wynn's Hooray for What got un-usually flattering press reviews but sporty business and staggered for went of better material. Nine performances took \$9,000. Show bowed out November 13 after a second week b. o. of \$13,500 at the Colonial Theater.

at the Colonial Treeter.
Shuberts reconditioned the intimate
Wilbur Theater, dark for zeveral years,
and boarded Ethel Barrymore in The
Ghost of Yenkee Doodle, Guild subscription list okehed the first week for 813,
600. Bowed out November 13 with \$10,-

600. Bowed out November 13 with \$10,000 for the second week.
Another subscription place. Toursies
with Marta Abas, puiled in \$13,500 and
with Marta Abas, poiled in \$13,500 and
for the third frame, winding up with
\$5,500 for the fourth and final session.
(Shubert Theater.)
Three Wairzes at the Boston Open
House failed dismally and the operation

dropped miserioly to less than \$4,000.

Love of Wosses with Heather Angel caused a lot of shocked word-of-mouth advertising and it looked good, with first four shows around \$5,000. Pinished okeh the second week with \$8,500.

olch the second week with 88,500.

The Housemater, a subscription presentation, opened at the Wilbur and got good notices, which summed \$14,000 for the first week and \$12,400 for the secsion brought in a good \$13,000 for the shift week. Show moved over to the Plynouth on December 27 and the first week there got \$12,000, second week Between the Devil, Dietz-Schwartz musical with Jack Buchanan-Freijan Lagy-Adde Dison, got a stong \$17,000, followed by a satisfactory \$13,000. Christians week was blank.

FOUR A FACES-

(Continued from page 3)

FOLIA A FALLO

A FALLO

To be in greined inton place.

Probe to greine inton place.

Probe to greine into place.

Probe to greine into place.

Probe to greine into place into foliate director of the Four A's, president of clears.

Probe to greine into place into place into foliate into place into dents" in the matter of revoking charters and haggled over the way it was accom-plished in the case of Grand Opera Artists' Association.

Artists' Association. It is admitted by Four A's officials that they are taking the IA threat to performer jurisdiction seriously. Whitchead's friendship with William Green and the deafte to have the Four A's maintain a solid front in an emergency is causing the Four A's much agriation. AFL board is currently in meeting in Miand, but an yet no IA bid has been

heard.

Pointed out by one official that whereas the IA may not have a leg to stand complete nice in the IA may not have a leg to stand complete nice in travalous by extra-legal methods. Another points out that when the actors' write ended in 1919 both Joseph N. Waber, of the American Pede Shay, of the IA affixed their signatures to the contract with the managers, thereby indicating their recognition that egit-actor jurisdiction belonged

Desire of Thomson to change the vot-ing method so that no unit in the Ining method so that no unit in the In-ternational may have more than one-third the voting strength is doubly significant in view of Thomson's recent statement that SAO was trying to get its membership down to 6,000. Member-ship now claimed by the AFA is 6,000.

Vaudeville Notes

LENORA HUGHES, widow of Carlos Basualdo, returned to New York from the Argentine last week and announced Basulado, returned to New York Irom the Argentine last week and announced the Argentine last week and announced concluded a slaw-ret elegagement at the concluded a slaw-ret elegagement at the concluded a slaw-ret elegagement at the Threater. New York, January 28 in an Argentine returned at the Capitol Argentine returned at the Capitol Argentine returned at the Capitol Argentine Ferus. — CARLOS AND CARLOTO WARD CARLOT AND CARLOT WARD CARLOT AND CARLOT WARD CA

INA RAY HUTTON will be at the Will Bogers Theater, Charleston, Ill., Pebrurary 9, playing Cleveland and Lexington, Ky. later in the month. JACK PARTINGTON, New York, and Harry Arthur, St. Louis, trekked to Hollywood to attend general board meeting of Panchon & Marco. . . . McCONNEL AND MOORE have been in Honolulu for four months now, and have been held over until the end of Pebruary.

BILL ROBINSON, Cab Calloway and BHLL ROBINSON, the commit-tees arranging for Harlem's ball to con-tribute to the National Poundation for Infantile Paralysis Pund. The shindig will be staged February 8 at the New York Savoy Ballroom.

CLARK DENNIS, radio tenor, has been set by Jack Kalchelm for the State-Lake week of Pebruary II. JUDY STARE goes into the Chicago Friday after closing her Drake Hotel engagement . . . EDDIE VARZOS and orchestra. who

EDDIE VARCOS and ortnessta, who closed a 43-week engagement at the Bitmarck Hotel hast week, open a REO vaude tour at the Orpheum, Minnespolis. Friday. Successive theater dates are lined up in Stoux City, Cedar Rapids and Davenport, In.

LOU LIPSTONE was down with a bad cold for a couple of days last week. . . . AL BERNIE goes in with Herbic Kay's O'R into the Chicago nest Priday . . ALPHONSE BERG opens at the Oriental week of February 18.

to this country in December following a 84-month European tour, hold a 16-month European tour in the second tour in Germany, where, they report, vaude conditions are tops. Turn is now working range Midwestern hoises

B-K Film Juggling Cuts Down Early Bookings to Day or So

CHICAGO, Jan, 29.—Booking of acts into the Chicago and Oriental theaters here has turned into an almost last-minute proposition due to the juggling of pictures between these two Balaban & Eatz houses. Formerly shows were of pictures between these two Balaban & Ratz houses. Formerly shows were set weeks shoul and on several occasions

set weeks affeld and on several occasions each of them had attractiona lined up solidly for months. Now, a day or two prior to opening day, the management may decide to Now, a day or two prior to opening day, the management may decide to either hold over the picture at either house or from the Chicago. The nature of the picture, in that case, affects the type of acts bought for that week. And when the box-office strength of the picture is not determined until the latter

part of the week, booking of the stage bill is usually hold up until that time. Early this week, it was planned to hold both The Buconteer on the screen and

the Phil Spitalny Band. Spitalny, how-ever, could not cancel his Kansas City engagement which he set to follow his local stay. A production show has been pinned together about three days before the beginning of The Ruccaneer's second week and acts have been bought at deadweek and acts have been bought at desa-line time. The incident is not rare when acts are bought for the Oriental same 24 hours preceding opening day.

This procedure makes it tough for both

Lou Lipstone, the booker, and the agents who are forced to do rush jobs and bring in acts on time.

Such a change in voting procedure is Such a change in voting procedure is regarded as a favorable move by Equity liberals, who see in it a means of help-liberals, who see in it a means of help-alse and the second second second Among revised Four As set-ups con-sidered by officials is one favoring on organizational structure such as used by the IA. the liberal second Likelihood arms of Equity liberals associated

by the IA.

Likelinodrovi was a bullet in the like in

Gilmore stated that a meeting next Friday would attempt to reach a settle-ment. Four A's next meeting is Monday.

artist.

leviews of Acts

Reviewed at the State-Lake Theater, Chicago. Style-Ladder balancing. Seting-Full stage. Time-Nine minutes. Two men and four women in flashy stumes working on bright medsl

costinue ladders.

Their balancing work makes a nice sight turn bordering on the sensational side. In addition to straight balancing side. In the straight performed, ingoveral neat tricks are performed, in-cluding the walk-up of three canines, each on an individual balancing ladder, a three-high flash finale.

Not a dull minute in the entire act.

Dale Winthrop

Resiewed at the Chicago Theater, Chiesgo. Style-Dancing. Setting-In front of band. Time-Five minutes.

of ound. Interest in interest.

An attractive and capable hot rhythm dancer who combines skillful and lightning speed tapping and deft showmanship with equal case.

Caught in a long jive number that has the contaglousness of a Harlemite and tricky steps of a topnotcher. Kid

has the contaglousness of a magnification and tricky steps of a topnoteher. Kid sells her wares like a veteran and, sells her wares a show-stop hand. this showing, garnered a show-stop hand.

Ted Lester

Reviewed at the State-Lake Theoter, Chicago, Style - Musical, Setting - In Setting - In Time-Seven minutes

A good musical single to fill algoest any spot in a show, preferably on a theater stage due to the amount of attention required, Loaded with nut-sical contrivances of all types, his act

CHICAGO, Jan. 29 -- As a relief from

repetition of acts in local combo houses, bends are getting a big play in these week stands. State-Lake Theater, bargain fiesh

Chi Theaters **Prefer Bands**

he produces each one for its turn. so the odd but pleasing sounds are sch in his favor. Closed to a heavy band with a mara-

Verna Wilcox

Reviewed at the State-Lake Theater, Thicago, Style-Acro dancing, Setting In front of band, Time-Five min-

spotted in two good acrobatic num-bers, highlighted with some top-notch bers, highlighted with some top-notch is very capably handled by this wity brunet. Sike takes good falls and comes out of them with little crudeness. Our of the sike takes good falls and comes out of them with little crudeness. Our of the sike takes to be to the sike the for several good sight bits. Turn on the whole rakes a spot in either a pro-duction number in a theater or as an individual set in a night spot. S. H.

Hazel Harmon

Reviewed at the State-Lake Theater, Chicago. Style - Singing. Setting - In one. Time-Ten minutes, An attractive streamline-built swins

warbler who transferred her hose ov gestured night club act to the stage. gestured night club act to the stage. While tops for after-dark customers, but salesmanking is somewhat too somewhat too heard to the somewhat too the stage of the somewhat too the some that the som

of business with emace Willie Shore.

S. H.

of depressing artificiality. Yarn presents a group of bandits who, upon learning that the three flamiliers are excellent instators of radio elers, force them to for plant and present the property and in personations, flamilier and certaions of Lily Penn, Gigll. Time Mooches On, Annes 'n' Andy and Cryde Mooches On, Annes 'n' Andy and Cryde Mooches On, Annes 'n' Andy and Cryde Carlotte and the present the present

RECORDING ARTISTS

(Continued from page 5)
they (defendants) were licensed by Victor to the the records. According to agreement with APM, made hast August, when they premised they would not license records for other than non-comment to the continued to the cont

te licen Record

consideration and player in these week considerations are sufficiently as the consideration of the consideration o Record companies are upping their price of their discs, Lery declared, to machine operators from below retail cost to straight retail price, claiming the dif-ference between old wholesale rate and present retail cost is record companies' license fee. Dance acts, singles and teams, and average salaried comedians have been getting most of the breaks with the theater-

Levy cited the restriction notice is-stied by the recording companies outlined

"This record is manufactured and sold under United States Patents Nos. 1637544, 1725705, Rt. 16583 (and other patents pending), and is licented by the manufacturer endy for non-commercial use on phonographs in homes.

commercial wise on phonegraphs in homes.
"The original purchases has expressly agreed
with the manufacturer of this record that it
he manufacturer of this record that it
original to the manufacturer of the propose
other than for nod or used for any purpose
other than for nod or used for any
graphs in homes. All subsequent purchasers
and were are notified that this record may
be used only for non-nommercial purposes on
phonographs in homes."

when questioned of the possible ef-fects this notice would have on ASRA's licensing plans. Levy cleared up the situation as follows:

"In the recording companies' restricted use notice they avoid any reference to talent or performance and confine themselves to the word 'records.' They do not, and never did have any right to license, regulate or control the talents or performance of any artist with whom

they did business.

"That right is clearly the property of the artist and even if the recording companies could wear it away from him they would be doing so in violation of the Sherman anti-trust laws, and any contracts aigned would be illegal."
Levy further stated that there a decided difference between "rec and "talenta," the record being tan the record being tangible and "falents." the record being tangible and the talent intangible until given expression, and the right to give that expression remains solely the property of

The real issue involved in the suit to The real issue involved in the auti is whether the recording companies or the artist has the right to restrict the use of the dise after its sele, ASRA claims the contract of an artist with a recording company calls for the artist's performance for non-commercial use in homes only.

homes only.

Recording companies claim they have sole right as to disposition of discs, schools are sold or the sold right as to disposition of the surface of the sold of the

ment of their own members.

SONJA HENIE'S (Continued from page 3)

ceiving 50 per cent of the net and in six weeks' work this winter is expected to earn around \$350,000. Show business is acknowledging the 24-year-old skater the outstanding box-office attraction of the

outstanding box-office attraction of the Show, which has been touring the mation this winter, opens a fire-day run in Boston on Pebruary 2, and action of the mation of th

H. Burke, general manager of the con-pany. Directing and etaging have been handled by Harry Loses, of 20th Cen-phonetic and the control of the Con-Robert Linden, also of 20th Century, Robert E. Hickey is publicity director, Ray Gaynor, stage manager, Albert Sou-dan and Joseph Exker, technical heads, and Jay Pilere, musical director.

Earle Reynolds, veteran toe and rollerexisting expert and one-time leader the anatour tink executs, reviews the record-breaking Hollywood Ice Revue, starring Sonja Hente. Show, which has been touring the country this writer, was caught by Mr. Reynolds in Madison Square Garden, New York, this week.

Hollywood Ice Revue By EARLE REYNOLDS

I am not a young man and I have been near to skating all my life, but never have I dreamed of seeing a skater the biggest box-office attraction in show business. But dainty Sonja Henie, the little girl from Oslo, Norway, world's smateur champion from 1927 thru 1936

sittle girl from Oslo, Norway, world's sunction Champton from 1977 thru 1930 sunction Champton from 1977 thru 1930 states and the summer of th

mendous drawing card the little girl from Oslo has become.

The show at the Garden this week is mismamed. It's not Hollywood: it's not a fevue—it's Sonja Henie—Sonja alone. Altho a vaudeville set called the Seller Brothers furnishes the fun for the eve-

ning and receives the most resounding applause with clever dancing and unique acrobatics on curved skie, it was Sonja the crowds came to see and it is Sonja they will remember long after the car-nival has left town.

nival has left town.

Outside of Margo, a former star at the
Zoo in Cincinneit, the ballet skaters and
supporting stat furnished tittle sid to
the performance from a shaving standpoint. The ballet, fraunded in Hollywood
point, The ballet, fraunded in Hollywood
ture work, did a fine job of walking on
ture work, did a fine job of walking on
ture work, did a fine job of walking on
ture work, the how opened in Chitcago Mass Hent's aupport was terribe.

Gago Mass Hent's aupport was terribe.

When the show opened in on show
the star of the st who did not know how to state or even how to stay on their feet. They have improved immensely, however, and us the Garden they are at least keeping in time with the music—almost.

Jackson and Siak, comedy due, are ood without doubt, and the evation are received at the end of their Ciclito Lindo number proved that they made a hit with the crowd,

But it is Miss Henle all the way thru. She works hard and long and proves that her years of carnest and efficient training have developed her into a skater of great endurance. She skates Nor-wegian folk melodies, Russian Polyetzian wegian folk melodies, Russian Polvetian Dance from the open Prince Igov. Lieberiraven. Song of Alfegience, and reaches her climate in her final number, the control of the show is excellent, with colorful lighting effects, striking contuning, excellent music under direction of Prain Ventre and clever, although the color of Prain Ventre and clever, although the color of the color o

-JUST OUT!-McNALLY'S No. 20

PRICE ONE DOLLAR NEW, BRIGHT, ORIGINAL COMEDY for Vandeville, Musical Comedy, Burleyes dinated, Night Clob Review, Rather as based Band, Entertainers, Container

Discon Bant, Poternalmen, Condata: 19 Scenario Mondegous, 19 Scenario Maria, 19 Scenario Perpedies, 19 Scenario Maria Maria, 19 Scenario Maria Maria, 19 Scenario Monded Control, 19 and Burlecon, Musical Control, 19 and Burlecon, 19 Scenario Monded Control, 19 and Burlecon, 19 Scenario Monded Mondelo, 19 and 19 Scenario Mondelo,

WM. McNALLY 81 East 125th Street, New York

WICS BEARDS MAKE-UP REARDS

F. W. NACK 200 N. State St., OHICAGO, ILL

SCENERY

SCHELL SCENIC STUDIO, Columbus, O.

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Get in tunes with use at once, Gadulen, Ala, --HORRIE will give you my route. JACK CRAWFORD. Also Hawaiian Man and Wetnam, pump HARRY SIMON, Agent. For route get in tenni MRS. JACK CHAWFORD, East Gadaden, Als JACK CHAWFORD.

THIS WEEK'S COVER

CALVERT STUDIOS, 86 E. Randolph St., Chicago, Illinois

Radio Ramblers Good But Film Script Weak

blers in Vitaphone's new short, Author Time, come thru in good form as variety talent, but are handicapped by a script

Sun Agency Adds

Daley, 3 Theaters DETROIT. Jan. 29.—Johnny Daley, of the Affiliated Theatrical Offices of Amer-ica, has moved into the Gus Sun office to become outside contact man, He will retain rights in the Affiliated title, but it will be meeting.

will be inactive.

Jack Dickstein, Sun office manager, reports addition of three theaters—the Gayety, Cincinnati; Casino, Toronto, and

Gayety, Cincinnati; Casino, Toronto, and the Powers at Grand Rapids. The Gayety and Casino are burlesque houses using strin acts from this office. The Powers Strin acts February 4, using six acts, the Casino and Casino and Casino and Casino the Casino and Casino and Casino and Casino the Casino and Casino and Casino and Casino Casino and Casino and Casino and Casino and Casino Casino and Casino and Casino and Casino and Casino Casino and Casino and Casino and Casino and Casino and Casino Casino and Casino and Casino and Casino and Casino and Casino Casino and Casino and Casino and Casino and Casino and Casino Casino and Casino and

spots out of town, the Greystone, Mans-field, O., and McVan's, Buffalo.

NEW YORK, Jan. 29,-The Radio Ran

BAA CHARGES MALICE Los Angeles Op

Clean-Up Moves Burly Union Alleges Operators New York: Seek To Kill BAA Thru Lawsuit On West Coast

SAN FRANCISCO, Jan. 29. - California Church Council has called a meeting to iruft rigid burlesque show regulations. Organization of a drive similar to the one that was successful in New York is under way. Plans for the campaign have been unounced by Dr. Paul H. Buchholz, sec-retary of the California Church Council retary of the California Cauren Council.
Formation of a citizen's committee soon
will be made, Dr. Buchholz said. The
committee, he added, will comprise civic
saders, business men, clergy and house-

Dr. Buchholz said: "The citizens' cor Dr. Buchholz said: "The citizens" con-mittee will sak the co-operation and in-scovement of all Ean Prancisco's civic and situation legally." Burlesque operators have as yet made no serious effort to pre-sent their side of the picture, only to state that such drawtic action would throw more than 100 performers and auti-

Eddie Bkolak, manager of the Capitol Follies, said that he was trying to give San Francisco good, clean comedy, and atreased the propriety of his performances.

SEATTLE, Jan. 29 .- Board of theater supervisors of this city has decided, after considering complaints against allegedly objectionable entertainment, not to order objectionable entertainment, not to order burileque houses closed at this time. Altho the censor board met this week to the control of the co

wised by a recommendation of the censor

Other coarges forught by audital Miscoen BAA second vice-pres, and San Haynor against the BAA pres, Thomps J. Philips, individually and as the BAA's president. The BAA, thru its counses, Henry H. Silverman, declared that the charge that checks were unlawfully issued was falso because an amendment, made in March. to the union's constitution vided that checks could be signed by either the executive secretary, or both the president and treasurer (Phillips is president and executive secretary).

dent and executive secretary). In answering another charge which claimed that Phillips refused to allow Briscoe, Bayon or their accountants to examine the union's accounts, Phillips claimed that the books were opened for inspection by membership but that Briscoe or Rayon odl not examine the books. Phillips' answer also declared that he refused to have the union books examined the the the third books when the second that the refused to have the union books examined. y accountants outside the organization who might make use of the information the detriment of the association." The to the destinent of the association." The BAA answer, which was filed January 19 and sought to dismiss the complaint, ad-mitted that the Briscoe-Rayme slate-ments that they had paid dues to the organization, that Phillips drew \$100-a-week salary and the treasurer was out-side the State.

A further charge that the BAA had "ceased to function" was answered with the statement that the Four As, governing body of performer unions, had returned burlesque jurisdiction from the

NEW YORK, Jan. 29.— A challenging answer to a suit seeking to dissoive the DaA. The most startling part of the answer charged that the suit actually sought to an slightly suit employers by crippling the union. The burly actors organization also unwered six certain individuals engaged in the DaA accord vice-pres. and Sam Havenar. The most startling part of the answer was an silegation that the settom was not brought by "plaintiffs in good faith, but is motivated by a desire to . . . as sist certain individuals engaged in the business of providing burlesque entertain. Dualness of provining observed reterrainment. and whose personal and selfish purposes will best be served by the disruption and dissolution of the BAA. "While not naming these recrtain individuals," the BAA further charged that the dissolution of the BAA would work a hardship on performers.

Face-Lifting For L. A. Spot

LOS ANOELES, Jan. 29.—Alterntions to the tune of about \$60,000 have been ordered by the Pollies Theater. New in-teriors figure to be first-class setting for top showe pithiend for 38. Theaster closed on the 17th and will reopen Petersary 5. Modernization fob includes everything from stage to box office. A larger foyer will be built and deconnated in latest streamline effects.

Balcony stairways will be rearranged, enlarged and modernized. New carpets and thickly padded seats will make for more comfort for the audience. New company, headed by Evelyn Myers, will reopen the house.

Reviews

Rialto. Chicago

Reviewed Friday Afternoon, January 28) Windy City's single buriesque house is back to a stock policy again and the only noticeable weakness is in the com-edy department. Only one set of context used and they are on in almost every other scene. While good as buriy comise, so, they thre with their generous appear-

Ada Leonard and June St. Clair rate the featured women. Ada, under contract to S. N. Basper, operator of the Inatto, continues indefinitely. She still the Inatto, continues indefinitely. She still to look at. Her demure parading rated attention. St. Clair, blond and sexy, would be better off writhout any talking would be step of the still the s and acquits herself nobly.

and acquits hered nobly.

Charles Country, Kenny Brenns, Jack
Buckley and Harry Myers handle the
comedy. Most of their autif is rebash,
but they managed to garner some laughs
regardless. Putture help from other comics in some of the spots they are now
filling will doubless becet that quarter's stock with the trade.

A couple of nation act, working here
A couple of nation act, working here

under assumed names, fit in handly be-ween production scenes. One is a com-edy ballroom trio which does a lengthy eay baircoon true which does a leftstay the generally amusting routine. Girl has been with prominent adagto sets and displays her experience in several diffi-cult and hugh-provoking tricks. Other turn is a musical single that was nicely appreciated. Man handles several in-struments capably and dishes out tunes

entertainingly.
Line of 16 girls is unusually tail. They are not taxed with any out of the ordinary numbers, most of them at this showing of stock variety. George Ramshey carries on as production tenor.
Deon Page is back and is featured in a modernistic number, Performs it

Due East; Notes

MILLIE JOHNSON writes from Los Angeles that she has signed with Ed-ward L. Karn for his carnival show. Opens

New Chinese Dancer

AI-LING FOO, a Chinese dancer-strip-per from Western territory, signed for one year under Temmy Levene's man-agement, debuts in burlesque February agement, debuts in burlesque February 7 at the Columbis, Beston. DIANE RAY left for the Follies, Los Angeles, ou a 16-week contract thru Nat Mortan. JEAN MODA and Mary Joyce new at the Star. Brooklyn, January 28. Succeeded Jay Leta, Sarbara Doane and Zenia Du-val. PATRICIA MGDONALD, usber at the Republic for a long time, now rehearsing for the chorus.

Sunny to India

Sunny to Indie
SUNNY (SMILES) SLANE, when Scillehoo disbanded on the Hirst circuit to
Reading, Pa., circuisin do ra weeks stay,
entrained for a week's stay,
entrained ra week's stay,
after which she returns to Baltimore
and the Hirst wheel. OCLADYS McCOMMICK, another Hirst principal, intreduced a new song, The Roller, in
her Simoky Joe, dog actor and muscot,
exited from the Hirst circuit for the Am,
Corio unit. . DORAL DINA DESHON,
with the Art Lewis show in southern territory. Is mourraine the loss of her
mother, who died January 18. Unc.

From All Over:

From All Over:

ZOILTA, Pollows her Howard, Busice, empendant with a stay of the Wonder Bar, Cincinnati. ..., PEACHES STRANGE in filling a two-week engagement at the Sunder, Parindelphia. ... de Control of the Powers of the Powers Theader, Grand Rapids, Michowy the week-end. ... Pakay Johnson Control of the Powers Theader, Grand Rapids, Michowy the Week-end. ... pakay Johnson Cheman Control of the Powers Theader, Grand Rapids, and is put if the can come to terms with Station WALER there. OF Control of the Power of the P

gracefully and with proper taste. House was good opening afternoon, non making up a good 05 per cent of the audience. A screen feature and shorts augment the bill. Sam Honigherg.

Gayety, Cincinnati

(Reviewed Friday Afternoon, January 28) (Reviewed Friday Alternoon, January 28) Gayet's pendulum swings back to stock with this show after its second unsuccessful try of the eason with time unsuccessful try of the eason with time the second unsuccessful try of the cases with the in the "fair" category, and there's little danger of this layout bootting it to a higher rating. This ten't the best of the mether is it the worst. It's put whal the Gayety customers have been booking at too long; put another burly. When easight shew run one hour and 57 millions. (See IFFUTEW on worsh 22)

(See REVIEW on page 22)

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

judging from box-office i recent article in The A recent article in The Mills and Interest opinions from many of the States of the Sta

Rearrangement Needed

To begin with shows have to be rear-ranged and reconstructed with sock spe-cialities, good-looking wardrobes and scenery. Scenes must be modernized and should be constructed in book form. Don't think that because thesters have continuous policies that a patron who walks in during the middle of a show won't understand what it's all about. Book shows can be arranged very easily Book shows can be arranged very easily with buriesque bits providing continuity. There are numerous cafe, hotel scenes, etc., that can be blended (costher to a four-a-day house. These same shows can be done, if nocessar, in one hig set. The set, however, cannot be ad libbed. The set, bowever, cannot be ad libbed. Book and chorus producers should get together and co-operate. Lots of good full-stage comedy access are neglected because they follow full-stages numbers. Chances are the seene has to open in one

while they strike the set. In the mean-time the actors have to ad lib. in one, and nine times out of ten the ad lib. is sand hims times out of ten the act to. Or good jokes and tags from other scenes are used, thus ruining several scenes. Certain comics who are associated with scenes should se presented and these book shows should be built around these scenes and comics.

The stuffence will "buy" good special-ties and strip-teasers. Ninety per cent of the burlesque audience is male and they like to see a good-looking form and a size to see a good-looking form and a good-looking woman, and 10 per cent of the audience wants to laugh. Again, I repeat, abows should be built around comics. I think that if shows are pro-duced with continuity it will help bring burlesque back to its former business. Jess Mack.

Wanted: Showmen

There inn't one thing wrong with the title, Burloque-what is vrong is that the third that the state of the third that the third that the same seminary of the third that th There isn't one thing wrong with the

Yours truly is now in his 76th week in advance of George Abbott attractions and still 20 more to go. St. Louis gave Brother Rat \$23,000 on the week. There is show business if it's handled by showcharles (Kid) Hoster.

WANTED CHORUS GIRLS

STOCK BURLISQUE OPENING FEBRUARY 11.
Burlesque People All Lines, Also High Class Vaudeville Acts. Write or Wire. JACK KANE

NATIONAL THEATRE.

LOUISVILLE, KY.



IT IS quite evident that vanufeville can no longer count on scriveners with a hostalifa for the days that need to be to keep it case before the public. If vandeville ever stages any kind of a comeback it will have to do no strictly on the own-without the aid of the powerful propaganda machine manued by the men who form and influence public opinion. The tidal wave that started with slin people tolling the world that vandeville is dead has

aim people tening the world that yancevile is dead his finally inundated even the stanchest supporters of a branch of show business that will perhaps never be what it was in days gone by but isn't quite as extinct as most com-mentators would have their reading public believe and are really sold on the idea themselves.



E. E. SUGARMAN

The latest blow to be struck at vaudeville with what we can't help thinking is a faltering fist was delivered re-cently by O. O. McIntyre, veteran columnist of the Hearst menage and one who has accorded vandeville affectionate tributes as far back as we can remember. Discussing an item that appeared in a trade paper, the very odd McIntyre takes the piece at its face value and interprets it as the sounding of the death knell of vandeville. McIntyre refers to seven former standard acts being booked into a

recers so seven former standard acts being booked into a liments that several of the evening for a total of \$12.50. Michiyre the classic story about bookers finding it difficult to "disse out a cell the classic story about bookers finding it difficult to "disse out a complete bill" and pours salt on the wound by reminding his customers that the only vaude-ville spots are the Booyy and Loew's State.

McIntyre neglected to mention the Paramount, where many vaude attrac-tions are getting bigger money, in certain instances, than at the Roxy and the State. And in order to avoid weakening his argument or thru pardonable igorance to emitted the fact that the Brooklyn Strand is using fissh for the first time in several years and is meeting with success in its experiment with shows two

As if to remove all doubt of his position, McIntyre later on in his piece mikes the statement that "Vandeville died of sameness." He has yet to prove to m that vande is dead but we must agree that what Mac calls sameness has been the cause of vaude's definite decline,

Maybe Mac wouldn't have written the piece we are discussing if his source of information were not projudiced against vaude. Prejudice is evidently intertuned into the background obtained by this usually careful and consistently twined into the beauground obtained by this mainly carried and consistently charming columnizer. It could not be otherwise when one considers that McIntyre dispose summarily of dumb acts by stating, "The plight is worse for the dumb acts. . . They had no recourse, as had many others, to small-bit roles on the radio and screen. About all they could do was to find odd jobs such as

chalf of the dumb acts, who (to employ a pun) cannot speak for themselves, McIntyre ought to be told that the dumb acts for whom he sheds tears have been pretty well able to take care of themselves filling out most of the year have been pretty well able to take care of themselves filing out most of the year raining fairs, circuses, indoor circus premotions in winter—and night clubs. Even if we still had a thriving wande market today the type of dumb acts McIntyre widently has in mind would be out of the running. The acts that are now washing dishes should have, for the most part, adopted dishwashing as a vocation long with the times of the control of the most part, adopted dishwashing as a vocation long with the times (as any attraction is expected to do in any branch are one ballows the control of the cont down the skids.

McIntyre and those who have been sold like him on the idea that vaude the control of the co

Vaudeville as we knew it will remain a memory but stage attractions are bere to stay as long as there are theaters with stages. If the present crop of stage theaters rots away they will build at the proper time theaters to house fish attractions that the public will demand as long as they are guided by the same impulses that ruled men at the dawn of civilization.

The films cannot develop personalities on their own and these personalities cannot be recruited from radio because radio is the least productive field of all 50 far as real talent is concerned. Both radio and films need the supply of talent so far as real talent is concerned. Both radio and films need the supply of talent that only stage shows can provide. Even the few personalities to which films and radio gave birth need the touch with live audiences to keep them going. Fringe that they haven't done anything about foetening stage shows as yet. But they will and when that time comes the vande fams among the writing finternity who deserted vande like rats a drowning sint will have to dig up lumny kinds of reasons for the rebirth of a field that they diagnosed as dead rather prematurely.

As I See It

NONPLUSED. . . . Just before curtain time of Hurray for Whet at the Nutler Gascon a Heora discettion rushed up to the box office with, "Farther than the state of the state of

. . . YOU KNOW HIM VERY WELL . . . He is a model son. He is so good to his folks—he never goes houne.

. AT THE PARADISE RESTAURANT... The crowded room can't seem to get enough of Barto and Mann. As they beg off a movie comic, readed at the next table, to telling some of his friends now hard it is to creah to starthe next table, is telling some of his friends how hard it is to crash to start dom in Hollywood. He rambles on. "You wouldn't believe it, but it took me 19 years to learn that I couldn't be a funny consedian." One of his friends heakled him with. "What did you do, give it up?" The connect taken by sur-prise, nitted back, "No, I didn't have to—BY THAT TIME I HAD A REP-UTATION."

hat whenever I mention one of them here I run around to see if it is still open before I send in my copy. . . . Jack (Thwani) Spooner was telling me open before I send in my copy. . . . Jack (Thwani) Spooner was telling me point he argues: "He was at the Hollword Gerer ennes. And to prove his would still be there if the creditors hand't closed it." I told him that I knew Waldron was a cleave ennee and I knew that he was at the Hollywood for the tree years, but I didn't know that it was closed until I passed there last night and looked in. All I caw were cight rata running around eating up the Furniture and singing Hell Mr Hell Ps (Schoer)."

. I WAS THERE (so belp me) . . . 1927, Jack Wilson, well-known blackface comic, commits staticide. When his best friend, Lou Tellegen, learns of it be is situmed. He said to me. Town, I can't for the lift of ne understand how he or anyone else can get up enough courage to kill onceelf," Strange to say, a few years later Tellegen himself got that courage.

Normal to say, it was years inter Twingern humself got that courage when it was a constraint of the courage with the same which is not a constraint of the courage with the cour

Chicago Chat

VAUDEVILLE is not dead as O. O. McIntyre, syndicated columnist, would VAUDNVILLE is not deed as O. O. Melityre, syndicated columnst, would have us believe. Odd, whose New York column seldom fails to interest, leans strongly to reminiscing of the "good old days" as advancing years as a strongly to reminiscing of the "good old days" as advancing years as the property of the would not make the statement that there's only one vands bouse left. Leaving New York out of the two and three-day stands that would add perhaps another three or four two and three-day stands that would add perhaps another three or four two and three-day stands that would add perhaps another three or four two and three-day stands that would add perhaps another three or four two and three-day stands that would add perhaps another three or four two and three-day stands that would add perhaps another three or four two and three-day stands that would not provide the property of the standard acts which Melityre often has eulogized. The remainder are acts that have come up the property of the determined of the d

Don't let anyone tell you that road shows can't get the money either.

Look at the present tour of You Gan't Take It with You, which includes many one-nighters. The play may be tripe, as many assert: nevertheless, the mopping up in small towns thru the Middle West. We only hope that its success will not lead Broadway producers to flood the country with a flock of "surkeys."

of "turkeya."

Good old Joe Santon is going great guns on the West Orast. Information from Sun Francisco is that Sanden broke all existing records at the Palace on opening date, the palace on opening date of the palace on opening date. The palace on the palace on opening date that the palace on the palace on the palace of the ratio of the palace of t men made their entrance.

VanArnamShow BeingRevamped

Will have new label, new faces and new policy for 38 tent trek

OPA LOCKA. Pia. Jan. 29.—John R. Van Arnam announces from his winter quarters here that his 1908 lets show the piace of th

of the billing car with two assistants, William H. (Wings) Saunders will be bose canvas man. Vernon J. Witherstine will have change of the lighting the salvertaing beams. Thomas Maroney will be tops at the cockbouse and on the front door. Billy O'Brien will have charge of the sound car and local advertising, as well as reserved seats and concert tickets.

seats and concert tickets,
Andrew (Red) Spaling is supervising
the work at writer quarters. He is
building in the season of the

Van Arnam had as recent visitors here Van Arman inan as recont values bees Mr. and Mrs. Charles Hunt, Harry and Eddle Runt: Bill Kay, of Kay Bros. Circus: Ray Marsh Brydon and W. P. Wenry, of the Rice Bros.' Circus; Daddy Circun; harlie Boera ; Roger Barnes, and Belasko, p. a. of Punland Park

Seymoure Opens KC Office Uncle Andy Opens April 20

KANSAS CITY, Mo., Jan. 29,-Schuttz Seymoure, former manager of rep and in the Pickwick Bullding. Bill Highley is serving an field scout.

CARL WHYTE, planist, is now with Princess Katamo's Hawalans in Illinois.



WANTED

TENT SROW PERFORMERS. REPERFORMER PEOPLE WITH GPECIALTIES UERSATTLE PROVIDENT STATEMENT OF THE PEOPLE STATEMENT OF THE PEOPLE

WANT—ACTORS—MUSICIANS
OR TORY'S PLAYERS — TENT THEATER
INT. Ten Young General Business Men; also To ad all yet can and will do. Year's West.

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 interest-ing and helpful as possible. We can do that only if we have the co-uperado that only it we have the co-opera-tion 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 our 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?

Wayne Agency Reports Heavy Advance Bookings

KANSAS CITY, Mo., Jan. 29 .- Wayne Agency here reports that bookings are brisk for the coming spring and summer. Judging from present activities bookings will exceed that of last year, Wayne says, altho the requirements of Midwest managers indicate they want the best talent available and are eager to sign contracts weeks ahead in order to get what they munt

Patture bookings by the Wayne Agency include bel Post, Florence Morland, Dick Lauderbach, Cecil and Ruth Phelps, Eddie and Elsanor Wilson, Mickey and with Bender Wilson, Mickey and with Behl Sisters' Stock Company; 25-ton Hacket, Gene Braulley and Audroy Garver, with Harley Sidder, Somiyand dilars; Bush Burriehter, Trista Maskew and George Allen, with Chick Boyes Players: Harry Goldie and Justinia Charles and Cortex Burlings Players: Wayne and Cortex Burlings Players; Wayne and Cortex Burlings Players. Putu bookings by the Wayne Age

MADBION. Ind., Jan. 29.—Uncle Andy's doc, pony, monkey and vated show will open in Kentucky April 20, playing one-night stands under canvas. Doc Anderson is rebeasing new tricks. Francis flame will be in advance. Thench flame will be in advance and Adrian (Slim) Lane will serve as stage manager. Henry Van Purter will have charge of seen with the show this season, including a tap and acrobate act from the Habry Dance School at Columbus, Ind. from a weternas' hospital after a severe siege of artbritis, is improving slowly. MADISON, Ind., Jan. 29,-Uncle And

Jimmy Hull Biz Continues Peachy

SAN ANTONIO, Jan. 30-Jinney Hull, manager of My Bream Girl Company, 33-people mucleal playing one-nightens under canvas in this section, reports that business continues to Beaumont, Port Arthur and Galveston bringing out the SRO sign. Show now boasts a 10-piece crk and eight girls in line. Hull organization is booked for a number of is carded to head castward late in March. A number of the Hull folial, including

is carded to head eastward late in March.
A number of the Hull folks, including
Mr., and Mrs. Skinny Kimling, Mr. and
Mrs. Jimmy Hull. Harry S. Warner,
Robert and Pearl LaThey and Jim and
Rosalez Colley, motored in here last
Sunday to take in the sights, and catch
the Dave Apollon show at the Maysetic. Polks left here Monday noon for Ken-edy, Tex, where they showed that night.

Billroy Briefs

VALDOSTA, Ga., Jan. 29.—Coincidental with the local premiers of Hurricome at the Ritz Theater, our ever-uncertain, menacing bugaboo, Old Man Weather, drove temperatures here to the low side of the thermometer and, heralding his approach with driedling rain and bitting. chilling winds, allowed winter to descend upon us, thereby curtailing activity in earters

Rhody Jordan is seen quite frequently about town. His friends no doubt will be glad to know that his condition is

about to see a constant of the Grauman's Stairatone act she is cur-rently touring Australia, only having recently cabled of her safe arrival in the of Melbourne.

port of Melbourne."

Ted (Pause That Refreshes) Hickman, our philanthropist-mechanic, has donned chape, boots and spurs and spends so much time around a certain local drug store that, in the words of Mrs. J. G. Jones, his amiable landiady, "It's becoming evident there's more behind it than the hunches served there."
More anon. JOHN D. FINCH.

MELL RUSSELL postals that he's do-ing all right for himself thru Indiana and Southern Illinois with his kiddle

Kansas City Jottings several weeks of night club work.

KANSAS CITY, Mo., Jan. 29.—Davis Sullivan. who has just closed with the Peagin-Wilson Players in Iows, spent several hours here this week on route to California to join Pred Jennings' Players. Bill Wight is a recent arrival after closing with the Rivoli Theater Players

in Denver.

Harry Dunbar's Comedians reopened recently in Kansas and are playing two and three-night stands.

Edna Marie Wilson left here this week for Omaha, where she is booked for

Thayer, formerly with J. Doug in commercial lines in Hunt-Morgan, is in ington Park, Calif.

Kelly Masters is making tentative ar-ingements for a circle to play Louisianna territory.

dens and Audrey Bradley joined the Harley Sadler Show in Texas this week. Lee Wentz left here recently to join Sid Kingdon's Players, now circling in Northern Missouri.

Pengin-Wilson Players circling in Iow Pessin-Wilson Players circling in Jowa-with headquuters in Masson City, are in the large of the property of the con-traction of the control of the con-ben planemental and if it continues this will be a beaner winter. "We representative here, was spotted on the proposentative here, was spotted on the Emile Conley, after closing with Peruch Stock Company, is adjourning in New Orleans.

Mary and David DeMille, past summer

Mary and David DeMille, past summer with Hills Moran Players, were seen here this werk-end.

It was a summer was the seen and the seed of the seed of

Rep Ripples JERRY MEACHUM, who closed recruit by with the Darr-Gray Show in Juckson Miss. has joined the Owen Bonnet unit, now playing the Southland. He dad, Homer Meachum, is on the same on Bennett

abow.

ALICE RICHEY BUTLER pencils from West Palm Beach: "Many pleasant sur-prises in Mismi. One day's visitors to our trailer included Dick and Edith Barour trailer included Beck and Edith Bay-stow, well-known dance team; Happy Ray and wife, Clara Barstow, who has a line of girls at the Club Bagdid, Mismi: Frank Naldi and Irene Cassini, of burlesque, and Mr. and Mn. 16 Thompson. Also saw Katherine Pisan, dughter of Fisano and Bingham, Or-dughter of Fisano and Bingham, Ordaugnter of Fuano and Eingram, Or-pheum headliners a Bumber of years ago, Tried to locate Bay and Adele Ewing and the Roe Nerce while in Mismi, but failed, We're headin' for Tampu, still with General Electric."

HARRY WEATHERBY, juve baritons, is vacationing at his home in North Woodbury, N. J. He expects to be back with the Hunter-Pfeiffer Showboat Players in the spring.

KING AND HAZEL FELTON are show KING AND HAZEL FELTON are showing with Goodwin's Vaudewille Show in Stafford, Tex., and enjoying visits from a lot of Houston friends. Kling is carrying a ton of magic and is giving 'em a nightly change on two-week stands. The Goodwin unit is windling up its second to the stafford of t eek in Stafford.

ORAGE AND FRANK WEBB postal from Meridian, Miss., that their show, the Hig 4 Comedy Company, is working steadily to good business in that section.

EDWIN WEEVER, while passing thru Sweetwater. Tex. recently, stopped off for a visit with his old friend Barley Sadler. The latter last week began on his new circle in that territory with a cople troupe, playing one and two-

CLARENCE HARMOUNT, of the old Harmount Bros.' Uncle Tom's Cabin Company, popular for many years thru Onto, Indiana and Illinois, is contemplat-ing launching a motorised canvas trick in the spring.

JIMMY J. HARN and wife, of the Shankland Players, bave been touring West Virginia for the last six weeks with one of By Goch's gift show units.

MR. AND MRS. RUFUS ARMSTRONG Ant. And saids not be a selected are with a hilbidly unit playing over a Pairmont, W. Va., radio works and making personal appearances in school auditoriums in that section.

BYRON GOSH is playing a circle of 12 towns in and around Charleston. W. Va., with his gift show feature. He recently closed 20 weeks for the Alpina Theater Circuit with his give-away at-

DORIS ANDREWS, popular in New England rep and stock circles, is pro-ducing home-talent shows thru New Hampshire for a Boston concern.

PRED (TOBY) ARGHER, now touring Quebec with a four-cast outfit, reports husiness falt in that territory. Nova-Scotta and New Brunawick, however, are not so hot from a business standpoint, Archer infos.

THE ST. LOUIS GLOBE-DEMOCRAT THE ST. LOUIS GLOBE-DEMOCRAT recently devoted two pages in its magazine artgravue section to Cap. J. W. Menke's Goldernod Showbast Players now in their fourth month at the feel of Locius street in the Mound City. It addition to a shot of the boast camera man caught the board camera and caught charman caught charman and capacity for the control of th

ROSTER of Brunk's Comedians, managed by Glen Brunk's and directed by Larry Convort. Include Abstract. Moore. Curley Bowers, King Shidler, Hugh C. Moore and Prank Cummings. Show is reported to be playing to satisfactory returns in the Lone Star State.

Players, now showing in Oklahoma City

Players, now showing in Okianoma Cay for a limited engagement. Disck Miller recently joined Harry Dunbar's Councilians, now playing three nights a week in Southern Kansas.

Printed to Your Order Chespost GOOD TICKET on the Market 100,000 for Keystone Ticket Co., Shamekin, Pa. \$17.50 10,00 Cash With Order—No. C. O. D. STOCK TICKETS—515.00 per 100,000.any \$17.50 10,000 17.23

WANTED SEASON 1938—MILT TOLBERT SHOW COMPANY
(The Show With a Million Friends)
PRESENTIAL

"LASSES" WHITE'S ALL STAR MINSTREL

HOLLYWOOD FOLLIES People Festing Novelly Acts. Charge Girl. est Con

Festuring Disis's Secretari Combi-WAN'S Milested and Mouved Correcty I Modern Band Madriante, Contributes, in Littlegraphers, Write, Oost user, Prophil N. B.—No amount is Public Refusal. H. D. HALE, Mill Tobert Show, Dothen, Ala.

B'way Biz Men To Prove Stem's Alive

NEW YORK, Jan. 31.-Broadway comeback to the stur that "Proadway in dead" will take spectacular abape this month. Glaiming that the oft-repeated cracks of the Hollywood columnists and movie men are menacing Broadway husi-ness, a committee of 100 that includes night club owners, prominent performers and hotel men will prove that Broadway as glamorous as ever.

is as glamorous as ever.

Present plans call for a colossal parade down Broadway. featuring name bands, top-fight actors and the casts of the begest floor shows and musicale; a bangest at the Aster Rotol at which maintain revival of vaudeville at the Palace Theater, during which famous acts of the past will compete with the younger takent to prove that current amusement as as lively as the howes of days game by, get the parameter of the past will compete the current amusement as as lively as the howes of days game by, get the cold Palace to the parameter of the

Calling themselves the "Believers in Broodway," committee includes Mayor Is Guardia, Billy Rose, Joe Moss, Jake Shubert, Goorge M. Cohan, Major Blowse, Sob Christenberry and Manhattan Boro President Stanley M. Isaacs, Expenses will be paid by a levy on Broodway merchants and amusements purveyors. In return Broodway bootlers will get banjars to falaula. Calling themselves the "Believers in

Thru a tie-up with Grover Whalen
"Believers" expect to grab a share of the
World's Fair publicity. Also expected
that Broadway columnists will come thru
hardsomely with publicity.

Romm Joins R-O'K; Ups Theater Dept.

NEW YORK, Jan. 29.—In line with recent reorganization and realignment of dealess within the Rockwell-O'Geted of dealess within the Rockwell-O'Geted of the recent in to bread the threatment department, with him Roman is bringing into the office his entire property totaling almost 100 attractions, among them will Osborne, Little Jack Little. Fromm Will Osborne, Little Jack Little. From Will Osborne, Details of the Court and parthases one, more seen Leccard and perhaps one more asso ciate as yet not chosen.

Danny Collins, who filled the position in the organization since its beginning, resigned voluntarily today,

Rockwell-O'Keefe officials explain this latest change as only their move in strengthening their theater bookings and arrengthening their theater bookings and keeping in step with other big organ-izations principally interested in band bookings which have found a fresh and lucrative activity in theater bookings.

The effice also plans immediate setting up of branches in Kansas City, Cleveland and Dallas to better cope with the new

Pitt Stations Give Publicity to Flesh

PITTSBURGH, Jan. 29. — Stage and radio are wed daily here now. Every air studio in the town has begun to intertiew itesh performers. All but one proview itesh performers. gram is sustaining, so spots hiring en-tertainers for regular stints are tickled pink at flurry of gratis plugs.

pink at flurry of gratis plugs.

Most frequently on the air with show
news, and only station getting paid at
least partly for beneficial publicity to
least partly for beneficial publicity to
On the air daily for Wartner theoters
half-hour in Watt Framer pumping
sporadic interviews with current Stanley
Danier acts, requiraly with possity about
Johnny Mitchell. Also WWXW broadcatter is P-G radio editor Darrel Martin,
with performers he sness from night
dibs and touring band leaders.

On NBC-operated KDKA, Janet Ross sts up Tuesday morning to grab actors, stage managers or other interesting folks from legit Nizon, while Evelyn Gardiner interviews other show people on Pridays. Bob McKee double-talks with Stanley names from WCAE studio every fish day.

while Chris Cross moves to Stanley bedi-stage Wednesdays for interview over In-dic KQV, which is WIW line outlet. Only station not sharing fight for in-formal conversations is WIAS, but it's sweed by the same people who operate KQV.

Robeson Gives Concerts For Spanish Soldiers

MADRID, Jan. 29. — Emulating George M. Cohan and other perform-ers who entertained American soldiers ere who entertained American soldiers in France during the Word War, Negro bartlone Faul Bobeson started this for the Loyalist Epiters in Bottone for the Loyalist Epiters in Bottone, well known for his Leftist sympathies ever since he valited Soviet Russia a few years ago, sang especially for the Yankee volunteers, 1,500 of whom are in the Lincoln and Washington Bottalions of the interpational

brigade.

Progrum, made up mainly of spirituals like Water Boy and How Long,
Brathers, was relayed from Madrid to all the fronts and amplified on loud speakers of that not only the Loyalists but the opposing Nationalist forces could near the music. Last night Roberou gave a broadcast concert for the Uniked Sakes and England.

Robeson's plans are to tour every battlefield and hospital in Loyalist

Penn Communities Ban All Giveaways

HARRISBURG, Pa., Jan. 29.—Local officials in at least four Pennsylvania communities arbitrarily banned "Bank Night" in their respective districts this

. city policem At York, Pa., city policemen delivered ters from Mayor Harry B. Austine to theater managers ordering them discontinue immediately all Bank ghts, jackpots, grocery stores and Nights, jackpots, grocery sto aimilar box-effice inducements,

almiliar box-cince inducements. District Attorney Charles W. Shby of Lancaster County warned all theater operators in the county to stop such attractions, and one arrest resulted when the command was defied by Clarence Batter, manager of the State Theater, Columbia, ps.

In Beaver Countly District Attorney Robert E. McGreary also suddenly discovered that Bank Night "violated the Pennsylvania gambling laws" and ordered all such practices stopped immediately, including as well all bingo xames and merchandise promotion consystems and merchandise promotion con-

The city of Lancaster was also affected by the Lancaster County edict.

Advertiser Liable for SS Tax Of All Air-Show Participants

NEW YORK, Jan. 29.—Clarification of Social Security regulations governing radio advertisers and their programs was radio advertisers and their programs was received today in New York from the Commissioner of Internal Revenue in Washington, Under the ruling the ad-vertiser is declared the employer and must pay the Social Security taxes. This must pay the Social Security taxes. This ruling conflicts with one given a mouth or so ago in the case of Carson Robison. A reversal of the latter ruling, whereby the advertising agency was declared the employer, is expected.

employer, is expected.

Inquiry leading to the present ruling was made by Ruthrauff & Ryan Adverteing Accept, hundling the Leaver Brothstang Accept, hundling the Leaver Brothstang Accept, hundling the Leaver Brothstang Acceptance of the Common and others. The inquiry, it is understood, tended to show that Jolion. Penner and other members of the shower virtue of their expertness in their respective fields. Ruling, however, declared that, althe "they are experts in their selected and reheaved in order to give a selected and reheaved in order to give a beds, they are members of a cast selected and rehearsed in order to give a co-ordinated program. In any event they are subject to the control and direction of the sponsor as may be necessary to conduct the program as an advertising

GM Show in Mexico

DETROIT, Jan. 29.—The continued in-terest which the General Motors Road-show met in its tours in this country is carrying on south of the Rio Grande, it was reported here last week. The show is now in Mexico and is headed for South America, Prank N. 18bey, manager of the Michigan State Pair, fiew back from Mexico this week. He saw manager of the show while there and reports that it played a week ago Sunday to 55,000 in Mexico City.

Cincy TMA-ers To Frolic

CINCINNATI, Jan. 29 .- Local The cincinnati, Jan. 29.—Local The-atrical Mutual Association, Lodge 33, will hold its 31st annual theatrical ball in the Odd Fellows hall here February 11. Out-of-town members have been invited to attend.

medium." Ruling then states that the cast, as a group, is not a permanent one and thus not an individual enterprise in the accepted business scane of the

The ruling herewith given applies not The ruling herewith given applies not only to star of programs, such as Jolson or Penner, but to musicians, seript written of the program of the fact of the program taxes

Basis of the ruling in the Corson Robison case was that the advertising agency had final say over the script and program and hence was the employer. The new ruling states that the advertis-The new tuning states that the advertus-ing agency is merely acting on behalf of the advertiser and is not the employer. Buthrauff & Byan also inquired with regard to the recent Milton Berle Guillette program and the Dodge auto transcrip-

tion series.

Harry Grossman is in charge of the New York Social Security division of the Internal Revenue Department, Grossman is deputy collector and all inquiries go to him.

Pass the Buck on World Fair Estimates

NEW YORK, Jan. 29.—Robert Moses, park commissioner, charged with being responsible for elaborating plans for the responsible for elaborating plans for the World's Pair water amphitmenter, entail-ing an expenditure of \$1,000,000 in excess of the original estimate, placed the blaims late last week in the laps of the fair architects, Sloan and Robertson. Ac-cording to Messes, the architects made "an unnecessarily expensive plan so as to in-crease their fees."

As the boys are arguing about dollars, not fish, the charges are being vehemently denied all around. A committee meeting of the World's Pair Commission, presided over by Senator Thomas J. Dunnigan, an-nounced the plans would be revised and tounced the plans would be revised and the State appropriation not exceeded. The pro and cons of the battle are not without interest, the Pair architects hav-ing been described by Harold J. O'Connell, member of the World's Pair Commission, as "bandpicked" by Dunnigan.

Present Ferris-Casella Play

NEW YORK, Jan. 29 .- The senior stu-NEW YORK, Jan. 29.—The sensor students of the American Academy of Dramatic Arts presented the Walter Perris adaptation of Alberto Carella's Death Takes a Holisiay as the fifth item in the current series of mainses, yester-death of the Alberto The Plays. day afternoon at the Belasco. it offers a wide variety of nearly fool-it offers a wide variety of nearly fool-proof acting parts; and it allows its performers a large and easy emotional scope. Nonetheless, the youngsters left plenty Nonetholess, the youngsters left plenty to be desired, even making due allowance for their inexperience. Fredric Clark, who played the tremendous part of the proposed of the proposed to the proposed of the

considerably.

The one exception was H. E. Currier, who did excellent work in the annall role of Major Whitread. Richard Mayer sputtered energetically as Duke Lambert, and managed to kill the grand second-act curtain; Elinor Adams and Jeanne Smith-Willd did nice enough work as the Duchess and the princess, but failed the Duchess and the princess, but failed to suggest the necessary maturity, either in appearance or emotional depth; Bichard Charlton was convincing only in appearance in the rather difficults character role of the baron; Julien Benfamin was more juvenile than anyone has a right to be as Corrado; and Sue Phillips and Plorence Gayle were at best adequate as Alda and Rhoda respec-tively. One more exception, however, Chibert King did a straightforward and assured job in the minor part of Fric. Elem Saivatore and Gerald Witt played There was no curtain-raiser.

Eugene Burr.

Chi NBC Sound Men Artists American Academy Students Now; Pay 10% Commission CHICAGO, Jan. 29—Bound men at round men themselves in order to clear NBC here are now considered artists and up their misundenstanding. Meeting of

when working jobs outside their own studio must first report to NBC's Artist Bureau which takes a 10 per cent slice from each sound man's take on the out-

nide job.
Ruling was put into effect several Ruling was put into effect several weeks ago and was at first insinterpreted by the sound boys as a pressure play, so the sound boys as a pressure play, so the sound boys as a pressure play. It is not so that the sound between the sound-effecters didn't like the looks of things, so immediately tendered their resignations to AFPA. A property of the boys reeigning it immediately checked with Niles Transmell, NRC vice-prex, who informed AFPA that the artists bureau ruling was merely cotassisted by the sound men and in no way was meant sound men and in no way was meant as a reprisal.

Trammell was then asked by AFRA to make a statement to this effect to

up their misunderstanding. Meeting of all NBC sound men was called by Tram-mell Wednesday and the vice-prez read a statement to the men, explaining that the reason for the 10 per cent bureau commission was for the purpose of keeping closer tab on sound men handling outside jobs so that NBC would know their whereabouts should it need them on short notice.

After the meeting Sidney Strotz, NBC After the meeting Sidney Strotz, NBC program director, said there was abso-lutely no ill-feeling over the occurrence and that whether or not NBC employees joined labor unions was entirely up to them and would in no way affect the company's policies toward them.

At this writing no comment from the sound men had been forthcoming, but APEA exces in New York are meeting this week with both NEC and CDS, and it is expected that actual negotiations with APEA will begin then.

BROADWAY BEAT-

BROADWAY BEAT—

(Continued from page 3)

Inough history; but unless a falling intempty errs even more than unual, there was a long history; but unless a falling intempty errs even more than unual, there was a falling intempty errs even more than unual, there was a falling intempty and the properties in the properties of the properties

lagic

By BILL SACHS
(Communications to Cincinnati Office)

TORN MULHOLLAND lectured on the JOHN MULHOLLAND lectured on the Jart of keperdemain at the Town Hall Porsum, San Francisco, Tuceday night, January 25. BERNARD, who for several months has been playing thes-ters and clube in Washington and Oregon, is now working magic and horoscopes with the World's Museum under the management of Red Lindsay. . . . LOS ANGELES Society of Magicians re-mazoo, Mich., after a 28-day vacation, is now headed for the East, where he will remain for the balance of the winter. He is assisted by his wife, Lois Lake. This is their third annual tour for their church and civic club appuncia. Their show, which this season features braishing a Led's Head From Her Body, Vanishing a Lody's Head From Her Body, packs in a new Chewolet sedan.

ALO AND COMPANY, after an engagement at the W. K. Kellogg Agricultural School, Battle Creek, Mich., last week moved to Toledo, cut of which spot they are, working Ohio schools. W. J. Mcmoved to Toledo, out of which spot they are working Ohlo Schools. W. J. Mc-Keeby, company manager, reports business, and the second of the sec the West Coast. He played the Civio Theater, Wichita Kan, last week. DOB NELSON, of the Nelson Enterprises, Columbus, O., shoots us a folder on his 1988 improved model of his "secret invention," which he claims is the "utilimate in mindreading and mental

ONE mail last week brought letters Offer mail test week brought letters ing more than half a century of action in magicdom and both still going strong. One of the missives was from B. Tekara. in magicdom and both still going strong. One of the misulese was from B. Telears, who writes: "I believe I can safely say officed to the strong of the stron of three countries and never missed a copy of The Billboard," . . . MAR-

mate in

WALKATHON CONTESTANTS

SHOW OPENS PESSUARY 10.

FRANK RAVESE 27-28 30th St., Long biland City, N. Y. 2 Daily Broadcasts—WAAT, 1 P.M.S.15 P.M.

"ALL SET"

TED BROWN

Foyette and Meliday Streets,

PLHANE NO COLLECT WHEEE, ALL PRIZE MONEY GUARANTEUD, TEAMS SPONSORED.

BRUS, illusionist, is at the Petit-Casino

RRUS, Illusionist, is at the Petit-Cashio in Paris. . KEYSTONE RING NO. 20. IBM, Harrisburg, Pa., recently chose the foundation of the Petit Cashing, Pa., recently chose the Petit Cashing, page 150 per 150

LOEW PLANS-

(Continued from page 3) entertainment unit dramaticing the m

entertainment unit dramatizing the mo-tion picture industry.

Project will be built and operated by
Project will be built and operated by
Project will be built and operated by
Project built be built b ment Park in New Jersey. It could not be learned whether Nicholas M. Schenck

will be interested in the senture.

Flan is to offer a series of shows and attractions at nominal admission prices which teld with the series of the series ill be interested in the venture

enumement park and exposition experi-ence, are expected to manage the attrac-tion, altho picture and theater experts will probably be brought in to develop it. Fair would not give details of the project other than the announcement

Johnson's "Super" Starts in Beaumont

BEAUMONT, Tex., Jan. 29.—B. W. chinson's new "super" contest got un-er way here January 20, a capacity

house viewing the getaway, Jimmy Johnson is handling the emsee duties, assisted by Doc Murphy. Contest is featuring heel and toe derbles with

Other members of the staff are Dave Cullins, head judge: Jimmy Caroling-Other members of the star are Dave Cullins, head judge: Jimmy Caroling-ton, night judge: Eldia Reed Haire, chief trainer: Tiger Mudd, assistant trainer; Oneita Reegan, head nurse, and Mary Batt, day nurse. Fatty Martin is in charge of the musical end.

sensing and the control of the contr

DON J. KING writes from Chicago that he has temperarily disbanded his band, pending Pop Dunlap's opening in the spring, and is at present working

unlifying laps.

that the unit is still in the formulative stened.

REVIEW-

(Continued from page 28) vielded his trusty elippers to trim it to

wheterd his trusty cuppers to trim it to less bering proportions.

Troupe boasts a pair of capable com-ics, as burlesque comics go, in Billy Pos-ter and Megs Lexing, but the boys, like their predecessors here this season, offer their protections here this season, offer just another schaal. Boys all deep with the showed in spots, but this first-show the season of the first should be season to the familiar boundes. Foster and Lexing seel their suite, through end the season of the

A weak link in the extravaganza is the ripping department. Winnie Smith is A weak link in the extravagama is the stripping department. Winnie Smith is by fire the best of the showly the con-classed as a springer. Works with her old-time verve and salesmanship, and took a good hand for a reward. She proved herself a capable talking woman, too. Disna London is an attractive redhead with a luscious body, but that's all. Her delivery is strictly stock, and her reading of lines n. s. g. Alleen Stewart, announced as "direct from Hollywood," announced as "direct from Hollywood," has all the nexts necessary for an see peeker, but, like he little old woman who lived in a shoe, also seeming work of the head of the little of the little of the head of the little formbay gave welcome free that forms. How To Undress Before Your Husberd, Millel Combay gave welcome frellet in several spots with a tasty brand of bigh kick and acrobatic dancing. Elaine Sparks handles several singling assignments in fair style and voice.

assignments in fair style and voice.

Jerry Gould copped a nice mitting with his vent-rilequial turn. His vent work is above the average, his material work is not a similar to the second repeated repeated to the second repeated repeated to the second repeated repeated

Several attractive posing numbers, wherein the chorines exhibit a varied assertment of breastwork, add to the show's merit. Scenery and wardrobe are good, while the chorus still maintains its average status. Dave Plat's denizers of the pit did justice to the show's melo-dies. Bill Sachs.

Windy City night spots. King reports that Zeke Youngblood closed recently in Chi after a heart-breaking six-week

MAX GROSSMAN, whose Show of Shows is still running in San Antonio, denies that Pat O'Day is connected with

the show, as mentioned on several oc-casions here recently.

TEX BROWN will have general super-vision of the contest to be launched shortly in downtown Baltimore under

the spontorship of the Baltimore Sport Center, Inc. Others already enrolled for the new show are Larry Cappo, well-known floor judge, and Russ Casserly and house

CLYDE HAMBY and Larry DeCarrodo are still with the Sid Cohn's walkathon at the Collseum, Chicago.

Endurance Shows

(Communications to Bill Spehs, Cincinnati Office)

struggle

BOB EMMET (Cincinnati Office)

MR. AND MRS. J. C. (BANKS) GOD-DAID have returned to Corinth, Mas-after an enjoyable tour thru Arksmas, Texas and Old Mexico in their trailer. They have recepted their Magnolia Min-strels, with Goddard as feature black-face; Tex Hooper Lewis, Mrs. Goddind, interlocutor, and Willard (Stringbean Hutton, end.)

LIVE WIRE CLUB MINSTERL enter-tainment Jenuary 20 in Spanish Bali-room, Hotel Artington, Binghamton, N.Y., was a success. There was a cherus of 20 voked by Ted Deyo, Charlie Sweet, Rex Tutus and George Barlow III. To Tobey wrote the material and acted as introduced. To the control of the metal of the control of the control takes and now unanger of Station WNEY, Binghamton, G. H. Barlow III were a costume of white used many years ago - costume of white used many years ago - Immy Coopen of vauderile by the Lie LIVE WIRE CLUB MINSTREL enter-Jimmy Cooper.

LEWIS A. MARTIN, minstrel lad, pen-cils from Joplin, Mo., where he is win-tering, that he'il be out with Sol's Liberty Shows the coming season. "WHY IS HOMER MEACHUM WORTY-

"WHY 18 HOMER MEACHUM worrying about Sam Gill's feud with merqueries Al Tink from Detroit. "Instead
continues A. "do the ministel boys a
favor and send in your biography. Also
the ministel boys would like to know
what Homer uses in his hair to make
it so block. Schoot a line to the column."

Saranac Lake By T. BODWELL

Roy Numley has been entertaining his

Roy Nuniey has been cucertaining as wife, who came on from Ohio to vait isim for the past two weeks. She was much impressed by Roy's progress. Marjorie ERRoy was the recipient of o birthday cake last week, denoting the passage of another year in her life. Mar-jorie is looking and feeling files.

joine is looking and feeling fine.

Dr. Rudolf Marx, popular young Will
Regers interne, left the other day to
spend a busy week in New York.

All the letter was the second property of the letter was the letter from any Hank Hearn. Hub Carleon,
Hearty Wunseh and Martha Gill.

Boss Hoenig, who until recently was
one of our bost pattents, has Gronsker the
united by the letter of the letter was the letter with the letter was the letter wa

time nurses,
Please check your health to avoid the
cure and write to those you know in
Saranac Lake.

ROUTES-

(Continued from page 18)

Whitney, Palmer: (Baker) St. Charles, Ill., b.
Williams, Sander (Asler) NYC, h. Williams, See: (Mark Twin) Hannibal.
Mod. h. dek: (Bal Tabarin) San Prancisco. Woodfield, Harry: (Hofbrau) Cauton, O., c. Yates, Billy: (Blackstown) Pt. Worth, Tex. b. Young, Sterling: (Stevens) Cht, b.

dman, Rubin: (Caravas) NVC, nc.



DENISON'S MINST ROLL 'EM IN

T. S. DENISON & CO. 203 N. Wabesh Ave. Dept. 180, Chicago, Ill.

VIC PUREE, the "man of 1,000 faces," is current at the Clover Club, Sharon, Pa., with his line of five girls known as the Novelets. Purce is an erstwhile endurance show comic. THE AISLES SID COHN'S Collseum, Chicago, is re-ported to be tearing 'em off to beavy b.-o, returns. Larry Deccoradio and Hida Ludwig were married in the ring there Monday night, January 10, the nuprial added attraction pulling a ca-

pacity house. DICK EDWARDS, still active in the Pop Duning organization, continues to click 'cm off in fine style with his coin muchines in the Canton. O., area.

he Final Curtain

Shory's road company, January 21 in Calcutts, India, after three weeks' ill-ness. She was born in the United States.

ABONSON-Mrs. Hattie, wife of Aberenson, January 23 in Brentwood, N. Y. nacon-Benjamin Frank, 50, world's champion roller speed skater in 1607-16, in Christ Hospital, Cincinnati, January 76, after six weeks, 'llhees, He had in-tended to reopen Tacoma Park Rink, Dayconsists of temperature and the remaining flood demage of a year ago. He was holder of The Billboard diamond medal won in Coney Island, N. V., in 1900, and he instituted and patented the widely-used girlde-whiel grinder. In late years he had managed a number of roller rinks. Surmanged an atumber of roller rinks. Surmanged as number of roller rinks. Surmanged as number of roller rinks. Surmanged as number of roller rinks. vived by his widow, Nina, professionally known as Sharon Debries, now with the mover as Sharon Debries, now with the A. B. Marcus Show in Australia: two bothers, Bert. Cincinnati, and Lower Detroit, and a son, Paul, Todoto, Furnatin Bellevue, Ky., with interment in Mount washington (O). Cemetry, next to grave of Bud Gesser, son of Tony Gesser, proprietor of Theoton Park, who was one of the victima in a Roller Derby bus crash and the control of the control

saddire.

ELACK—George Kearsley, 48, former showman, January 17 of a heart and authmatic condition in Camden, N. J. Survivad by his widow, Clara, actress, whom authorities are trying to locate. Sar is said to be on tour with a show. Carden, and the said to be on tour with a show. On the conden, and the condens of the co

BLACK—Maurice, for 15 years a co-median and character actor in films, Jan-ury 17 in Hollywood of pneumonia, Sur-wived by his widow and son. Services January 19 at Hollywood Cemetery Chapet. as cremated.

Body was cremated.

BROWN-Preddle, 25, of the councily team Shinbone and Freddle, December 18 of malaria fewer in Boston City Hospital. It has just been learned. Services the Actors France of the Actors France of the Actors Interment in Frirtiew Centerery, Hyde Park, Mass., December 21, Survived by his widow, Bernott, Singer a brother, Ernest, of the mode, Singer a brother, Ernest, of the and size and the States and States an

arman, Services January 25 from teeman Chapel, Kanasa City, CARROLL-Arthur C., 46, orchestra sider, in Barre, Vt., January 15, Bur-ired by his widow and mother. CHARPENTIER—Victor, 60, orchestral lineator of soveral French radio stations

Charpentier, January 26 in Paris

CHRISTIANSEN-August (Augle), 59. CHRISTIANSEN—August (Augle, 56, animal man, January 20 in Rochester. Ind. He received national acciain when high the was on the road with the Carl Hagenbeck Wild Animal Show and trouped with Jess Adkins and Zack Terreil for many years. Body was sent to Chicago for Durial in Showmans. Rest

COHI -- Emile, credited with being the originator of an animated cartoor 30 years ago, January 21 in Paris,

Charles Bernard

Charles Bernard, 77, who had been with circuses in various official capaci-

with circuses in various official capaci-ties and a circus historian, died at Savannah, Oa., his bome, Thursday morning. January 27, 4fer a several weeks' illness, Born at Henton, O., August 20, 1861, Bernard started in show business in 1670 with Croker Magic Lontern Show. 1670 with Croker Magic Lontern Show. cessions in aummers until 1880. 1881 he was with Shelby, Pullman & Hamilton Circus, and was theatrical agent in winters and with circuses in summers until 1900, traveling summers until 1000, traveling with John B. Doris, Adam Porepanch, B. & Wallace, J. H. LaPearl and Walter L. Main. He was an outdoor edvertising plant owner from 1900 to 1912; owner of Disic Zoo (traveling), 1912 to 1917; press agent for Sporks Circus, 1918-192; treasurer Rhoda Royal Circus, 1920; then with Andrew Downie's Wal-ter, I. Mail Company of the Company of the Company for the Company of the Company 1920; then with Andrew Downle's Wal-ter L. Main. Circian as contracting agent to 1924. Was general agent for John Oriffith in Yeast under management Oriffith in Yeast under management Nights in a Betroom; Burt Imson's Uncle Town's Cabin, these being winter engagements between circus seasons in the late '90s and early '90s.

His hobbies were writing the wote or '75 of 1904 Time Showmen stories

for The Billboard; Circus photographs and literature and mail-order business. Survived by his widow, Pearl.

CORRELL—A. Bruce, 81, former sec-retary of Stark County Pair and secre-tary of Canton Driving Park Association. in Aultman Hospital, Canton, O., Ja ary 23 after a lingering illness. He a son-in-law of the late Charlie Bo ary 2c active as a son-in-law of the late Charlie Boltzs. Cantons, more than a half century boss Cantons, more than a half century boss Collinar Bross, and other eld-time efficuers. A friend of the late President McKinley, Correll was appointed deputy collector of internal revenue by the President. Later he became assistant doorkeeper at the House of Representa-

CARL T. HATHAWAY

Carl T. Hathaway, general manager of Ringling Bros. and Barnum

Carl T. Hathaway, general manager of Ringling Bros. and Baraum & Baisp Combined Circuis, after that Decopyrial, Sarasola, Ph., January 28. Immediate cattle of death manager and the stricken at his winter quarters office at 1 pm. and rushed to the housitable by R. Bergin, show physician, and died three hours later. His wife, Bessle M. Dr. Bergin, show physician, and died three hours later. His wife, Bessle M. Circus men, from tables to officials, field past his casket as he lay in state at the Thacker & Van Gilder Finneral Chingel, Sarasota, January 28. Annuary 29. Annuary 29.

in 1905 in 1905.

Later the Hinglings transferred him to the Barsum & Balley Circus, which they bought in 1908, naming him assistant treasurer. He remained the hey bought in 1908, naming him assistant treasurer. He remained was made assistant treasurer of fingling Brown and Barsum & Balley. The same that the same of the same transfer of the same first the however, and the first him to the same transfer of the light however, and the fingling Berchers welcomed him to Tails soon fulfed, however, and the fingling Berchers welcomed him to Tails on the light how and served in 1929 he was made general manager of the Big Show and served to 1921 the same transfer of th

JOSEPH T. McCADDON

Joseph Terry McCaddon, 78, a leading figure in the circus business for many years, died January 23 at the home of his son, Joseph T. McCaddon Jr., in Creat Neck, N. Y. He was archeen with appletey January 18. He was a brother-in-law of the late January A. Balley.

On and attended school in Circumant, When 17 he planed Balley as apprentice and let for dustrials with the first American circus to leave this continent. He later managed the Porepaughesis Circum and the furfield Bill Wild West Show.

Sells Circum and the furfield Bill Wild West Show how have a partner of Balley and served as managing director of the Tannan, & Balley Circum, With the death of Balley and continued to direct both the Barnam & Balley Circum, With the death of Balley he continued to direct both the Barnam & Balley and the Burdalo Bill shows for two years, representing the controlling interests he held suffaio Bill shows for two years, representing the controlling interests he held with his atter. Min. Balley, which the scaption of the Burdalo Bill Show, which he sold to Major Gordon W. Willie (Pawner Bill). After that he became active in real estate in and around New York and also had been writing a biography of Balley.

New York and also had been writing a biography of Balley.

Serviving are another son, Stanley G., of Coral Cables, Fis., and a direct, Mrs. Lillian E. Harper, of Springdale, Con.

tives 'n Washington. His widow and three sons survive. Burial in Forest three sons survive. I Hill Cemetery, Canton.

COSSETTE—Joseph C., for many years projectionist at Warner's Cameo Theater, Bridgeport, Conn., and former officer of the Bridgeport Motion Picture Operators' Union, January 21 in New York after 8 abort illness

CURRY-James John, associated with theatrical and movie affairs for many years in New York, recently in Elizabeth, N. J. Services January 22.

PAEH-Alexander C., 57, known as aster showman of the automobile indusmaster showing of the successful staging of the last three auto shows in Chicago, in an accident in that city January 28. Sur-vived by his widow, Orpha. Puneral in Chicago January 30. Burial will be in

FEHLEISEN - Herman. 81, connected with Loew's Regent Theater, Harrisburg, Pa., January 26 in Harrisburg Hospital, GALLAGHER—William Patrick, 63, in Peru, Ind., January 24 of an abdominal

William Slavens McNutt William Slavens McNutt, 52, former

novelist, actor and playwright before becoming one of Hollywood's leading scenarists seven years ago, January 25 at his bome in San Pernando Valley, at his home in San Fernando Valley, Calift, of pneumonis. He had worked on such films as Ruggles of Red Gup, Huckleberry Finn and Lives of a Bengal Lancer. His last script was Stolen Housymoon. He collaborated with Grover Jones on Ladics of the Big with Grover Jones on Ledite of the Big House, Touchdoon, Gun Smoke, Young Engles, Tom Sowyer, The Mighty and Burning Up, and among others helped Jurning Up, and among others helped the Range, Americal Farencell, Night of June 11, The Broken Wing, II I Bad a Million, Typhoon Bill, One Sunday Aftermoon, The Bereite and Hell and High Water. Years are he had ap-peared in vaudeville and stock and at various times was a newspaper re-porter, war correspondent and author of many magazine articles and stories. He was a leader in the Screen Play-wilehts, Inc., started a year up by writers who broke away from the work of the started and burial in Forest Laws Memorial Park. Glendale, Oxfarf, January 2016. of many magazine articles and stories.

nilment. He had been in falling health for several years. Serving an apprenticeship with and later as an official of the serving and the several years with the Great Walloce Shows. Of the Great Walloce Shows. Of the Great Walloce Shows. Of the Great Malloce Shows of the Great Hagenbeek. LaPest and other circuses, Gallagher, then Zhown as Billy P., retained the friendship of an executive position with the John Robinson Gircus. Thru his thrift and endeators he conceived the venture and executive position with the John Brodsmon Greus. Thru his thrift and endeators he conceived the venture and the production of the control of the control of the production of the control of the Hippodrome — situated on downtown Broadway and a favorite meeting place of traveling theatrical troupes and careful place of traveling theatrical troupes and careful place of traveling theatrical troupes and careful place of the married Mautic Gawn. Fur years he was exalted ruler of BPOE, for which he promoted many amusement and civic Church, the 1601y Name Society and organizer of the Peru Notro Dame Betreat Society. Blue January 27 from St. Charles Catholic Church, with Elak S. Charles Catholic Church, with Elak S.

ritual and commitment exercises in Catholic Cometers, Peru, GOUDSY-T. Eugene, 69, composer of When Testight Gomes and writer of the arrangement for able With Mr., January 21 in San Francisco.

GRAY — Bill. 32, orchestra leader.

unry 21 in San Francisco.

GRAY — Bill. 32. orchestra leader.

killed in an automobile accident January

21 en route to Cleveland from Canton, where his band had been appearing at the Citib Continentale. Elien Prevest, vocalist with the band, sang at services conducted in Canton. Body was sent to

conducted in Canton. Body was sent to relatives in New Jersey for cremation. HOPKINS—Mrs. Eva McDonald, former actress and wife of playsright and pro-ducer Arthur Hopkins, January 31 in New Haven, Conn., following an open-

JONES—Denothy J., wife of Asron J.
JONES—Denothy J., wife of Asron J.
Jones Jr., of Jones, Linick & Schneffer,
Chicago thesater operators, at her home in
band, she is survived by her son, Asroni
Ella Hyan, her mother, and two sisters.
Burtal January 31 in Chicago.
KENDSICK—Frank J. 58, president

Burial January 31 in Chicago, KENDRICK-Frank J., 58, president of the Macomb Theater Company, Do-troit, of a heart allment at his home in Mt. Clemens, Mich. January 18. Sur-vived by three sens, Fred and Max W., of Mt. Clemens, and Milton, of Ann Ar-

bor, Mich.
KISLING—Oliver, 84, former shooting
gallery owner, found dead recently in a
gas-filled room in Seattle.
KING—Bernard A., 70, for many years
a har-pshooter and cavalryman with
Buffaio Bill. in Derby, Conn., January
24 after a short tilness. He also operated
a Boxing senderny at Mountain City, 78.
KULLSAMA—Mis. Neil, 47, wife of Wille. KUHLMAN—Mrs. Nell, 47, wife of Wil-liam J. Kuhlman, vice-president and gen-eral manager of Geauga Lake Park, O., in a Bedford, O., bospital January 27. She bad been in ill health since Septem-ber. Born in Ashtabula, O., she had been active in the park management since 1914 Scuvived in the park management since 1914. Survived by her husband; two sisters. Ffortie Driscoll. Ashtabulh, O., and Mrs. Mayme Gatmon, Erie, Pa., and three brothers, Joseph, Robert and William, all of Ashtabula. Interment in Solon, O. January 29.

LaPORD—Charles, 50, burlesque co-median, in Mismi Beach, Fla., January 28 following heart attack. Worked there with the Weinstock burlesque company, Survived by widow and daughter.

Survived by widow and daughter.

LEFFLER—Harry G., 52, candy butchter, ticket seller and sign painter, at Alexander City, Ala., January 16 of a heart oliment. For eight years he was connected with candy stands on Downle connected with eandy stands on Downle Broo. 'Circus and the past several years with the Bobbirs Circus. Years up the was with the Buffale Bill Show. Bur-vived by several brothers and sisters residing in Lebanon, Pa., his former home. Burisl at Alexander City. McCLINTOCK—Billy, me show ger-former, in Chicago January 9. Burial in that city. Survived by a niece, Külh

Gerry.

McCLINTOCK — Eva, med show performer, in Chicago January 2. Burial in that city. Survived by a nice, Ethi

MARX—Peter P., veteran moving pac-ture projectionist and life-long member of the IATSE, at his home in Philadelphia of the IATSE, at his home in Philadespina January 27. Deceased and wife were also well known on old-time vaude circuits for their mechanical dell act. He had also (See FINAL CURTAIN on page 73)

IN LOVING MEMORY OF MY DEAREST HELEN BYRD RUSSELL NORA HENRY.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates

A. B. C. Trio (All Chico) NYC, no. Adam). Dell (International Casizo) NYC, no. Adam). Dell (International Casizo) NYC, no. Adam). Control (Casizo) NYC, no. Adam). Casizo) NYC, no. Ada

D. C. t.
Atta, Roscoe (Colomia) Dayton, O., t.
Ambuchon, Lillian (Rose Brwi) Chi, Be,
Auer, Mischa (Pal.) Cieveland, t.
Ayblene, Alpha (Nationa) Havana, Cuba, t.
Beschebers, Pour (Netherland Plana) Cincin-

Balls, D.
Baldes, Penit (RE Kat) NYC, nc.
Balley, Addison (Leon & Eddie's) NYC, nc.
Balley, Mildred (Commoders NYC, h.
Baldeth & Bristol (165 Clus) NYC, h. Ballowin of Army of the Control of t Bertiay, Dick & hvright
Bouton, Fe
Beatent, Sheila (Waldorf-Astoria) NVC, h.
Barrett, Sheila (Waldorf-Astoria) NVC, h.
Barrett, Sheila (Waldorf-Astoria) Chila Be.
L. L.
Bette, Sheila (Waldorf-Astoria) Chila De.
Bartia & Mann (Paradiel) NVC, Pe.
Batte, Luly (Billy Rose's Casa Mannan) NYC, no. aran, Mercedes Zayas (Havana-Madrid) hran, Mercedes Enyas, 1876, Be. SYC, Be. Garley, Leene (Harie) Washington, D. C., L. Cashey, Leene (Harie) Washington, D. C., L. Checkett & Shighish Mros. (Shubert) Cincin-

ANYON Press (Earle) Washington, D. C., L. Beleft, & English inro. (Solver): Circuit-Blatt, 16-12. [C. A. C. Gab. 17-12. [C. Gab. 17-12. [C (1900), Financia (1900), Hollywood, ne. 1800), Ed. (1900), Hollywood, ne. 1800), Hollywood, ne. 1800), Hollywood, ne. 1800), Hollywood, Ne. 1800), Hollywood, N. (1900), Hollywood, Hollywood, N. (1900), Hollywood, Hollywo Biblion of history (Cher Parce) Omaha, Dc. Boudell Twins (Cher Parce) Omaha, Dc. Boudell Twins (Chern Arthur (Chern Casno) Manni Beach, t. Sewes' Codegians (Michigan) Detroit, t. Bowes' Hwing Show (Paramount) Springfield, Beover Bering Show (Paramounts opt-man, Mass. t. Bernell March (I. D. E. Branche, March (Black Cath SvC, In-Brown, Adv. Glast-Lake) Chi, t. Calva 5: Brown, Enns: Assatis, Kain. d. Glava 5: Brown, Rahl (Adaptite) Dallak, Tex. t. Bryan, Sahner (Palmer Heuse) Chi, h. Brrind, Burter & Billle (Roys) NYC, t. Barta, Mesiastiy & Del (Varint Cus) Chi, Bernell Burter, Mesiastiy & Del (Varint Cus)

Burns, Harry, & Co. (Pal.) Chi, t. Burton, Effic (Club Alabam') Chi, nc. Cacero, Emilio, Trio (Blue Mirror) Baltimore, SAGETY, ABILLO, THO ITAME SERVER BELLIMOPS, CELLIFOR THE Sard, Meden 126th Cum Samestace, no.

Sard, Meden 126th Cum Samestace, no.

Sarroid, Anne (Bertolottis) NYC, exarroid, June (Bertolottis) NYC, exarroid, June (Bertolottis) NYC, exarroid, June (Mertolottis) NYC, exarroid, June (Mertolottis) NYC, exarroid, June (Mertolottis) NYC, exarroid, June (Mercolottis) NYC, exarroid, June (Mercolottis) Medical (Mercolottis) New (Mercolottis) New (Mercolottis) (Mercolo lary and the Margaerite (Locus MYC, re. blander, Margaerite (MyC, re. blander, MyC, re. bla, Fy (Le Mirage) NYC, nc. ble, Loyce (St. Regis) NYC, nc. ble, Joyce (St. Regis) NYC, nc. blander, St. Galle (Labs Merritti) Oakland, Calif., h. cwaminge) Orlande, Fis., nc. cwaminge) Orlande, Fis., nc. Eddie (Planingo) Orlando, Fla., no. antal Four (Seelbrch) Louisville, h. Alleen (Greenwich Village Casino)

Dagmar, Bert (Howdy) NYC, nc.

Route Department

following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals

EXPLANATION OF SYMBOLS

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

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

uc. at Status (Merry-Go-Round) NYC, c. ggs. Mac (State-Lake) Chi. t. ohntelle Bros. & Carmen (Memorial) Eco-

ton L.

ot. Dolly (Embaney) Jacksonville, Fis., ht.

ouglan, Pay (Leon & Eddle's) NYO, nc.

ouglan, Militon (Paimer Rouse) Cht. h.

ouglan, Jack "Screey" (College Inn) Cht. ne. towell, Saxie (Drake) Chi, h. towell, Saxie (Governor Clinten) NYC, b. townings, The (Governor Clinten) NYC, b. towney, Morton (Billy Rese's Cava Manana) NYC, no. naviou Bisters & Jack (Wagon Wheel) Hayon Bonness Akron, Bo. New, Charlie (Lombardy Bar) NYC, re. New, Charlie (Eporling Club) Monte Carlo, Nakes, Three (Sporling Club) Monte Carlo, Prance. Hollywood Beach) Hollywood,

Gaylord & Kent (Le Mirage) NYC, nc. Girzzia, Les (Riversides Milwaukee, t Gillette Girls (Cafe of Nations) Sucre

Cirard, Adele (Bickory House) NYC, no Civens & Karol (Queen's Terrace) Woodside, D. T. B. S. Marker (Statistic Circuland, h. Geldfarth, Phil (Village Barn) NYC, DR. Oonrilke, August (McAlpido) NYC, DR. Cooding, Sally (Kit Kat) NYC, NO. Geodman, Henny, & Oven. (Paramount) codiman, Henny, & Orch. (Paramount) NYC. t. Sodifich, Back (Boyal Palm) Miami, no. sodifich, Back (Belmenste's) NYC, re. Trjach, Boota (International Casino) NYC. DO.

Grave & Juanne (Walderf-Astoria) NYC, b.
Grace & Nikke (Chre Parce) Chl. Bc.
Granados, Asunciae (El Gibbo) NYC, Ds.
Gray, Jack (Wark Lame) NYC, b.
Gray, Jack (Wark Lame) NYC, b.
Green, Mitt (Estel) PHILS, Ds.
Green, Al (Figure Poll NYC, ps.
Green, Al (Figure Poll NYC, ps.
Green, Al (Figure Poll NYC, ps.

ro, Gregory, Don (Rudy's) NYC, nc. Grey, Maxine (Drake) Chi, h. Chi, nc. Grey, Maxine (Drake) Chi, h. Chi, nc. Grey, Armette (Quenn's Terrace) Wood-dide, L. J., nc. Grey, Barrington (Phantation) NYC, nc. Gr., Barrington (Phantation) NYC, nc.

Hadnott, Billy (Clib Continental) Kansas (Clib Continental) Kansas (March C

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

Eghert, Marion (Plantzion) NYC, Dc. Entico, Don (Colosmo's) Chi, Dc. Erickson, Dorothy (Brevoot) Chi, h. Esquires, Three (Commodore) NYC, b.

Dunce Store (Heavywork Line) NYC, no. Dunce & Krutch (Ambassafor) NYC, h.

Enquires, Three (Commodore) NYG, b.

Farrar, Jane (Locous) Philas or,

Parrar, Jane (Locous) Philas or,

Parrar, Jane (Locous) Philas or,

Parrar, Dalves (Commodore) Philas or,

NYG, no.

Parrar, Chadys (Commodore) NYG, b.

Parrar, Chadys (Linney Reilys) NYG, po.

Parrar, Chadys (Linney Reilys) NYG, po.

Parrar, Chadys (Linney Reilys) NYG, po.

Parrar, Michael (Canhol NYG, b.

Parrar, Michael (Canhol NYG, b.

Peris, Challes of Tennis (Ivan Prankes) NYG, b.

Peris, Challes of Tennis (Ivan Prankes) NYG, b.

Peris, Challes of Tennis (Ivan Prankes) NYG, b.

Peris, Challes of Commodored (Canhol NYG, b.

Parrar, Parrar, d. Co. (Maloos Chall NYG, b.

Parrar, Jane (Locous) ton, O. Fink, Harry (Bex Bar) St. Louis, c. Fitmatrick, Jimmy Intuiter, Boston, h. Flash & Dash (Kit Kati NYC, Se Flunch, Bob (Chr Matrice) Montreat, Can.,

Dec. Marina (Weldorf-Astoria: NYC. h. Soverton, Connicle (La Marquise) NYC. nc. 1919ing Whirles (Villace Barn) NYC. nc. edge whirles (Villace Barn) NYC. nc. Artonio, nc. district Club) Ban Artonio, nc. otc. Herbett (Edgewater Beach Hotel) Sole, Hirbert tongs and the Coh. h. c. Chi. h. c. Chi. h. c. Chi. h. c. Chi. c

NYC, no.

Yeed, Carl, & Co. (Earle) Washington, D. C. L. urman & Lorrains (Vogue) NYC, re.

Gabby (Merry-Go-Reund) NYC, Dr. Gattes, Past (NR Ket) NYC, in the Castes, Past (NR Ket) NYC, in the Castes, Past (NR Ket) NYC, in the Castes, and Castes (NR Ket) NYC, in the Castes (NR Ket) (Terrace Garden) Rochester. Gallia, John (New Manquette) Poors, III., h. Garden, Markel, & Marvin Kane (Garden, Markel, & Marvin Kane) (Garden, & Gyry) (Fine) (Markel, Carlo) NYC, in the Castes) (Markel, Markel, Ma Oates. Counde (New Yorker) NYC. h. Caudamith Boos. (International Casino) NYC. Gavitte, Rex (Place Elegante) NYC, no. Gayle, Zackie (Rudy's) NYC, no.

Hannoo, Jos. & Oloria Merrill (Common-wealth) Boston, h. Hannoo, h. Hannoo,

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February, Mark (NI Real) Hamilton, O. De.

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Hills, & Brieber (Hills) Gull, NYC, Be.

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Holy (Hill) (Hill Mood) (Core) Janat, N. Y.,

Hooker, Frynander, Golden, Glaber Syde, Br.

Howard, Wills & Brosses (Broile Phila, L.

Holyson, Mark (One Preferons) NYC, Be.

Hyde, Rerman (Blate) NYC, E.

NYC, E.

NYC, E.

Ice Ballet (Boston) Boston. Idder's Trio (Bookevelt) Pittsburgh, Pa., h. Internationals, The (Madison) NYC. h. Irving, Jack (Barry's New York Cabatel) Chl.

Jackson & Nedra (Royale Prolles) Chi, ne. Jacquellae, Mignae (International Castao) Jackson e. Signae 1440 Cili, no. NYC, ne Ritz (686 Cilu) Cili, no. NYC, ne Ritz (686 Cilu) Cili, no. NYC, re. January of Prancel NYC, re. January Five (Rosy) NYC, s. January Five (Rosy) NYC, s. January, Five (Rosy) NYC, Abardy Dellers (Half Moon) Coney assembly Y. Ballers (Half Moon) Coney assembly Y. B. Y. Brider, & Buddy (Beverly Hills) terinier, Walter, & Buddy (Beverly Hills) terinier, Walter, & Cotton NYO, ne. behing & George (19th Century) Phila, ne. behing & George (19th Century) Phila, ne. behing & George (19th Century) NYO, ne. Second. Hay (Queen Mary) NYO, re.

Jone & Patrica (El Chico) NYC, nc.
Joy. Charles & Catherine (Pentheuse) Baltirower, no.
Joyce, Jack (Roumanian Village) NYC, rc.
Julian, Den & Marjocle (Stevens) Chi, h.

Kelory & Margie (Hisck Cas) NYC, 700. NN Carlo RM New York New Yor

Kavan, Alice (Golesinova) Gal, ne.

Kaya, Ratya, & Kay (Reynde Predict) Chi, pr.

Kaya, Robins, & Paspbaya (Marriet Tawero)

Kaya, Bobby, (Egrptian) Wilang, IL, pr.

Keller Gutters (Golesian) Dayton, O. C.

Keller Gutters (Golesian) Dayton, O. C.

Kenny, Phyllin (Fran Cerleila) NYG, h.

Kenny, Nick (Bohate) NYG, L.

Kenny, Nick (Bohate) NYG, L.

Kenny, Robins, Charles (Robins)

Kindalay, Nicelian (Robins)

Gloff, Bitth (Greenwich Village Cassing Pro-ting, Lui (Budyn) NYC, no. Congan, James (Gog Booge) NYC, no. Congan, James (Gog Booge) NYC, no. Gopti, Triday (Rody's) NYC, no. Gopti, Triday (Rody's) NYC, no. Gopti, Pricence (Bi-Bail Cit, NYC, no. Gopti, Pricence (Bi-Bail Cit, NYC, no. Golat (Pair) Hattleburg, Miss. Gopt, Pricence (Bi-Bail Cit, NYC, no. Golat (Pair) Hattleburg, Miss. Grankh, Horman (Badger) Merrill, Kruser, Ed (Havarian Rathhattler) Hohas Gir, Mee, G.

LaMarr, Henry (Gay 106) NYO, ne. dadarr, Barbara (Zimmerman's Budapent LaMarr, Barbara (Zimmerman's Budapent Lawren, Fand (Balabe Chib) Mismi, ro. Lav Yenn, ean (Bashee) Chib Chi, ns. Ladel, Wioczek (Boscell Brooklyn, N. Y., h. Lane, Judy (Miradori NYO, ns. Lary, withou Niverel NYO, ns. Lary, withou No. 6 (Word Sirved) Byokane in January (Nathana) Byokane in January (Nathana) Niverel NYO, ns. Larye & Growth Sirved) Byokane in January (Nathana) Niverel NYO, ns. Larye & Growth Sirved) Byokane in Santa (Nathana) Niverel Niverel Niverel Byokane in Santa (Nathana) Niverel Byokane in Santa (

John J. Frysch G. (Secondary contains weak).

JY, Lin, Y. Vee (Boart Lines). NYC, b.,
Lawrinner, Lawrine (Trefts) Cirectain, S. Lawrine, Lawrine (Trefts).

Lawrine, Lawrine (Trefts). Cirectain, S. Lawrine, Lawr

Ind. no. certs. Buddy (Kit Kati Houton, re. certs, Buddy (Kit Kati Houton, re. certs, Texas Jim. & Cowboys (Blate) NYC, t. const. Jack (Commodere) NYC, h. bluse, Frank (Hi-Hat) Chi, no. Lidda & Feller (Yumuri) NYC, nc. Lidda & Feller (Yumuri) NYC, nc. dt. Bernie (New K & Chib) Haltimore, nc. lidows, Jesife (American Manic Hall) NYC,

Lidony, Leelle (American Scholl many Ive-Lutie Sacht, Three (Bertelottivi) NVC, ra-Lutie Sacht, Three (Bertelottivi) NVC, ra-Lutie American (et al. 1988) (1988) (1988) (1988) Loyanne & stensied (Bacchawati Cul, ra-loyanne & stensied (Bacchawati Cul, ra-location, Ada) (Wivel) NVC, Location, Physica (El Conto) Prof. 2018 (Location, Physica (Bacchawati Cul), ra-loyanne (Bacchawati Cul), ra-royanne (Bacchawati Cul), ra-

M

McClelland, Reed (Weylin) NYC, h. McConnell & Moore (Aloha Show) Hexolulu. McColland, Bedfore William, Showe I sensoliti.
Hawaii.
Hawaii.
Milliamore NYG.
McColly, San & Gine (AddSpin) Phila h.
McColly, San & Gine (AddSpin) Phila
McGon Hope (Phila)
McGon Hope (Ph

nc.
Manning, Len & Milti (Congress) Chi, h.
Mannin & Strafford (Chicago) Chi, t.
Marollia (Russian Art) NYC, re.
Manya & Zamette (Ches Maurice) Montreal

mira de Zanette (Chies Mainrice) Montreal,
Mara (Perroquet) NYC, ne.
Marco, densational (Silver Bowl) Sacramento, Catil., 22.
Control of Control Section (Control Section Control
Crobick, Inc.) Circuis Sacramento 14-13.
Marino, Pjecia (Wirel) NYC, re.
Marino, Los Trocadero) NYC, ne.

uts, Resalind (Drake) Cht, h. pulses, Three (La Marquise) NYC, us. Patsy (College Inn) Sherman Hotel

MARTIN, MOILE (THIS MARTINA INOC.
MARTIN, MOILE (CHIS MARTINA) MINSURE, INMARTIN, OPER 1 FRUITY NYC., DE.
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MARTINE, SAB. (MARTINE TEXT DES) NYC., DE.
MARTINE, MILL (MAYOP-MARTIN) NYC., DE.
MAYTER, MILL (MAYOP-MART) NYC., DE.
MAYTER, MILL (MAYOP-MART) NYC., DE.
MAYTER, MILL (MAYOP-MART) Mayfield, Katherine, Singers (Quren Ma NYC, Dc. Mayo, Buddy (Egyptian) Witaug, Ill., Dc.

eagowbrook Boys (Hollenden) Cieveland, h. gene Bisters (State Line): Kamas City, Mo.

Shah, Lot (Madion) NYC, h.

Shah, Lot (Madion) NYC, h.

Shah, h. (Madion) NYC, h.

Tati, Pates J. (1994).

Shah, h. Bres. & Little Daisy (Clyde Thomas

Plan. Breen, & Little Dalby (Cipue Internal Delta). Breen, Christopher, Death (Pere Marquette) Proris, Breen, Breen, Cipus Balbows Roomin. Marphy, Dean (rett El. h. Els. h. trers, Helen (Badio City Rainbow Room) Street, Helen (Radio Street, NYC, Rc. NYC, Rc. Myers, Timmle (Cinb Royal) Chi, nc. Nyus (College Inn) Chi, nc. Strie & Pacand (International Garino) NYC,

Nyra (Ches Maurice) Montreal, no. renzo (St. Regis) NYC, h. a Diaz (Piamingo) Orlando, Pia., n & March (20th Club) Milwaukee, ne y & Norman (Bamboo Gardens) Wa irindry d. Norman (Bammoo Gardella) Walin-laydon. Re. Holfe, Mildred (Rudy's) NYC, nc. Fewton, Dong (Statier) Boden, h. Fewton, Peggy (Rickory House) NYC, nc. Relation, Eleabore (Crish) NYC, nc. Holfe, Kenny (Bar Hollow) Hollywood, nc. Holfe, George (Bouthern Dinner Gub) Hous-land, George (Bouthern Dinner Gub) Tex., no. Kit (Times Square Orill) Rochester, N. Y.
Schlemen (International Casimo) NYO, ne.
Sermita (El Chico) NYO, ne.
Scholad, Nancy (White) NYO, h.
Norchalants, Three (Falmer House) Chi, h.
Norchalants, Three (Falmer House) Chi, h.
Norchalants, Three (Falmer House) Peoria, h.
Norchalants, Three (Falmer House) L. L.
Norchalants, Three (Falmer House) Peoria, h.
Norchalants, Three (Falmer House) NYO, ne.

0 O'Donnell & Blaire (Livie) Indianapolia, t. Oaks, Four (Colonial) Dayton, O., t. Okos, Four (Colonial) Dayton, O., t. Oras, 18t. George) Brooklyn, h. Crites, Bosita (Tumuri) NYC, he. Crites, Bosita (Tumuri) NYC, h. Crites, Jos (Trockadero) London, he. Ortes, Jos (Trockadero) London, he. Ortes & Fatrockadero) London, he. Ortes & Fatrockadero) London, he.

Palmer & Dorcen (Weinman's Orill) Trenton, N. J.

Potro, Pencho, & Beto (El Tiroli) Dallas, De,
Paciola, Margaret (Gay 100) NYC, De,
Page, Lyfe (Egyptian) Whaug, Hi., De,
Patchi, Prank (Havey-Piaza) NYC, h.
Patchi, Prank (Havey-Piaza) NYC, h.
Patcher, Loq (Anchor Chab) Sanducky, O., De,
Patcer, Loq (Anchor Chab) Sanducky, O., De,
Patcer, M. (Yranningo Park) Miann Beach, Fis., p. suraga, Senorita Grazicha (La Rue) NYC, re. strich, Frank (Savoy-Plaza) NYC, h. skricola, Tom (Billy Bose's Casa Manana) TOTAL TOTAL CHILD'S DONE CAME DESCRIPTION OF THE STATE OF Albert, & Co. (Tivoli) Melbourne, ralin, Dec. 20-Mar. 13, t. Jack (Roxy) NYG, t. ce, Ocorge (Capitol) Washington, D. C., t. Price, Jesse (Dante's) Kansas City, Mo., nc. Priichard, Emma (Dante's) Kansas City, Mo.,

NYO, no. (Billy Rose's Casa Manana) Queens of Rhythm, Pour (Embassy) Jackson-ville, Pla., no. Quroe, Ramon (Dimitria Club Gaucho) NYC, R

Rabold, Rajah (Pissta) Havans, Cubs. ne. Raborn, Beth (Queen's Torrace) Woodside, I. I., ne. Rebourn, Bust (Queen Mary) NYC, ne. Rabo, Bryant & Young with Einclair Twins Ball, Gally (Ed. t. Bridall Sisters (Yacht Club) Chi, Ec. Bandelph, Amanda (Black Cail NYC, no. Bandelph, Amanda (Black Cail NYC, no. Bandel (Waldorf-Autoria) NYC, h. Bare, Frince & Clark (Walton) Phills, h. Bare, Viylan (Mirador) NYC, no. Bare, Viylan (Mirador) NYC, no. Bare, Dische (Badio Carlo) NYC, no. Bare, Bris (Badio Carlo) NYC, no.

Sir & Nakii (Rodio Gity Rainbow Room)
Hoferof & Wallace (National) Havena, Cute,
Sal. 288-Feb. 1.
Sal. 288-F

Rice, Rossia (Rainbow Room) Rockefeller ster, NYC.
rts & Parley (New Yorker) NYC, h.
rton, Bill (Cotton Club) NYC, nn.
well, Doctor (Billy Rose's Cara Manana)

ne, Larry & Adele (Washington-Yource) port, La., h. odgers, Larry & Aode (Wamington-rouses Surresport, La, N. 1997). Survey of the Con-Surresport, La, N. 1997. Survey of the Con-cortigues, Federa (E. Treel) Ibadias, go. coffigues, Federa (E. Treel) Ibadias, go. coffigues, Federa (E. Treel) Ibadias, go. colph, Wynos (St. Grouge) Brookrya, h. ciph, Wynos (St. Grouge) Brookrya, h. N. 1997. Survey of the Constant of the Con-ton of th

Roschock, Priv (Bull) Rosc's Casa Manhan Bold & Bhay (Whitergarfen) Berlin, t. 1803. Inl trast Contral NYC, B. 1804. Inl trast Contral NYC, B. 1805. Inlend the Contral NYC, B. 1805. Inlend 1805. Inlend NYC, B. 1805. Inlend 1805. Inlend NYC, B. 1805. Inlend 1805. Inlend NYC, B. 18

Sahli (Plantation) NYC, nn.
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EL Martin (Le Mirage) NYC, nc.
El Mirage) NYC, nc Sil, Merita ter Penties convers: Accept the Accept the

NYC, nc. haw, Wini (Billy Rose's Casa Manana) NYC, sayne, Al (Queen's Terrace) Woodside, L. I. Bebe (Rodr's) NYC, nc. din, Eleanor (Radio City Rainbow ore) NYC, nc. man, John (Tampa Terrace) Tampa, Ethri (Netherland Plaza) Cincin-

Thus, Sthill (Netherland Flats) Gross-Lett b. Lett b. way Larry (New Brunswick) Lakewood, J., h. J., h. & Sonny (State-Lake) Chi. t. & Sonny (State-Lake) Chi. t. eer & Coleman (Leraggi) Boston, c. lluy, Phil. & All-Oiri Band (Tower) Kan-(City, Mo., t. ly, Jack (Oakwood Inn) Allentown, Pa.,

ne. indier & Rose (International Casino) NYC, c. rr. Jack (Harmony Chub) Jackson, Mich.,

DC.

celes, John (Yach) Chi, m. Milvaukee, a. common commo

Tanner & Thomas (Perk Central) NYO, h.
Tatum, Art (Pamous Door) NYO, ne.
Tautman, Paul (Ambassacor) NYO, h.
Tenspeton, Alee (Radio Gity Rainbow Room)
NYO, De. NOTE OF THE COUNTY OF THE COUN

THE TITANS

"RHYTHM IN SLOW MOTION" Direction MILES INGALLS. International Theatrical Corp., New York.

Tidale Trio (Le Mirage) NYG, ne.
Tilasa (Faradise) NYG, ne.
Tilasa (Faradise) NYG, ne.
Griff, Nyg, Tudale Gity Rainbow Room &
Griff, Nyg,
Tomack, Bid (Boyale Prolites) Chi, ne.
Tomack, Bid (Boyale Prolites) Chi, ne.
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1nd., 7.
Trang, Minnis (Coha Wooter) Litt Crienza,
Ammist (Coha Wooter) Litt Crienza,

Troisky, Vera (International Casino) NYC, adours, Three (Dimitri's El Caucho) no. , Les (Yacht Club) Chi, no. Smiling Tex (Tower Inn) Lyons, Ill.,

Vaccaro (El Gaucho) V.C. nc. Valore, Vern (Club Blace) Civveland, Bc. Valore, Vern (Club Blace) Civveland, Bc. Valor R. Revert (Gally Charset) Strussils, 6. Valorda, Henry (Armande's) NYC, nc. Valorda, Henry (Armande's) NYC, nc. Valor (El Facil) Albagicaque, N. Valor (El Facil) Albagicaque, Valor El Valor (El Valor Valor) Valor (El Valor Valor Valor Valor Valor Valor Valor Valor (El Valor (El Valor (El Valor (El Valor Valo DG. Varone, Joe, & Sparkitties (Club Lido) South Hend, Ind., Dc. Velos & Volanta (Flara) NVC, h. Velos & Azeria (Harmy Callants) NVC, re. Velos, Azeria (Harmy Callants) NVC, re. NVC, h. NVC, h. NVC, h. NVC, h. Vernou, James & Co. (Pal.) Caveland, t. Vernou, James & Evelyn (Anthasasder) Vernon, James & Evelyn (Ambassador) NYC, h. Vesport, From (Chicago) Chi, t. Vesloff, Florin iffraja Frolica) Chi, no. Victors, Joan (1214) Fhlia, no. Victors, Joan (1214) Fhlia, no. Vincent e della (Rillimore) NYC, h. 128. Valerie (Rillimore) NYC, h. Vol., Carlos (Volumi) NYC, pc. Vodery's Justicers (Oston Cich) NYC, no. Voella, Sinda (Russian Art) NYC, ro.

Wade & Wade (Leragit's) Boston, no. 2006 Marching (Edarry 2 New York Cobbert) William (Leragit's) Now's Cobbert) William (Leragit's) Now's Charles (Leragit's) Now's Charles (Leragit's) NYC, no. 2006 Marchine, Leragit's (Ederated NYC, no. 2006 Marchine, Darlows) (Ederated NYC, no. 2006 Marchine, 1988) (Edward Nyc) (Edward 1988) (Edward Nyc) (Edward 1988) (Edward Nyc) (Edward Ny SYC, De. NYC, De. Peber, Buddy (Club Maytag) Phenks City.

Weems, Ted, & Orch. (Stanley) Pittsburgh, L. Weich, Muriel (Le Marquise) NYC, no. Weices (Derchaster) London, h. Wehle, Heien (Embassy) Jacksonville Beach, Fla., or. d. Heren (Plantation) NYC, nc.
h. Henry (Plantation) NYC, nc.
h. Henry (Plantation) Baltisport, nc.
Art (Chateau) Chereland, nc.
Willio & McChiny (Billy Rose's Cash
ann) NYC, nc.
Francylla, Ind., 3-5, t.

indian perty that along cony indian, income con the control of the not. Woods, Johnny (Ches Parce) Chi, no. Weight, Edythe (Commodorel NYC, h. Wright, Jack (Wilsge Brewery) NYC, no. Wynn, Henry, Trio (Park Central) NYC, wyse Jr., Ross (Colombia) Dayton, O.,

X Sisters, Three (Pal.) Cleveland, t.

Yanyego Voodoo Dancers (Yumuri) NYO, ne. Yum, Helen (Leon & Eddlers) NYO, ne. Yvonne, Princess (Plaza) Dayucase, Pa. 4-5; (Cathedral) New Cattle 7-9; (Columbia) Extransia 10, t.

Zera (Armando's) NYC, no. Zee Zee, Mile. (Leon & Eddle's) NYC, no. Zee Zee, Mile. (Leon & Eddie's) NYC, mg. Win., no. Zoia, Leonore (Mario's Miraose) NYC, nc.

DRAMATIC AND MUSICAL

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

Abbey Piapusi (Boya Alexandra) Turouto, Abbey Piapusi (Boya Alexandra) Turouto, Canada Abbey Piapusi (Boya Alexandra) Turouto, Canada Abbey Piapusi (Boya Alexandra) Piapusi (Boya Alexandra) Piapusi (Boya Alexandra) (Boya Alexan

Tovarich: (Selwyn) Cht. Tonight at 8:30: (Harris) Chi 30-Peb. 12. Wine of Choice: (Shubert) New Haven, Conn.

Women, The: (Billimore) Los Angeles. Yes, My Darling Daughter; (Geary) San Prancisco. Yes, My Darling Daughter; (Flymouth) Bos-ton You Can't Take It With You: (Cog) Cincin-nati. You Can't Take It With You: (American) St. Louis.

Louis and Folia and Folia (Manerican) Bg.

Folia Can't Yako B With You: (Majestie) Beomington. Ill., 2: (Majestie) Peeria 3;

Etm. Loop Beometric Communication of the Co

HIRST CIRCUIT SHOWS

(Week of January 50) Bailying (Week et Jamesty 30)
Bailying (Pripriam) Resolving Pa., 2.
Direy Bassing, 100
Direy Damester, 100

MISCELLANEOUS

MISCELLANEOUS

Hirb, Mascien, M. Octor, N. C. 2; Clinton
3; Ranalet 4; Shithotty 7; Granule Falls, 8;
Norston 9; Licocolaton 15; Cherrytille 11;
Erandina Magician; Ritts Valoots, Ca. 2;
Critici, Dialin 2; Changray Milledgeville
Brandina Magician; Ritts Valoots, Ca. 2;
Critici, Dialin 2; Changray Milledgeville
Daniel, B. A. Marcican; Albennarie, N. C. 4;
Delle Marcican, C. C. 1;
Delle Marcican, C. C. 1;
Delle Marcican, Phys. 3;
Creen, C. 1;
Delle Marcican, Phys. 3;
Creen, C. 1;
Delle Marcican, Phys. 3;
Delle Marcican, Phys.

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The Forum

I noticed in Midway Confab in a recent issue of The Billboard that P. T. Blith reported from Chicago that there recent to be a second to be a control to the control to the control to the confus pitchinen with cernivals. I think cannot provide the control to the knows why. If the thinks we have the control to the control

The Billboard

For Shortage of to some extent. one expect to get Candy Pitchmen good.

for \$2 to \$3 a day, the pay being offered? For the past five years I have been pitching, talking and grinding on carnivals. Thy and get or more. But no, just a safary, and a very poor one at that. So I pitch my own merchandiae, and when I take over a show it also will be mine or at a decent support a wife and two chiefers. It is support a wife and two chiefers. It is tend to have an unborn show this year the big end. It here someone for \$2 a day just like the sext, but I won't say limit to the sext is the sext and the sext an percentage, as I need to make enough to

New York. Having in younger years conducted both a burlesque theater and a bur-lesque show (Empire Circuit) very suc-cessfully, I feel qualified to express my

opinion as to what is necessary to save burlesque. In for-mer days, when burlesque was at mer days, burleque was at its zenith, the cor-rect formula for a show was spice and voluptious-today it is bur-S. A. Is Poor

Burlesque B. O. and ness; today it is filth and nudity. The present-day bur-

lesque showmen seem to have only one angle in mind—sex appeal. As a result, a goodly proportion of the men and women who would be glad to patronize

weenen who would be glad to patronize when the hearts regularly, as of old, have been driven away. In the part of simply had entertainment and therefore boresome. Lessees of burlesque theaters do not realize how they are kicking good fortune from their doorsteps. In most cases their houses are just big enough to put over rollicking, unctueus comedy, something the massive picture theaters

I believe I could take a house of this I believe I could take a house of this description in New York and put on a scenario of the secretary of the

I got my first copy of The Billboard in Rome. N. Y., about 1922, the year that Otls L. Smith got some flat cars from the World at Home Shows. I have not missed many copies and, altho I have

Never Heard Never Heard never written beReal Ride Man for the Light had to
Called 'Roughie' the called 'roughtes'. I have me being called
"roughtes". I have me being called
"roughtes". I have me being called
"roughtes". I have being called
"roughtes" but they are not ride men. A
"roughtes" but they are not ride men. A
ride man is one win can go into town
and take a crew of men that never saw
time and also keep, the ride, looking never written

time and also keep the ride looking

good Mrs. Ella argio fra. C. E.

Burgorin, Mrs. Gers Burke, Douna Burke, Mrs. J. Burke, Mrs. J. Burke, Mrs. F.

Herry, Mrs. Surveil, Viol Soult, Jennia Bother, Mrs.

Mrs. It.

waleder, He shell, Mrs. seron, Ann schell, Mrs.

Exthe

Cook, Elisabeth Babe Cooley, Mrs. Stella

B. F.

Detroit. Having been an ejectrician at the Cadillac Theater, Detroit, for 13 years, I have seen a few burleaque shows. Every other week the same bits. Half of the comics wanted to be a Ted Healy or Eddie Canter. Who

Tells What's Wrong With **Burly Game**

comic wearing a tux in burlesque? Why not the old-time make-up, so they can mug and get real laugh ? Also, the wome

like the oldtimers did? Also, the women formerly had to be able to sing and get two or three seneres. The trouble loday is the coming are not sustained as the coming are not sustained to the senere that the senere selec has a new piece of business and then they grab it. Women don't have to strip to get by, ket them bruth, and show form, but not mudity, and they will get by. Let owners get clean secsery and et the girth. The business of the senere senere and the senere senere and the senere senere senere and the senere sen like the oldtimers did?

Columbus, O. On a number of occasions one of your scribes referred to me as the self-styled minatest king. For your information and to place him right I wish to state that about 55 years ago Col. J. H. Haverly owned and operated the big-gest, best and most

Minstrel King Still Lives. Says Vogel

expensive minstral show on the read. He used the title of the Minstral King. The title of of the Minstree
his show was Haverly's Mastodon Minstrele, 40, count 'em. The day Colonel
Haverly passed out my show was playing
at the Cambria Theater, Johnstown, Pa.
The editor of The Johnstown Daily New
wrote an editorial on the Colonel's death. In the editorial he stated, notwithstand-ing the fact that Colonel Haverly had passed on, that the Minstrel King atill lives in John W. Vogel, and I have used the title from that time up to the pres-ent and I feel that I am justly entitled to it. I am now nearing my 75th birth-day and am pleased to say enjoying per-fect health. I think I am the oldest living minstrel manager in point service. JOHN W. VOCEL.

Duluth, Minn May I have space to thank those who have been interested in the progress of my research and to inform them that

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ulation of Any Amuser by in the World Member Audit Bureau of Circulation Published Every Week

February 5, 1938

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reader, fine technique, modern take off. Young, experienced. State all in first. Panics lay off. TED HERZOG, Boonville, Mo. TENOR SAXOPHONE — TRANSPOSING ALTO FARS at sight. Doubling Clarinet, good plane, some Trumpet. Read and fake anything. Union. Write, den't wire. GOSS, 6135 W. Wayne St. Lima, O.

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bertain and M. C. BOB KEMP, Hotel AT AT LIGENTY -- Transpet, 1st er 2nd, fing, Andrews, Open after February 1. PAUL ROVUE Albert Hetel, Abbert Lea, Minn. 1st. Prefer second. Modernials. Prefer wexted, Modernials. Prefer wexting for you with maste as aid.
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this. Write

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VAUDEVILLE ARTISTS

en Dwarts GEORGE CAMPBELL.

Block Lick, Pa.
FFMALE IMPERSONATOR Plots Described to the Company of the Company

AMERICANS SCORE-

(Continued from page 4) eccentric dancing and the cute offer-ing of the personable Miss Estes. No less successful are Charlotte Arren and Johnny Broderick, who lay them in the aisles with their Opera in the Ruff, in which the girl's vocal acrobatics are a riot, Act is a panic, with plenty of novelty and comedy and enhanced by novelty and comeny and companies perfect timing and showmaniship.

persect timing and showmanship.

Eddle Marcel, monologist on skates,
is an efficient emsee, getting plenty
of laughs on his purposeful part falls.

Archie Byrde stands out with amazing
stilt work on ice skates. Albert Enders
and Sadle Cambridge, champtons, shize with expert and graceful skating, and Hope Braine is a abow-stopper with miraculous leaping over barrels and obstuctes.

strom Brothers, ice-skating clowns, and Rudie Angola and his prop horse act. Tris Goater, child prodigy; Bruce Mapes, dancer; Harry Torani, yodeler, and Elsie Derksen, figure skater, all do well with their individual contributions. Carnival at Night, with which Suffaer-

land ends, is a gorgeous triumph of staging and lighting effects. Drawing capacity business. Bert Ross.

PAMAHARIKA'S Fanceis Arting Cochadoos-

ICE REVUE-(Continued from page 4)

HAWAHAN TRIO-Wall

Two Fokkers, which clicks nicely altho losing much of its punch thru having to follow Dolin and Marita Bellia, whose beautiful spins and pirouettee rather dull the effect of the spins of the small Fekker, which are the main element of the set. Entire second half takes place on total is practically nothing but a series of

ann is practically nothing but a series of skatting entitletions. Among the skaters featured are Maria Bellin, Arne Lie, Jac-quetine and Perereto Vivee, Fried Gil-lard, Raymonde du Dief, Egon Kment and Pried Havel. All are clever skaters, but only a few know how to sell their stuff to a theater audience. Miles Bolita sells to a theater audience. to a theater audience. Miss Boilta sella ber akating bits in proper fashion, as do Arno Lie and Fritzi Gillard, but the rest of the skaters come on with frozen muga. Result is that the repetition of spins and gibling becomes monotonous. Members of the chorus, when on akates, appear of the chorus, when on akates, appear of the chorus, when on akates, appear to the chorus of the chorus of the chorus tempo. We also the chorus of the chorus of the first in the expenditude occurs for the flaws in the ensembles.

Unless more comedy and punch are in-jected into the revue the show is headed straight for the cold storage warehouse. MAIL ON HAND AT

Theodore Wolfram.

LETTER LIST-(Continued from page 38)

(Continues).

Mrs. Mrs. Nullican, Wm. A. B. Pagory, France Len A. D. Fulles, Am or, David Valda Paul Valcotine, Valles, In Phillip

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Haar, James Holberg, Lafford

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Rayen, George King, Frank Buck Klaus, Edgar (Edgle) Krause, George H. Rrews, P. H. ST. LOUIS OFFICE P. Robert

Eddie Lew H. Mrt. and Eddle Sunkle

Howard Doesld F.

w Hath

200 Arende Bidg. Parcel Post Clarks, Charles H., Hallis, Decotter, 6e Women

flackerstop Ir., Mrs., Elizoce, Mrs., Cheerge (I. Haber, Miss. Eatella Grace, Mrs., Hester, Mrs., Histor, Mrs., Kling Beille, Hishop, Mr.

Hishop, Mr.

Harley

Block, Miss Laure

Boren, Mr.

Buckler, Mr.

Cook, Physiis

Co

Men

Figure E. Harry E. Harry E. E.

Halmi

McCoy Lining Up Staffs

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

CHICAGO, Jan. 22.—The offices of the Col. Tim McCoy Wild West here are a manager, was laid up for a short time with a severe cold but is back on the fob. Manager 8. L. Choolin has been in the safety of the collection of the coll

well-known Wild West man, is engaging

Several important staff additions are expected to be announced shortly.

Russell Same Size: Will Be Improved

With De Improved.

BOLLA Mo, Jun 29.—Preparations are under way at quarters of Russell Brook-Circus. C. W. Webb, manager, is work-circus. C. W. Webb, manager, is work-chiat the show, while remaining practically the same size as is steenen, will be generally improved and foned up, visit to Carter Brook. Circus turing its engagement in Peoria. III., enloying visits with Nick Carter. Harold Voise, Jimis with Nick Carter. Harold Voise, Jimis with Nick Carter. Marold Voise, Jimis William Carter Brook Lines. Fisher in Bloomington, III.

Bloomington, III.

Bloomington, III.

Bloomington, III.

Bloomington, Blook and Frances Fisher in Bloomington, III.

Bloomington, III. "Diffus arrived last week from Little Bock and are apending some time in quarters. Ray Blankenship, who has been in Texas meet of the winter, meent visitors included R. M. Blarvey, Harry Boran and the latter's mother, meent visitors included R. M. Harvey, Harry Boran and the latter's mother, meent visitors included R. M. Harvey, Harry Boran and the latter's mother, meent visitors included R. M. Harvey, Harry Boran and the latter's mother harry boran and the latter's mother harry beautiful to the Coast from their home in Wilconsin: Ted, Joe III St. Louis Bob and Prance Fisher and Charlie Fisher and wife, on route from Bloomington to Hot Springs. The Commission of the Charlie Fisher and wife, on route from Bloomington to Hot Springs. The Webb's direction this winter, the cleves motif being carried out to attractive advantage in the deceasion."

Dakota Bill Opens May 7

Dakota Bill Opens May 1 CROUSE, N. C., Jan. 29—Dakota Bill's Circus will open here May 7 under a 140-cent will open here May 7 under a 140-cent Manager M. L. (Dakota Bill) Baker is playing indoors, one and two-night eugapementa a week, presenting dog and varide acts. His wife and daughter are with him. Business is fair.

IABP&B Local No. 121 Elects

WIGHITA, Kan., Jan. 29.—At recent meeting of the Billers' Alliance, Local No. 121, the following infance, Local Warner, vice-president; L. Warner, vice-president; L. Bulches, to the following the present presentative: R. Nichols, Secretary-Freenurer, A. Lamb, G. Peters. R. Roush, trustees,

Siegrist at Shrine Show

LOS ANGELES, Jan. 29.—Joe Siegrist's flying return act was selected to appear here night of January 22, along with 15 nece night of samuny 22, along with 15 other acts, representing the radio, motion pictures, stage and screen, at a special performance given by all Malakah Shrine in Shrine Auditorium for members and friends. Show was booked by Fanchon & Marco.

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.



CARL T. HATHAWAY, who suc ceeded Samuel W. Gumperts as gen-eral manager of Ringling Bros. and Barnum & Bailey Oreus last Decem-ber, passed away at Samsots, Fla. January 25 of a cerebral hemorrhage. Further details on the Final Curtain

Jacobs Training Animals for R-B

PERU, Ind., Jan. 29.—Capt. Terrell Jacobs, animal trainer, assisted by Roy Chronister, authority on the panther and leepard species of ents, is busy at quar-ters here, breaking in a dozen of those ters nere, pressing in a occur or interaction animals, past arrived from Singapore via New York. Black leopards, being trained by Jacobs thru courtesy of Howard Y. Bary, manager Hagenbeck-Wallace Circus, will be delivered to Ringling-Barnum in time for Madison Square Garden

opening April 9.

Shipment will be followed by seven more penthers and leopards rounded up by Frank Buck sooute in Malaya and provinces of India. Second cargo already purchased and stated en route to United States will increase species here to near-

Jacobs, Chronister and John Helliott are busy getting two groups of small cuts acquainted.

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

Cincinnati, Jan. 29.—Bumor in circulation this week was that Terrell Barnum Circum for the New York and Boston indoor engagements and that it will be with the Barnes Circus on the will be with the Barnes Circus on the likely that Jacobs will be with that show. When the rumer was brought to sole correspondent to have varified, he answered, "Unable to confirm Jacobs rumor at present,"

Butler-Braden Rumor Is Spiked by North

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

Carter Closes At Peoria, Ill.

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

PEOGRA, Ill., Jan. 22.—Carter Bros." Indoor Circus played its last stand here January 19-23 and elephants and horeas January 19-23 and elephants and horeas The show was here under the police and it was estimated that 27,500 at-law and the same seatment of the show the policy of the

and played in clown band.
Among visitors were Grace and Tuffy
Genders, Bed and Mickey Steetern and
daughter, Billy Ward, Art and Antoinette
May Ward, Art and Antoinette
Herb and Rose Frening, Bob and
France Fisher and daughter, Mr. and
Mrs. Charles Fisher, C. D. Curtis, Eddon
Day, Bob Porter, Harry LaMar, Mr. and
Mrs. Best Doss, Bernard Smith, Mr. and

Irwin Manager Houston Coliseum

HOUSTON, Tex., Jan. 29.—Al Irwin, or a number of years with Musican Bowers shows and later with Ringde Bowen shows and later with Ring-Barnum Circus, has been appointed general manager of the Collseum and Russi Ball, this city. He had to leave the Ringling show due to illness. In late years he has been Southwest representative for Barron G. Collier, Inc.

actionate for Barron G. Collier, Inc.
The buildings were recently completed
at a cost of \$2,000,000. The Colliseum
seats 15,000 and Music Hail 2,500. Both
over five acres of ground. The South
Texas Fat Stock Show will be held there latter part of next month.

Sonitz Books Shrine Dates for Polack Bros.

SEATTLE, Jan. 29.—Carl H. Sonita, general agent of Polack Bros. Circus, has booked following Shrine Temples; Muskogee, Okla: Albuquerque, N. M.; El Paso, Tex.; Sacramento, Callf. (show will be there for third time); Portland, Ore. San Francisco will be played under auspices of the Sciots, Omer Kenyon and

auspices of the Sciots, Omer Kenyon and Lee Manchell being in charge of promo-tions there. Duke Mills is in Klamath Soutus is now in Seastle, where he has meetings with the Shrine and will also have meetings at Theoma before leaving for Victoria and Vancouver. Amea Tem-ject of the Company of the Company of the later arring date. Is interested in a later spring date.

Storey With Harris Bros.

MAYFIELD, Ky., Jan. 29.—W. D. Storey has been engaged as treasurer and auditor of Harris Bros. Circus. He will go to quarters of show, Nashville, Tenn., best month.

Robert Ringling Assisting in Plans of Ringling-Barnum Show

Ringling, son of the late Charles Ring-ling and a vice-president of Ringling Bres. and Barnum & Balley Gircus, ar-rived here last week for a brief visit. He rived here last week for a brief visit. He is staying at the home of his mother. On arrival Mr. Ringling told reporters that his circus activities have forced his operatio excer to take a back seat for the time being at least. For a number of years he has appeared in buritone roles here and shroad. He is a quarter value of ally, confirming with warrious of which and assisting in plans for the shrew.

the appraisal of the Ringling museum.

A dozon Ringling elephants and 10 camela will appear in the Shrine day parade feature of the Tampa, Fla., Pair

ASIMAGOTA, Tha, Jam. 30. — Goberts Asimating and a vice-president of Ringling and Asimating and Ringling Island reporters that his circus activities have forced that his circus activities have forced at the result of the Ringling Island reporters that his circus activities have forced at the result of the Ringling Island Ringling Ringling Ringling Ringling Ringling Ringling and Ringling Ringling and Ringling Ri



CAPT. W. H. (BILL) CURTIS, veteran showman, will again be super-intendent of canvas on the Al G. Barnes and Sells-Floto Circus.

Throngs at Rites Of Carl Hathaway

SARASOTA, Fla., Jun. 29.—Many pop-ple were at the rites of Carl T. Hatha-way Thursday and a room was filled with floral offerings.

Active pallbearers were William Yeshe superintendent of the Ringling-Barnum wagon department; James Whalen, vet-eran boss canvasman; Raleigh Davidson, eran bose canvasman: Raicelah Davidson, head electrican: Prank Bruden, press head electrican: Prank Bruden, press designed and the property of the pressure of

Dr. Joseph Raton, Dr. John R. Scully.
Circus quarters and offices of the Estate of John Ringling closed at 1 p.m.
hours. Word of the death of Mr. Hathaway brought a tremendous response in
messages of sympathy to both the show and Mrs. Hathaway from all parts of the
country and from foreign points.

Among others who paid their last respects were Courtney Ryley Cooper, George Blood, William Carr, J. C. Donshue, Al Butler and William Conway.

WPA Has Good Biz At Bronx Coliseum

NEW YORK, Jan. 29.—The WPA Petersi Theater Circus closed the second of the series of week-end runs at the proof of the series of week-end runs at the proof of the series of the series

Plans are being made to take show into New Jersey in March. Larry Toms, playwright, was a visitor at Collseum. He is planning a comedy, with the plot to be the WPA Circus. Other visitors here were James Ullman. executive assistant to the Federal Theo-ter director: Jack Raymond, of The North Side News, and Rose M. Stein. I feature writer for the Cell of Youth, reports Wendell Goodwin.

Pelke's Fifth With Barnes

LOS ANGELES, Jan. 29.—Cheeter Pelke will again have the candy stands year, and not on Ringling-Barmun Circus as previously stated. Homer Canter, who has been Pelke's assistant for put who has been Pelke's assistant for put of the Canter, who has been Pelke's assistant for put of the Canter, and Pelke are old friends. They started their circus careers at some time as coffee boys in the cockbourse of the Rarmun & Balley.

Showmen's Club News

Circus folk interested in the activi-ties of the various outdoor showmen's organizations will find the news of these in each issue of The Hilboard. generally in the Carnival Department.



President
MELVIN D. BILDBETH W. M. BUCKINGHAM
716 Evans Edg.,
Washington, D. C.
Norwich, Comp. (Conducted by WALTER HOSENADEL, Edit The White Took," care Schemadel Printing Company, Rochelle, IE.)

Occasion, Robelin, H.)

BOCHELLE, HII, Jan. 29.—J. A. Wagner, Des Molines, Ia., past president of the GPA, is bootsing the establishment of a south of the GPA, is bootsing the establishment of a south where we'd get animals, but where we'd find a place to put them. If the we'd find a place to put them, If the we'd find a place to put them, If the we'd find a place to put them, If the we'd find a place to put them, If the we'd find a place to put them, If the we'd find a place to put them. If the we'd find a place to put them, I think we could have one."

Wagner suggested that the elephant "Mine." owned by the children of Jowa, I'm and the put the the poo.

might be the first "charter member" of the bears in the circus was demanded January 22 when President M. D. Bildreth appeared before the Ways D. Bildreth appeared before the Ways of the Bears of the B tendance is frequently an event in the life of the child

which attends the circus and which atlife of the child.

News of Pat Valdo Tent, Binghamton,
N. I. Frank W. Doland is at his winter

M. T. Frank W. Doland is at his winter

All the Control of the Control of the Control

Im. George Scholderer were forced to

cannot the trip to Havans, Cubs, due

learned the trip to Havans, Cubs, due

her recovery they will go to Samuota

and join the Beadman, triends of 20 years'

certify of threat Philiph and family re
certify of the Control of the Control

All the Control

Members of the Valdo Tent will attend

midwinter circus in the Recreation Hip
midwinter circus in the Recreation Lipit

midwinter circus in the Recr

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ington, D. C.: fans from the Central Tiger Attacks Meyers States Tents and officials of Cole Bros.

At Barnes Omarters

pected to be present.
The John L. Davenport Tent, Chi-cago, met for its regular semi-monthly luncheon at Hotel Sherman January 20. Imprison at Motel Sherman January 20, The affair hated for two hours and mat-The affair hated for two hours and mat-fair the state of the state of

Paris Bills

PARIS, Jan. 24.—Bouglione Brothers, at Cirque d'Hiver, offering circus spec. Outstanding act is that of the Two Cromwells, sensational serial act working at cartene altitude. Also good are the Six Oeorge Wongs in nicety persented routines of contortion, balancing sented routines of contortion, balancing

sented routines of contortion, balancing and plate spinning, and plate spinning. And a contortion to the continuous continuous control of the control of the

Second half is the spec, Adventures of occord han is the spec, Adventures of the Princets of Sheba, which makes use of the sinking floor, transforming the ring into a poel, Spec has weak plot and lacks humor. Provides excuse for paradlacks humor. Provides excuse for paral-ing horses, camels and other animals and big ensembles of dancing girls. Also prefext for forcing a terrified horse to dive from platform into the pool. Public apparently enjoys the spec, which is

dive from platform into the pool. Public apparently enjoys the spee, which is really very mild fare. Pratellini trio of clowns at the Ex-Pratellini trio of clowns at the Ex-Pratellini trio of clowns at the Ex-Pratellini trio of clowns and Antia Kramer, acro conies, and Five Resanchs, acrobasts, at the Boblino Blow Slaters, equilibriats; Nello and Natal, acrobate; Ray and Reps, jugglers, and Carpl and Carpl and Carpl and Carpl and the Mongoden, jugglers, at the Athanburg.

Visiting Showmen In Miami at Mack's Bar

MIAMI, Pla., Jan. 29.—Vlatting show-men are making Mack's Bar and Grill on north Minmi avenue their headquaters. Among those here are Pull Grozin, Jesh (Rokomo). Anders, Prank Burk, Jack Bannan, Czalg Ferstuon, Pat Grier, H. M. Johnson, Paul E. Kramer, Trom Murphy, Sam Marrita, Bartey Mechan, J. J. Sév-Janes A. Whitman, Pete Gree, Elip Win-kle, Andy Kelly, W. R. Henry, Mack Mo-Gowan, Casey Collins, Pous Brothern, Dr. Joseph M. Befferan, Last marned ex-Mack is an old showman, having been Mack is an old showman, having been Mack is an old showman, having been with the C. A. Wortham Shows for a number of years,

Ringling, McCoy Shows Scheduled for Washington

WASHINGTON, Jan. 29.—Thru Melvin D. Hildreth, Circus Pans' Association president, it is learned that dates for local Ringling-Barnum and Tim McCoy Wild West shows have been tentatively

set.

McCoy's show is scheduled to precede
the lig One into Washington by a matter of days. R-B is scheduled here for
May 16-18.

May 16-18.
Altho plans have not definitely been made, there is some talk of Tom Mix Circus returning here. The Mix staff regarded the Washington three-day stand one of the most profitable stands

Malloy Unit Playing Dates in Miami Section

CANTON, O., Jan. 29.—Malley's Cir-cus, under direction of J. R. Malloy, with headquarters here, is playing dates out of Miami, according to information received here. The unit has been play-ing theaters in the Miami area, and one

ing theaters in the Minim area, and one of the feature acts, Mancy Darnell, actialist, is currently at Flamingo Park there, Malloy informed The Billboard representative here he expects to get about eight more weeks in and around Minim before he returns north to ready unit for opening of outdoor season early in May,

At Barnes Quarters

LOS ANGELES, Jan. 29.—Capt. John Meyers, of the Al G. Barnes-Sells-Floto Circus, assisting Mabel Stark getting her cat group ready, was attacked by one of tigers in the act and severely clawed and bruised. He fought off the the control of the con

ported as and set in.

Work in all departments is being rushed, There are, according to Herman Waither, in charge of cookhouse, 105

Arthur Windecker will have the Side Arthur Windecker will have the Side Show. Ed P. Maxwell, local contractor, conferring with General Agent J. Ben Austin. Mark T. Kirkendall, who has had the white wapon with Barnes for several years, has been re-engaged. There were many expressions of deep regret in passing of Carl T. Hathaway,

Bouglione Show in Belgium

ANTWERP, Jan. 24.—Cirque Bouglione is in Antwerp offering new bill with the Keystones, comedy har, Seven Timenones, tumblers, and Seven Hassans, Arab tum-Nouveau Cirque in Obenia. Maximo, wire unliker: Four Selectos, nerobate; Wilson and Carty, tumblers, and Mildys and partner, acrobata, are at the Varieties in Brussels.

Three for Cincinnati

Inree for Gineimnali Cincinnart, Jan. 29.—This city is scheduled to have three shows this spring. Tim McCoy Wild West is slated to appear during last week in April. Hagenbeck-Wallace and Cole Bros' circuiase during May. Cole will show on the downtown lot, Fourth and Smith streets, and the other two on the old lot in Cumminaville.

Hiler Unit in Schools

JENA, La., Jan. 29.—The Hiler Stage Circus is playing schools in Mississippi and Louisiana to fair business, giving mid Lodislama to fair business, giving three performances delivere performances delivered three performances and the fair cludes 10 dogs, 2 pontes, 2 morganism in cludes 10 dogs, 2 pontes, 2 morganism with the fair clude of the fair clude of the fair clude of Morris Broat, Circus, for which Ed Hiller is general agent.

Miami

MIAMI, Fis., Jan. 29.—Leo Hamilton and wife errived here and will make the Police Circus. Will go north for the park season

Jack Elkins, aids-show man, will seave here next mouth to join a circus. Has been off the road two seasons. The Beech-Nut Circus here (me-chanical), with Harcid 1rby manager, continues to draw big crowds. The Beech-Nut company will put out several units on trucks, with the figures enlarged from the present ones

USED TENT BARGAINS

40:00 GELONG ROUND END TENT.

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WHITE TO WAR FEEL WILL.

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OUT OR OWN OF THE TENT.

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WHITE TOO WAR TOO WAR TOO

WHITE TO WAR TOO WAR TOO

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FOR BIG SHOWS—Acts to feature, Joing two or more, Gitts for Iron Jaw, Monage and Chowns, Acrobatic performs: Seal Acts, Novelry Acts, Man to work its Birling Act, Wild W. For Concerns, Electricain casulte Standing 20 K. W. Flants, Steward for Cost Biosse, Fig. 1988. Account of Cost Biosse, Fig. 1988. Acts of Discount Costs and Discoun

R. W. ROGERS, York, S. C. P. S .-- Most Mail received during January accidentally lost, Please write again

BOB MORTON SAYS I WANT MEN

that can handle our entire promotions, those with complete exce-are just cedimery Advertising and Tacket Salesmen. I can use

BOB MORTON

Philadelphia, Pa.

Under the Marquee

THREE LeMOINDS have joined Dressen's Circus Capers. Are doing three acts, featuring Jean LeMoind.

PRED PRANKLIN infos that he is recovering from a sick spell and plans to be with a white top this season.

WARREN (RUBE) SIMONDS, clown, the will be back with Hagenbeckwho will be back with Hagenbeck-Wallace Circus, is wintering in Boston.

E. E. COLEMAN and wife, of Dayton, O., are spending a few weeks at Paim Bay, Fin., with Homer V. Guy, theater operator of Dayton.

C. C. McCLUNG is playing one-day stands in college and school balls and in auditoriums with his zoo of 50 ani-mals. Biz very good. CLIFF McDOUGALL will be in charge of acts at Palm Springs, Calit., Desert Circus to be held next month. Four Jacks will be one of the attractions.

WALTER JENNIER and his seal, Bud-dy, at Beverly Hills Country Club, New-port, Ry., last week, went over for a big hit.

IT WILL NOT be tough this season for the assute showmen, because they know how to create business and go after it.

ERWIN A. BRANNING is wintering in Detroit after being at Soldiers' He Marine City, Mich., for 10 weeks, injured last year on Cole Bros.

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

winter

PAUL JEROME stopped over in Chi-cago en his way to Grand Rapids, where he will work in Orrin Davenport's Shrine

BOB RAE, veteran property man, who has been out of the game for some time, states he expects to troupe coming season with the Kinsey Konsedy Kompany.

EARL SHIPLEY, former clown, did a "Harper Joy" at Peru, Ind., last week, putting on the chalk and grease paint for one night at a local deings.

MARY NORTON, last several with Christy circus unit playing indoor and fair dates, will be with Hagenbeck-Wallace Circus, working ponies and rid-

OWEN (SLIM) WEBB will be master mechanic on Harris Bros. Circus, and his wife, Elizabeth, will present Myster-ies of Bagdad in side abow. Have been with the Rice abow.

BOBBY RUSSELL JR. clown and for-mer butcher, was recently injured on a construction job and is unable to work. Would like to hear from friends. Address 507 Hill street, Franklin, Va

TOM WARD informs that permit has been issued to Hagenbeck-Wallace for Parkersburg. W. Va., May 8. He drove Vernon Reaver, contracting agent, around that city and surrounding towns.

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

J. C. ADMIRE cards that Fred's Kiddie Circus has been doing excellent busi-ness. Unit is using a sound car and two trucks, also canned music for perform-

ERNIE SYLVESTER and wife, of Cole Bree.' Circus, after spending two months in Florida, left for Rochester, Ind. Were guests of Jess Adkins and wife on a two reeks' boat cruise.

LU-LUCILLE and Gladys Dale, last season with the Barnes show, are winter-ing in Los Angeles. Have been visiting with Anna John Budd, who sails Pebru-ary 2 for Australia.

FOUR ORTONS recently finished goven weeks of vaude dates at Metro-politan Theater, Boston. Their mother has been scriously ill in Rosedale, L. I.,

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

winter season with the Plying Seasa-

FRANK MILLER arrived in Samaota last Thursday from New York to attend funeral of Carl T. Hathaway and to negotiate for privileges with Ringling-Barnum Circus

CARL CLARK'S Trained Animal Cir-cus Revue recently played two days at the Auditorium, Kennett Square, Pa, and also filled a date for Bears-Roebuck store, Contesville, Pa.

PRANK B. HUBIN spent a few days in Trenton, N. J., the guest of Elmer A. Kemp, circus fan and showmen's friend. and also visited quarters of Eddy Bros. Circus in that city.

ARE THERE any foot jugglers and barrol kickers fest or contectionists who do a close forward on a revolving pivot? If so, it is not likely that they will have any trouble getting

HERBERT WESEL states that his three-prophe wire act is to be featured on the G. G. Gray Indoor Circus, also at St. Louis Police Circus. While playing Wichits, Kan., the Weber act visited with Jack Moore and the Whitesides.

BILL MACY is rapidly improving in health at Tuccon, Ariz., and expects to be well enough to go out in spring with a big top. Had nice visit with Eddie O'Day, former boss butcher on various

JOE LEWIS, clown cop, playing indoor dates, has been re-engaged with Ringling-Barnum Circus. His final dates ill be Minneapolis and St. Paul for ennie Curtis. Will go to Sarasota, Pla., iddle of March.

SLIVERS JOHNSON and wife, who re-cently closed in Havana, Cuba, are now in Indiana. He and Steve Kinzie have a hillbilly troupe. Slivers is clowning and Kinzie is ahead. Show carries eight peo-ple. Slivers will play Miani, Pla, date for Bob Morton in March.

BILL BRINLEY, circus model builder. BILL BRINLEY, circus model builder, of Meriden, Conn., broadcast on the Hobby Lobby program, Columbia net-work, January 26. He built his first wagons when 9 years old, and after 11 years' work now has an interesting miniature circus.

EDDIE HENERICKS will be with Hageabeck-Wallace, working in riding act. Is at Peru. Ind. quarters, assisting Poodles Hanneford break some new stock for the act. Henericks formerly was with Downie Bros. and Wallace

I. J. WATKINS' animals were at Win-ter Haven, Flar, Fair, also Flying Wards, Merrill Brothers and Sister, Great Tar-zan, Hang elephants and Susie Q. On January 23 Watkins sent an act to Cuba for Santos & Artigas Circus for 10

COL. KIT CARSON JR. will be with Parker & Watts Circus as a feature at-traction. Charles Parker is an old friend traction. Charles carries is all of his, they having trouped on the Kit Carson Buffalo Rauch Wild West, 1911-13. Bert Rickman and Joe Webb, who also were with the old Kit show, will be with Parker-Watte

REGRETS.—The passing of Carl T. Hathaway, recently appointed general manager of Ringling Bros. and Barnom & Balley Circustle was a fine executive and one of the most popular men in the circus field.

CHARLES E. LAND pens that Neal Wimmer, of Cole Bros. Circus, underwent an emergency operation for appendicitis January 22 at Memorial Hospital, Sanford, Fla, and would appreciate heating from acquiantances. During winter months Wimmer is purchasing agent for a Southern fruit company owned by his brother.

PROF. JOHN A. JACKSON recently visited the Laguna Honda Home. Sain Prancisco. to see the circus troupers. Among those there are William Webs. with Al O. Barnes Circus from 1012 to 1939, on and off, as boss canvamman, rewred-seat hose add ticket seller; Trum Candy, boss wagon builder on Barnes show for many years; Eddie Wells, office clerk at hospital, who was a candy



cral seasons side show manager of the Barnes show, will be in charge of the kid shop on the Col. Tim McCoy Wild West this year.

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

ROY BARRETT advises that he will not be with a big top this season. He recently closed two weeks' run at Chi-cago Shrine Circus, making nine weeks of indoor circus dates since October. He of indoor circus dates since October. He has nine more weeks to go. On May 28 he opens with a circus revue to do clown cop before show, produce numbers for afternoon grand-stand show and do second comic at night in revue. Barrett dds that his legs are okeh again.

JOHN R. VAN ARNAM, whose show is in quarters at Opa Locka, near Manni, Fla. has had a number of visitors, in-cluding Mr. and Mrs. Charles Hunt, Harry and Eddie Hunt; William Ketrow and Bryan Woods, operating the Opa Locka Coo; Ray Marth Brydon, W. B. Henry, Daddy and Charlle Beers, also Barnes, of Beers-Barnes Circus is breaking a new pony act also Roger ircus (Roger

REB RUSSELL was a week-end house uest recently of Mr. and Mrs. William . Antes, Evansville, Wis., he having B. Antes. Evansville, Wis., he having trouped with Antes on the Russell Bros. Circus in 1938. Reb was featured on Downle Bros. Slore pass are according to the Russell show during past two years, at present is operating the Leota Theater in Evansville and serving as managing editor of The Evansville Russes, pub-editor of The Evansville Russes, published by the Antes Press.

SMALL TRUCK shows that formerly played the high unionized cities of the East the past several years are due for a headsche in 1938. A campaign is to be waged against the above complying near-since billion. The leterasticeal Alliance proposes that the billing agents of their shows either employ union or either play the bundler where untain APL piketing means nothing.

IN A RECENT issue it was stated that Fred's Kiddle Circus played Crawfords-ville, Ind., January 15, Mell Russell in-forms that Mell's Kiddle Circus was there forms that Mell's Kiddie Circus was there at Vanity Theater morning of January 15, playing to capacity house. Manager of the Vanity had a movie made of the kiddles that lined the streets. Russell adds that he is no longer associated with Fred Whetten and his kiddle show. Mell show is playing theaters exclusively. Russell handles his own bookings and billing. Is booked to play a circuit of billing. Is booked to play a circuit of dates in Louisville, Ky.

JOE AND BEBE SIBORIST and Orval JOI: AND MRHE SHEGHER and Orval. Lindemann are examples of what be-comes of children of circus performers. Pacific Goat. Joe is the son of Charles, noted serallet, who was with Ringling-times of the control of the con-text of the control of the con-text of the control of the con-text of the control of the con-trappea performer. Bebe Slegrist (Cas-tello) comes from a long line of circus people—Castello funnity of idees on her mother's.

Holmes Signs With Henry

WILLIAMSPORT, Pa., Jan. 29, — Ben Hollmes has signed with W. B. Henry as general agent and manager of advertis-ing on his Harris Bros. Circus.

15 Years Ago

February 3, 1923)

Sadie Coffey, trapeze performer, of Bardstown, Ky., had just been awarded damages of \$20,000 from the Chicago & Northwestern Railroad by Judge Francis Wilson, Chicago, Miss Coffey claimed to have suntained a fractured back when a have sustained a fractured back when a circus out in which she was riding was circus out in which she was riding was able to the control of the control of the Atkinson Dog and Pony Show concluded its seven-week engagement at the United studies, Inc., Englowed, fet he Joseph Fuller was re-engaged as contracting agent of Ringling-Barnium Glrena, Ray-mond Dalley for the 1923 season. Tex Cooper was up in Vermont deling derre-deril atunts for a motion picture company.

M. J. Lyona, who had been on bill cars of Ringling-Barrum Greets for 15 years, signed as advertising the form of the control o LaFleur, Shorty Mayrard, Tom Ural, Jerry Lawton and E. L. Jenka.

James Family was re-engaged for its first Cross.

Billy Bick returned to Philadelphia after a two-month stor-urer of Walter L. Main Circus, was man-aging Ketth Collumbia Theater, Paraging Keith's Rockaway, N. Y.

Rocksway, N. Y.

Al Hoffman, advance man with Hageinheck-Wallace, visited The Billboard
heck-Wallace, visited The Billboard
in Burlington N. C. George Decnon, circus agent, was in advance of
Reaymond Hitchecks' Birthey-Koo (Doi
Reaymond Hitchecks' Birthey-Koo
playmond of the Walter L. Main Gircus, was
playing vauled eates with his serial act
low-mel Hitchecks at his hoom in Linns, Ox
wow-week Hitchecs at his hoom in Linns, Ox
whit Robbins was wintering in
Peterburg. Hit

Pick-Ups From Peru

PERU, Ind., Jan. 29.—Entire circus fraternity here was anddened when Howard V. Bary received message announcing passing of Carl T. Hathaway, well known here. Stated by Mr. Bary that death of Mr. Jathaway will in 1975 and the control of the contro

will of Leo P. Kennedy, circus audi-tor, was filed for probate in Miami Cir-cuit Court this week. By its terms entire eatate is left to mother, Mrs. Mary Ellen Kennedy, except five per cent to St. Charles Catholic Church pastor.

Mr. and Mrs. Ralph Swisher are here from Sarasota, Fla. Swisher was fea-tured internationally post two years in an aerial 10-man troupe. Wife works fron faw and leap. Lou Clayton and assistants moved five

elephants and props to Lansing, Mich.,

Poodles Banneford is recovering from shock and bruises resulting when his auto and another one collided downtown are were badly smaahed.

R. M. Harvey was here several days in conference with Lyman and Clarence Keyes. Stated Harvey has been con-tracted to scout a number of sensational troupes and acts for Keyes Indoor Cirtroupes at

John Woodward, in cut department of the Barnes show, and Jack Hoxle Jr. arrived from Baldwin Park, Galif., and working for Capt. Terrell Jacobs.

Frank Paddock is here from Sarasota on ring stock of R-B. Is assisted by Mickey Morris, John Sullivan and Curley Peterson

Scotty Brown, with Cole Bros. Circus. Scotty Brown, with Cole Bros. Circus, remewed acquaintsances here. Brown, who was kicked by a mustang at Roches-ter, Ind., quarters, several weeks ago, statained severs and painful injuries to head and face. Is recovering and will soon be on job again.

By ROWDY WADDY

UNLESS IT IS a genuine contest, rodro is a misnamer.

MAJOR G. WATSON SCOTT is hiber-pating in Hisleah, Pla., this winter, LET'S MAKE THIS YEAR a newsy one in the radeo Held.

THIS WILL BE a good year for cow-boy aports if present indications mean mything.

RED WILKINSON, who has been win-tering on a ranch in Texas, reports that he expects to return to the rodeo field in the spring.

REPORTS PROM out California way who has been wintering at his grand-mother's estate in Hollywood, has just sined the raffics of the benedicts.

ATTENTION: Contestants, manage-ments: If you have news send it in for publication. It must, however, be au-thentic and not personal attempts to at-tick comoons or for personal spite.

ONCE AGAIN we ask that you watch the Letter List in The Billboard each week and have your mall forwarded promptly. You can aid the Mail Por-varding Department greatly by cending in your permanent winter address now.

CARMEN, Wandering Cowgirl, after four years of radio work in Western territery is now in Cleveland. She advises that she plans to work night spots and theaters in the East before returning to the Coast.

PA AND MA SHERMAN, Western entertainers, who have been wintering at a ranch in Oneonia, N. Y., report that they will probably be associated with Soward Potter, of the Buffalo Shows, next season. At present they are re-

WHAT DO YOU SAY, you oldtimers? Bor's about some reminiscences of Wild west shows and rodeos. There is more space available for this type of com-numication during the winter, when there are few reports or results of shows to be nublished.

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

SHORTY AND SMOKY SCARDO and SHORTY AND SMOKY SCARDO and tem Landis, bareback bronk riders, are wintering at the Longhorn Ranch, Oak-land, Calif., where they have just con-cluded breaking and selling a carload of wild horses which the Longhorn Ranch Roder Caub had shipped there from

ROWDY UNDERSTANDS that Colonel W. T. Johnson, who last year decided to retire from the rodeo field and sold his stock to his former general assistant. Derect Colburn, and Harry Knight, has been purchasing stock again. It has also been rumored that the genial Colone will be associated with the New York World's Fair in 1939.

NIHEL (LEA GRANDE) CHENETTE, sewgirl rope spinner and trick rider, who presented her nevelty rope and depoing act in the ballet and floor show and the Texas Centennial, Dallas, in 1936 and 37, is now in Hollywood, where her daughter is seriously ill. Mrs. Chenette, who is the widow of the late Tex Checette, cowboy, says she is anxious to have from friends.

JOE KENNEDY, of Sells-Sterling Cir-cus, celebrated his birthday anniversary January 22 as the guest of honor at a dinner tendered him by Lulu Belle Davis, owner of Lulu Belle Rodeo Company, at the organization's quarters in Lebanon. Mo. Also participating in the festivities were Mr. and Mrs. Miller, of Bells-Sterling Circus; Leo Snyder and family, Mr. and Mrs. Homer Love and daughter, Mrs. Dave Allen, Jack Davis and Frank Refeatures.

IP IT DID nothing else the recent

tion proved one thing. It showed that there were men big enough in both the ranks of contestant and managements alike who could get in a meeting and bring both aides together in a fair way. We feel that the good-will spirit which was no prominent at the convention will be displayed thrusus the season by all those who make redose their business.

and profession. VINNIE ABRAMSON is playing theater dates in Ohio and Indiana with Dod Schneider's Texans. He reports that the Schneider's Texans. He reports that the unit will close its season about April 1 and that he and Roy Vincent, trick roper, who is wintering in Newcastle, Ind., will join a Wild West concert. Vincent played a string of fair dates last fall with Jack Jockson's pony and horse-roping act, while Abramson handled the bucking and saddle stock for Major Scott about two years ago in Salisbury and Monroe, N. C.

CULLED FROM the pages of The Bili-board during Pebruary, 10 years ago: Scense of 80 years ago, when the "Ode Scense of 80 years ago, when the "Ode when cowboys and cowgiris, bronk bust-ers, trick riders, Indians and members of the Phoenix Jaycee organization of the mid-winter rodeo parabed thiru the he mid-winter rodeo parabed thiru the and helped the fown "Get Western". The Lunsdroits, Pee Wes, Roy and Rene were hibernating in Ciscinnati. on the State Pairgrounds, Montgomery, Ala., rehearing a brand-new program.

. . . Dorothy Bardole, trick and fancy roper, competing in *The Register-Gasetie* personality contest at Rockford, Ill., "lassed" the audience at the Coronado Theater there and won first prize in the third of a series of elimination

OFFICERS AND DIRECTORS recently OFFICERS AND DIRECTORS, recently elected by the Grangaville liorder Days. Inc., spensors of the annual Border Days. Inc., spensors of the annual Border Days. Inc., spensors of the annual Border Days. Inc., spensors of the Grangary of the

Rodeo Performers Injured

TUCSON, Ariz., Jan. 29.—Slim Padgett, of Decatur. Tex., and George Phelps, of Montana, both rodeo performers, were seriously injured 25 miles west of this city yesterday when their automobile overturned three times. Jonas De Ar-man, rodeo contestant from Decatur. man, roote contenant from Decatur, Tex, and driver of the car, escaped in-juries. The trie was en route to Cass Grande for the opening of the rodeo there today when the accident occurred. A horse they were taking with them was instantly killed in the mishap.

I Met Hyatt Frost

By HARRY MANN

IN MARCH, 1889, I reported at Charile Lee's headquarters in Canton, Pa., for the opening of the season. Mr. Lee led me out to the barns with a grin on his me out to the harms with a grin on his face that presaged something interest-ing. We entered the stables and as we the equip had projected from the upper open half of a stall door and whinned a cheerful greeting. As we atood in front of the door they nudged tive noses. They were stricted and the noise. They were striped and spotted goldings with long cream-colored manes and tails and tutted fore-locks. They were the most beautiful animals that I had ever seen.

"You will have to wear yellow kill gloves to drive those bables," said

Charlie

"Am I to drive them?" I asked.
"Sure. I didn't pay \$800 for some
leatherneck to drive them." He showed

leathermeck to drive toem. He showed me the glittering new harmess with the brass letters "C. L." on the blinders. I noticed that the driver's ends of the reins consisted of braided black and red leather thongs.

He then took me to the carriage barn

He then took me to the carriage barn and showed me a shiny phaeton with campy top and with my mame in gold earlier to the carrier to the carr panels quicksy, arr. Lee was were to ract that an agent going into a town to prospect it did not want to advertise his presence until he had done a certain amount of "fixing."
"You won't be ashamed to drive into any swell town with this charlot," said

We laid the route for a speedy trip to New England and Maine. From Pough-keepsie into Connecticut it was necesseepole into connecticate it was necessary to make an easy drive owing to the hilly terrain. I studied the map and the only town with over 1,000 population was Amenia. I saked Charlie if he knew anything about the town, and he said no, but that it was the home of Hyatt Frost and it would be fun to play it if it was any good. So from Pough-keepsie I drove about 15 miles to Amenia. keepsic I drove about 15 miles to Ameria. I stopped in front of the big older and the stop of the stop

"Froat! Hey, Hyatt! Come out here.
A tall, broad-shouldered old man cam A tall, broad-shouldered old man came out onto the veranda. He looked my rig over and showed by his first words that,

over and showed by his first words that, altho in retirement, he was Keeping posted on electis matters. Charles Lee's general agentl What in h— are you doing in this neck of the woods?"

"You have found it. I suppose this town looks pretty punk to you, Like a put them on atraw here alternoon and night."

put them on any might."
"I think that you are kidding me."
"Den't you suppose that I know my own town? I have been educating them for 20 years. This whole territory is circus hungry and they all have money."

Just then a waiter came out and nunded the ancient triangle, the call for dinner.

for dinner. "Oome on in and eat the best country dinner you ever est down to and then we will fat things up." It was hunser; we will fat things up. "It was hunser; belief the search of the search of

be rented.

be rented."
"I know old Jake Miller, the owner, is a sanctimonious old fellow, but he would sell his wife for \$810. You go and I called on Mr. Miller and got a quick and positive refusal. I could see that it would be usedes to argue with the old gimler eye and went back and reported to Hyatt.

orted to Hyatt.

"H-..., you make out a contract for that lot at \$10 and I will go over and make him sign it." In half an hour he returned with the contract signed.

"I had to guarantee the payment,"

"Well, how about license? I asked, "Ought not to be any, but I will get the mayor here and see about it. Joe Porter, the postmaster, is the mayor." He sent a boy after Mr. Porter, who soon came across the street and onto the

veranda.
"Sit down, Joe: I want to talk to you.
This is Mr. Minn, Mr. Porter," and he
added. "Joe here is the mayor of this
burg, but I don't believe that he knows
(See I MET HYATT on page 72)

Performers' Club

By CHRIS CORNALLA

CHICAGO, Jan. 29,-News notes of the CHICAGO, Jan. 22.—News notes of the chub have a sad tone to then this week. The passing of Brother Harry Codding-ton, life member of the Performer Chub. Chub, life member of the Performer Chub, cannot be defined. Leaving this carthly circuit of small time for the big time of the land beyond. Brother Harry, I am sure, will be just as big a hit there as he was here with his background of low, charity, cuisolation of the joik and table. canonic, consolation of ane not and tast-ing care of the dead. Brother Harry visited the sick whether the temperature was 90 in the shade or 20 below zero, and these were not casual, but every day for a period of years. Oriffiths and Wells, dence team, had their engagement in New Orleans ex-

their engagement in New Greams ex-tended another month.

Hubert Dyer and Company are playing on the West Coast. Patth Bacon left for San Francisco.

Morco Songini, juggling clown, is now

Marco Songini, juggling clown, is now playing in and around Beston. Will be in clown alley with one of the big togs. Eugene Sich, and player with 1-W week. Prime Valley and La Saile are with a unit "down yonder." Marion Price Dancers are rehearing at the price of t

Tributes to Carl Hathaway

SARASOTA, Fin., Jan. 29,-The death SARASOTA, Fin., Jan., 29.—The death of Carl T. Hathway, general manager of Ringling-Barnum Circus, was a severe Ringling-Barnum Circus, was a severe been an intumate friend of the deceased afnce boyhood. "The show world has lost a great man," North told reporters. "Show people have lost a beloved friend, and so have L"

and so have I."

William P. Dunn, new socretary-treasurer of the Big Gon, joined other officials and ability. "I have never had the pleasure of associating with a man of more downright ability and integrity," the circus will find it impossible to replace Carl Hathaway." place Carl Hathaway.

NEW YORK, Jan. 29—Leonard Traube, publicies for George A. Hanid, has the following to say on Beasing of Carl T. Hathaway: "He certainly was a swell person and his position will be difficult to fill, as he was familiar with practically every angle of circus operation."

Just then a waiter came out and punded the ancient triangle, the call produced the ancient triangle, the call produced the action of the common of the commo

Officers of Will Rogers Tent, CSSC, Re-Elected

PETERSBURG, Vs., Jan. 29.—At annual mesting of Will Rogers Tent. Circus Saints and Sinners' Club. at Hotel Petersburg January 17 following officers were burg Jantary 17 following officers were re-elected: Remmile L. Arnold, president; Morris II. Lyons, vice-president; James Feller, and W. J. Allen. Next regular meeting will be February 14, when initiation and formal introduction of the new members of the president of the present and the present an

Musicians Wanted For Russell Bros. Circus

will take place.

Hig How Bart all Instruments. Write C. S. BROOKS, Oity Hotal Annes, 424 Washington St., Gary, Inc.

Conducted by CLAUDE R. Opera Place, Gineinnati, O.

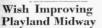
NAAPPB ROSTER SET

Workers Picked By Pres. Baker

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

CHICAGO, Jen. 29.—Thru the office of Secretary A. R. Hodge, National Associa-tion of Annusement Parks, Pools and Beaches, the list of committees elected at the rocent annual convention of the association and appointed by President Harry C. Baker, New York, since that time have just been released. A perusal of them shows that great care has been taken by President Biker in selection of those not only well qualified for the jobs assigned to them but men of the type who will get out and do things, it

Perhaps the best evidence of this attitude of co-speration on the part of NAAPPB members has been the able, early groundwork done by Herbert P. O'Malley, director of Playland, hye, N. T., in connection with the 1938 program. Mr. O'Malley returned to New York (See NAAPPB ROSTER on page 52)



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

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

Blackpool Buys Pony-Cycle Blackpool Buys Pony-Cycle
WILLJAMSPORT, Pa., Jan. 29-APony-Cycle play device of Harry C. Bitter
Company has been sold to Blackpool
the world's large amusement parks, by
Lusse Broo., exporters. Inquiries resparding the device have come from Attaother places shroad. C. M. Hefelfinger,
manager of Seaside Heights (N. J.) Pool
and Chairo, has been appointed New Jersey distributor, and the manufacturers
will exhibit a Pony-Cycle at his research.



FRANK RAFUL, in his second year as manager of Summit Beach Park, Akron, where a big streamline Boller Coaster in under construction for the 1938 season and numerous other improvements will soon be pushed by the new operator, Summit Beach, Inc., a group which last May started rehabilitation of the well-known Ohio playground.

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

MIAMI, Jan. 29—Alexander Ott, discretor of Biltmore pool here, has been notified of his selection to direct the huge pool at the New York Woold Pair built, with seats for not less than 20,000 spectators, and that confacts are being made to bring to the fair past, present and future champions in contests to determine champions of 1809.

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

A record growd attended the pool show last Sunday and it was necessar to add two sections of seats. Tom Sellet and Lorena Carver were held over an it is believed they will stay for remainder of the winter season. Hip Raymond. of the winter season. Hip Raymend, clown, probably will be booked at Bilt-more pool for rest of the season.

Summit Gets Big High Ride

Akron company starts construction of streamlined coaster in revamped spot

AKRON, Jan. 29.—Construction of a streamline Roller Coaster has been started in Summit Beach Park here, first major construction in Eastern Ohio this year. It will replace a high ride razed year.

year. It will replace a high ride razed several years and, be 80 feet high and will cost about \$85,000, much of which will go for local labor, said Manager will go for local labor, said Manager has been operated by Summit Beach, lanc, a group of business and professional mem. Between 40 and 75 workness for completion in time for opening early la May, Construction is financed by the party of the said of the said

dent. Construction of the high ride is the largest project undertaken since rejuvenation of the park started more than a year ago by the new owners. Considerable other construction is planned for spring, with further beautination of grounds, installation of several features on the midway and modernization of conceredion buildings.

Remodeling Casino Ballroom

FORT WORTH, Tex., Jan. 29.—Ball-room in Casino Park on Lake Worth closed on January 21 for remaining of the Committee of the Casino Casino Ti will reopen about Easter for summer. Ballroom usually closes about Labor Day. This year the open-air spot was inclosed for winter weather, and Man-ager George Smith continued booking name bands for week-ends to good

Johns Improved in Health

COSHCTON, O., Jun. 29.—Dick Johns, operator of Lake Fark here, who has been in Florida with Mrs. Johns since hast fall, reported much improved in health, is expected to return in February to plan for the 1933 season to open late in May, with dance pavillion inaugurating the pre-season soon after May 1. The 1937 ceason was one of the

On Rebound

ATLANTIC CITY, Jan. 29.—The amusement industry can look forward to one of its most prosperous years in 1993, believes Frank P. Gravatt, prosident of Steel Pier, who feels that president or steel Frer, who local that with labor troubles apparently well in hand the masses will again flock to places offering something new and entertaining at popular prices. The industry, he declares, has been sliding back for more than a year, but is back for more than a year, now definitely on the rebound.

Krause Report Good On Key West Coney

KEY WEST, Fla., Jan. 29.—Rides and concessions have been getting a good play in his Coney Island Park since its opening here on December 1, reports bening here on December 1, reports lanager Simon Krause. Situated on Duval street, the spot has

Situisted on Duval street, the spot has been visited by many carnival people, says Manager Krause. Who also report the street freed, and new Pony Cycle. recently arrived, are popular. There is a free act twice daily, and new kiddie Mote-Scott ride has been getting frame of the street frame reports.

Key West Philbert Spot Is Under Way

KEY WEST, Fla. Jan. 22.—When Key West Amusement Park, under manag-ment of E. R. Philbert, opened on Janu-nry 15 all attractions were in readlines, shows, rides and concessions having good business until midnight, reported George

business until midnight, reported George F. Derman.
F. Derman.
Soil Södemon is booked with his sensetional diving net each night at 11 cyclect.
The control of the control of the cycle o

featured by his owner and unsure.

Stramburn. Sees Highway, being partly open, anables tourists to drive here from Manni. having to ferry at only occupied. Four boats a day each way, each boat carrying from 18 to 25 automotics, are being run. A number of showmen from Minami attended the opening.

Enna Jettick's Free Acts Are Announced by Haeffner

Are Announced by Haeffuer ACHURN, N. Y., Jan. 29.—W. B. Baetiner, president of Erna Jettick Park. Auburn, N. Y., bas amounced the compile the Achieve. The Achieve and the Achieve and Ach

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



HERBERT F. O'MALLEY, 1928 program committee chairman for MAAPPB, who has been on the foberily contacting members to insure a strong schedule for sessions of the manual consension. The dia strong schedule for sessions of the next annual convention. The di-rector of Playland, Bye, N. Y., is said to be receiving effective co-operation from several officers and numerous committeemen.

ment and small-business industry here have practically relinquished hope of stirring up any activity until summer and have dropped early promotion to concentrate on Easter and summer. Afconcentrate on Easter and summer. Af-fected by anow records of the Pocomos and high-pressure salesmanship of Manni, this record, without a central publicity and the property of the property of the Ambienent men put up a battle of their own but got little support. Pebruary holidays, usually record breakers, from present indications will be just a cou-

ATLANTIC CITY, Jan. 29 .- Amuse-

present indications will be just a cou-ple more days.

For Exater, however, the amusement:

For Exater, however, the amusement per planted to operate without help from the city or civile interests. Siese Fier, which had reason spent norw than \$100-x which had reason spent norw than \$100-x which had reason spent norw than \$100-x starting just before Easter and going to a two-month peak. Per will more than \$100-x to \$100-x

President Frank P. Gravatt, however, evidently out of civic pride, kept Steel Pler going in winter to Afred amuse-per going in winter to Afred amuse-called unprefitable. This year, when the city let down on helping amusement mon, the pier went dark. For Easter week health have the program from there to full summer schedule. Eddle Sherman has given up an attempt to make Sunday vaude-picture programs go on the piece Millions.

ture programs go on the pier.

Harry Waman, who lessed MillionDollar Pier for two years, has made no
move to open negotistions for a third move to open negotistions for a third dickering for the pier. Summer net hauls will be airsted on Easter. Central Pier is preparing for summer with negotiators filcest which moved aeroes the Board-walk. Manager Louis St. John plans plenty of activity, with possibly an ex-down on the uptown side, but Galvert Occan Pier is still standing. Garden Pier has gone dark again, with only one at-baselts ball. Been Reeves called quite in

Liability of The Operator By LLOYD C. WHITMAN

Remarks of distinguished member of the Chicago ber on "The Operator" Lability in Operation of Parks and Pools" before the annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on November 30.

(Continued from last week.)

Responsibility of Owners, Mr. Hoder asked me to speak on. It is bromside that an assigned subject is but in that an assigned subject is but in speaker's heart. President Roosevelt espeaker's heart. President Roosevelt recently accepted an "invite" to dedicate a bridge across the Chloago River, but what he talked about was international

(See LIABILITY OF on page 70)

The Pool Whirl

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

Radio Promotion

Not all swim pools go in for advertising, aithe a great many do in one team, althe a great many do in one come or another. Some one big display the complex products and the like, but fewersploy radio. Value of radio to publicize products and establishments is con well known to rate discussion here.

The question is not whether a pool perator should use radio advertising but operator should use ramb suvertising but rather what type of program he should employ. Majority of tanks that have tried selling aquatic wares thru the ether have done so with radio transcripor short announcements. like Miramar outdoor plunge. New York City, which had a big orchestra, broad-cast regular dance programs direct from cast regular dunce programs direct from the tank, plugging the pool's advan-tages. Amount of radio time a pool should use is, of course, dependent upon size of the natatorium, as should be the case with all its advertising. In addi-tion to paid programs there is a certain amount of free radio time that can be garnered by ambitious pool men. In summer local stations are certain to be interested in a series of talks on the sit of swimming and a tie-up can usually be made where a pool contracts to amount of free radio time that can be ly be made where a pool contracts to send its life guard or manager to deliver the lectures in return for free plugs about the pool. A few outdoor tanks but summer found this plan very antisfactory.

last summer found this plan very assis-latory.

The last plant can be made in the last plant can be made in the last plant can be made in to aske a station broadcast swim meets or special functions that may be held direct from the tank. Hook-up of this nature depend upon the event pri-met would naturally have more appeal than a divisional championship, but every title swim meet lends titled to every title swim meet lends titled to every title swim meet lends titled to ever to complete can be interviewed from a station or a direct line installed for a splash-by-splash description. It is appeared to the special control of the party of the charges, which is certainly worth the publicity value. Operators sping indoor once at present, should consider possibilities of radio as a means of advertising. Either ballytoo should consider possibilities of radio as a means of advertising. Either ballytoo should consider possibilities of radio as a means of advertising. Either ballytoo should consider possibilities of radio as a means of advertising. Either ballytoo should consider possibilities of radio as a means of advertising. Either ballytoo should consider possibilities of radio as a means of advertising. Either ballytoo should consider possibilities to the constraints of the con-mits, of course.

Aqua-Musicals

While it is known that mammoth water shows were staged in old Roman times in conjunction with the famous Roman beths and while similar elabonotion betting and while similar clubo-nate aquatic pageants have been held at camps in modern times, it remained for Billy Rose to popularize this form of entertainment with the Aquacade at the chiertaniment with the Aquacade at the Cleveland exposition has summer. And how comes word of a new kind of a pageant, known as a "musical water play." presented at the Irene Kaufmann modoor tank, Pittaburgh, on January 22. Indoor tank, Pittsburgh, en January 22. Show, called The Downfall of Davy Jones. was written by Israel Grossman and Nathan H. Kaufmann, swim director at the pool. Produced by the Asronian Club, the cast of 50 played to capacity

It appears this type of entertainment (See POOL WHIRL on page 53)

american Recreational Equipment Association By R. S. UZZELL

The wild geese went north too soon. Many of them are turning to the South sain, Mid weather urged the prema-sain. Mid weather urged the prema-lure fourney northward. We may well thank the weather man. Let us have winter now, while it's time for winter, rather than April weather now and March weather in May. Park men, that the aggressive ones, are stirring them-

is the aggressive ones, are stirring them-eitres now.
Dudley S. Scott is in New York from Dudley S. Scott is in New York from Decide Beach, Cleveland, He usually gets Decided to the Company of the Company John J. Carlin, of Baltimore, is expected any day. Rev. D. Billings, now in Manni, will soon be getting that heavy coal out for his February trek to Montreal, where Belmont Park is sung under about

three feet of anow. Herbert P. O'Malley is running the winter sports at Playland, Rye, N. Y., and writing a paper for the New England meeting of park men New England meeting of park men scheduled in Boston on March 15. Al Hodge says they are having the slipperjest two weeks in Chicago he has

Amusement parks are operating now in California and Florida, while a park employee in Buenes Aires, Argentina, employee in Buenes Aires, Argentina, South America, was prostrated last week from excessive heat. In Paris they are demolishing the exposition. Our busi-ties, like a well-known paint, covers the earth and all look to America for the latest Urrilla in cutdoor amusements.

Custard for the Nation

Minutes of our annual meeting in Chicago on November 28 have gone to the printer and will be malled out to members in pamphlet form early in

February,
That man Leonard Traube, George
Hamid's publicity man, is a proud father. It is a girl, Madeleine Buth Traube
Her. It is a girl, Madeleine Buth Traube
the weight. It is Traube's first edition
we shall watch for an improvement in
his conduct since he shall want to set
the little daugher a good example and
not leave the pour intentions of his
Tambly wholly in his wire usum.

family wholly in his wife name. There is an effort now in New York City to cuth "barkers" in front of show old Coney Island days. Who ever expected to see a "speler" in front of the saccount of the ten competition in the amuser on the ten competition in the amuser of the keen competition when the was one bowl of cherries.

There are enough men after the frozen ustard concession at the New York forker Pair to supply custard to the attom. One might think the visitors till eat nothing but custard. The men nation. will est nothing but custard. The men who have to pass on all applicants have no office boy's easy chair.

Park Vs. Hotel Biz

We are witnessing a more substantial class of men who want to connect with the park business. We have just had an ex-hotel man ask for a rice and a concession. To hear him tell the trains of a hotel manager makes us think the park business is only a vacation job.

park business is only a vacation job.

A woman park manager, Mr. Mirette kleere Dison, me taken unto herself a partier. Who could blame him, when partier. Who could blame him, when full home and a popular amusement resort is the prize? We do not know him personally, but do not hesitate to congratulate him on winning such a congratulate him on winning such a business ability in not only hand had business ability in not only had had business ability in not only had had successfully lake Winnepestalkah but bride. She showed her courage and business ability in not only handling successfully Lake Winnepesaukah hut also in building and selling a number of houses at a profit. Mr. Farrar has already gained a standing in the anusce-ment park business by so fortunate a

Racing Bill Eved in A. C.

ATLANTIC CITY, Jan. 28.—Legislature convened last week to battle on a bill passage of which might have great effect on the amusement industry, the horse racing referendum. Local senators horse racing referendum. Local sentates and assemblymen are working for it, with amusement men making known that they are not against the bill from a horse-racing standpoint but want it modified to prevent dog noing. Horse racing any approximate the property of the control of modified to prevent dog moing. Horse racing, anusement people feel, would bring additional visitors here in off sea-sons and help all resorts of the vicinity. However, dog racing would be run at height of summer with Atlantic City Auditorium the logical stage at this end of the State and Camden willoping the resorts with a track at that end, and with Long Branch a contender for New

Miami Funland

anissi, Jan. 28.—Leane Lippinan, general manager of Endy Brox. Shows, with Mrs. Lippinan, is taking things easy till the winter fair season opens, Endy Bros. have several Florida fairs lined

up.
Kokomo Anders, Andy Kelly, Dr. Hefferan, Rip Winkle, John and May Alevea
and Sam Marstta are nightly vlatters on
The Billboard lane in Funland.
Frosty Winters, frozen alive in ice,
drew big crowds in his third week.
Benny Wests proposes a concessioners'

Benny Weiss proposes a concessioner enevolent association and says be (See MIAMI FUNLAND on page 79)

Long Island By ALFRED FRIEDMAN

FROM ALL AROUND: Past couple of weeks slowest here in many years for a corresponding period, with in-and-out weather chief cause. Doe (Richmond 1811) Redmond has advanced an idea which he hopes to materialize before the 1939 World's Pair era. It calls for creation of a floating roller-skating rink, an innovation in these portions. He is eying the Flushing Bay gone as a site for his enterprise, which, among other things, calls for spectacular lighting.

It is, from this writer's point of view, similarly for the most imaginative mind to vieualize a conglomeration of beautiful buildings on a site occupied now paratively short a time. Boulevard Tavern, near Reco Park, latest amusement spot hit. Most phoes that featured writer boating have given way to roller skating. Jim Burke is recognized standard beaver of the tavern operators. It is, from this writer's point of view

ard bearer of the tavern operators.

ROCKAWAY BRACH: Ritesplechuse
Batins, grounded by fire, being restored
but not as large as it was I're Prince.
local Bonifisce, in Minmi. Polar Bears.
Progular dips. the year for the control of the regular dips. the year for the minmi properties.

A. J. Kenny, Chamber of Commerce beard, installed at ceremonies in Grohead, installed at ceremonies in Grohead, installed at ceremonies in Comattendance, lauding Kenny and tuture of the Rockaways. Willie Allen, yet
of the Rockaways. Willie Allen, yet the Rockaways. Willie Allen of the Rockaways. Willie Allen, vet cubaret operator, for the first time in two decades finds himself without a chapes to make spring and summer plans, his place having burned last

LONG BEACH: Record number of cafes indicated for next summer. Announce-ment on proposal to expand size of the local annusement publicity fund will be made shortly. On an average summer Sunday visitors total nearly 250,000, while at this time of the year Sunday visitors hardly top 10,000.

Owners Win Drowning Suit NENIA, O., Jan. 29 .- A Com-

XENIA, O., Jan. 29.—A Common Pleas Coust jury here found for the defendants on Anniary 21 in a \$15,000 damage and the plantage of the plantage of the plantage against Dr. and Mrs. Jamestown, O. owners of Sycamore Park, where the plaintiff's daughter was one of three girls drowned in August, 1995, of the plantage of the plantage of the plantage of the of the plantage of the plantage of the plantage of the the plantage of the plantage of the plantage of the plantage of the two other drowning on the deaths of two other drowning on the deaths of two other drowning pending.

atlantic City

By W. H. McMAHON

ATLANTIC CITY, Jun. 29.—An excep-tionally warm day, with inland cities re-porting show and cold weather, brought one of the largest midwinter crowds of the season on Sunday, altho it did not mean much to the smusement industry was strictly a strolling crowd and y real biz was done by the Apollo enter with the Nazi Murch of Time Theater with the Nazi Merch of Time films, which, Manager Anderson reported, nums, which, Manager Anderson reported, outdrew any other news subject. Hollywood Theater had only flesh bill in town, with a unit playing two days, Harry Siben booking.

Auditorium scored with a Big Apple on ice skates January 21 to a 35,000 gate. Holly-

In for a preview were Manager Richard Endicott, Steel Pier; Manager Harry

Waxman, Hollywood; Manager Al Hall Production Manager Alvin Stein Million-Dollar Pier, and Mayor berg, Million-Dollar Pier, sam White, home from a month's vacation in

Eddie Kravis closed his Paddock Club or a 850,000 (ace lifting. Jules Falk. (See ATLANTIC CITY on page 70)

3 NEW DEVICES

LUCKY KICK

THE DONKEY BALL GAME Sensation of

The Chicago Convention

U-RIDE-EM Galloping Mechanical

CYCLE HORSES PATENTED

Operation during 1937 establishes The Public Want Cycle Horses

DEATH VALLEY

The Walk-Thru Fun House with the Modern Front Humorous, Mysterious Stunts The Tilted Room The Camel Back Conveyor

Write for Details to PHILADELPHIA TOBOGGAN CO.

Manufacturers and Bailders AMUSEMENT DEVICES 130 E. Duval St. Germantown, Phila, Pa.

MANADARAGANANA WANT TO BUY USED TILT - A-WHIRL

120 E. Pomona SL. Philadelphia, Pa.

BIGELOW FIELD and AMUSEMENT PARK

center, is open for Field and Stage Attractions cent for 1938. E. S. SLETT, Socy., 23 Suc. In. Grand Rapids, Mich.

CATERPILLAR TUNNELS

ANDERSON TENT & AWNING CO.,

WANTED

F. A. GRIFFIN, Mor., P. O. Box 43.

VANTED FOR 1938-'39 SEASONS.

DEEMER BEACH AMUSEMENT PARK.



STEER! BUMP! DODGE! WITH OUR SCOOTA BOATS
A KIDDLE RIDE ON A KIDDLE DAY!
A FAMILY RIDE ON A PICNIC DAY!
AN ADULT RIDE EVERY DAY!
THE BUSINES, MOLI POPULER RIDE (From any
exposits), running full blass when others are
on, All installations to date have increased

receight such year.

R. S. UZZELL CORP.

150 W. 42nd St.,

"ONE RIDE OR A COMPLETE PARK."

LEADER IN USEO RIDES.

Two Mare Scools Boos Flores Al Protect Price.





25 Opera Place. Gineinnati. O. = Conducted by CLAUDE R.

TAMPA BOW BETTER SAN FRANCISCO, Jan. 29. - Sa-

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

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

TAMPA, Jan. 29.-Florida Fair and Gasparilla Carnival, January 25-February 5, TAMPA. Jan. 29—Flocids Fair and Gasparilla Germinal, January 25-February 5, opened on Tuesday to a record first-day cross that found every exhibit and display in place and all concessions and shows ready. Bain the previous night sent tengrounds attendance figures showed 26.574, so compared with 18.246 on opening day last year. Afternoon auto races brought out more than 6,000 who saw Everett Saylor, Indiana dirt track controller, win top honors in the Southern Sweepstakes. For first time in history of the fair opening corremonies were conducted at night instead of in the morning

More Attraction Contracts

Are Signed by Ernie Young

CHICAGO, Jan. 29.—Latest 1938 contracts for grand-stand shows by Brile reactions of the contract of the contra

night instead or in the morning.

Carl D. Brovin, new president of
Brovin, new president of
deficiated the 1098 fair to two association,
deficiated the 1098 fair to two association lenders who died during the year.

W. G. Brorein and C. W. (Job) Lycons,
which was a second to the control of the congraphing rand-stand attractions. While
not illied, stands showed largest attendance ever recorded on a first hight.

Exhibits Tax Capacity

Officials were optimistic as result of the first day and precised a record to the first day and precised a record content of the first day and precised a record content of the first day and th

cessions and surfered consideranty. Exhibits maintain their high standard and the 23 halfs are crowded. As much, various cirus fruit displays are most attractive, the temple of citrus being again an outstanding feature. Florida National Exhibit, containing 12 diosida National Exhibit, containing 12 dio-ranna depicting scenes and industries, is being shown in its entirety. This will be sent to New York World's Pair next year. Clear exhibit, which has won the grand sward seven successive years, has been relarged to include not only a demonstration of clear-making, but a typical Spanish restaurant, with Spanish (See TAMPA BOW on page 30)

Michigan Lease to Racing Group Attacked in Opinion

DETROIT, Jun. 29.—Prank N. Isbry, manager of Michigan State Pair, declares he has been advised by counsel employed by the fair of the state of the s

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

St. Paul Contracts in April

ST. PAUL, Jan. 29.—Attractions committee of Minnesota State Fair board is to meet in April to receive proposals for grand-stand entertainment at the 1938 State Fair, and Assistant Secretary D. K. State Pair, and Assiriant Secretary D. K. Baldwin, Minnesota State Pair. As has been the custom for some years, no grand-stand contracts were entered into at the recent meeting of the beard with Minnesota Federation of County Fairs

Pa. Farm Show's Best Gate

HARRISBURG, Pa., Jan. 29.—The 22d annual Pennsylvania Furm Show had a gate of 2000c0 here on January 17-21, the second of the second se



CRAWFORD T. BICKFURL, ENGAGED FOR THE SECRET STORY OF THE SECRET ber of years he has been secretary of Orange County Chamber of Com-merce, Orlando, one of the largest chambers in the South, and is past treasurer of the Fourth District, Ad-vertising Federation of America Clubs.—Phato of Dadsiedt, Royal American Shotes.



ALL EYES ARE ON CHARLIE MCCARTHY (sellus leck Polt, Barner-Garruhres), undo is being hered by Bülle J. Collins, in observe or Edges Revenue at the annual meeting of Nebraba Association of Collins, and the manual meeting of Nebraba Association of Polts of the Manufecturing Company; Gertrade Avery, Barner-Carristers, Fork Polt, Friting Grossmon, WHO Artist's Bureau; Bulle J. Collins, and right behind him Oille Williams, Willems & Lee (no nee knee), and Frank Collins, also with Bülle J. Collins Enterprises. Photo yets taken for The Billboard in one corner of the banquet room in the Cornhuber Biotel. ALL EYES ARE ON CHARLIE McCARTHY (alias Jack Polk, Barner-

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

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

told the body he would like to see greater stress placed upon agricultural features of fairs, declaring that the ten-dency in recent years had been to re-amusement program and midway had been enlarged. "You fair executives are in a position to

"You fair executives are in a position to be of great value to the State," he said. "The fair is a magnificent advertisement of our resources. I understand that very few of the suscelations have paid cash dividends to stockholders in the last 10 years, but fairs have paid dividends of to business people who are interested in them."

Mayor Fulmer Bright delivered an a

G. G. Expo Sit-Down

BAN FRANCISCO, Jan. 29. — Sa-const, cocktail jounges and bars won't be allowed at the 1909 Golden Cast International Control of Cast International Cast International Cast International Cast International Activation of Cast International Cast International Cast International Cast International Cast International Cast Nor will Inquor be sold to package form at the laind's two drug stores. We want the fair to be a place where home. Were against having one bar ster another. We want to protect investments of restauron corners investments of restauron corners investments of restauron corners plans are to have 14,000 restaurant scats.

More Lincoln Biz Reported

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

LINCOLN, Neb., Jan. 29.—Most en-thusiastic gathering of fair men in above eight years, with booking offices sign-ing contracts and getting good promises was the 29th annual meeting of Nebraska Association of Fair Mansgers and board of managers of the State Fair here co of managers of the State Fair here on January 24-25 in the Cornhuber Hood- January 24-25 in the Cornhuber Hood- Several, starting his second term as president, with Joe Steeke, Kimball, vice-president, and Chet G. Marshall, Arlington, secretary-freauture.

Perry Reed, and other officers, all renamed, are W. B. Banning, Union, president; J. F. Shubert, Shubert J. A. Boyd. Kearney, vice-presidents B. R. Purcel.

Rearrey, vice-presidents; E. R. Purcel, C. B. Purcel, C. W. Broon, representing J. L. Landes Shows and Elite Exposition Shows, got seven contracts, among them Broken seven contracts, among them Broken Control of the Control of the

(See MORE LINCOLN on page 50)

Barnes Gets A and B Loops At Annual Meet in Montana

CHICAGO, Jan. 29.—M. H. Barne. Barnes-Carvuthers Printer of Santes-Carvuthers Printer of the Santes-Carvuthers Printer of the Santes Carvuthers of Pairs in Structure of Pairs in Structure of the Santes Carvuth, for which he will furnish grand-stand at-

There are four fairs in the A Circuit and 10 in the B Circuit, Mr. Barnes declares his firm's bookings for the 1938 season are setting a new record.

To Improve Beaumont Plant BEAUMONT, Tex., Jan. 29 .- South

BEAUMONT, Tex., Jan. 29.—Sound Texas State Pnir Association director launched a \$9,500 program for repairs Sum of \$150 a mouth was allocated for an engineer to work with grounds superintendent and Secretary L. B. Herring on plans for grading, erection of rest-rooms, painting and concrete sidewalks

COLUMBUS. O.— Recommendation that about \$100,000 be spent by Ohio to participate in the 1939 New York World's Pair will be made by a legislative committee after inspecting the site. Members of the committee returned last

Doom of "Premium Racket" Pronounced at Western Meet

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

SAN FRANCISCO, Jan. 29,—Western Fairs Association in annual meeting here of January 20-22 heard a warning that district and county fairs "premium racke" must be the declared that fairs have not returns from the State horse-must be the fairs of the state of the fairs from the country of the fairs of the fairs. This, it was said, enabled them to expand, creet buildings and plan future expansions. In some cases, it was pointed out, fair associations have berrowed from banks to meet expansion plans, guaranteeing to repay out of their shore of the parl-instituted returns. Other

intricts, it was said, seeing "easy money" coming from the State, set up fairs. Twenty-one such organizations acre reported formed, nine in the last

were reported formed, hine in the saw of days of 1937.

The association immediately adopted a robolution which fixed 850,000 as the maximum amount which a fair may receive. In considering the resolution, which dealt with the proposal to solve the problem confronting county and the problem confronting county and garticle fairs relative to apportionment of moneys from the fair and exposition of moneys from the fair and exposition decided that a maximum or 85,000 be feed by law as the amount which any feir may pay out for promitions from the major of th

Good Season for Annuals

e resolution also provided that fairs New Fair Circuit Formed The resolution also provided that fairs held prior to enactment of the Horse Racing Ace be permitted to pay premirasse annually for each year in which a fair was held from the time such fair was organized. It also was ottpulated that any fair desiring to pay premiums in excess of the maximum fixed by law pay such premiums from its own

was determined to amend the pres-It was determined to amend the present law and that every fur be required to sithnil to the State department of a complete list of all presentiums to be offered, and then no premium payment that the state of the s

camerina has year, recedent at the volu-man, Stockton, reported, saying that nearly every fair in the State made a not pecifit last year and in instances where there were losses they were small. Pair managers estimated an 18 per cent in-crease in receipts.

Says Mutuels Aid Gates
On Thursday Frank Lieginger, racing
scretary for the association, declared
here-race meetings were responsible for
Jurgs part of interest in the fairs. Me
Jurgs part of interest in the fairs, Me
Jurgs part of interest in the fairs, Me
Jurgs part of interest in the fairs, Me
Jurgs part of interest in the fairs. Me
Jurgs part of interest or
Jurgs part of interest of
Jurgs part of
Jurg from 25 to 50 per cent. He staid \$556,928

STRATOSPHERE

was paid to county fairs for premiums in 1937, the sum going into live stock, poultry, mining and horticulture. On Friday President Vellman wel-comed the 165 delegates from California, Oregon, Washington, Nevada, Utah and Oregon, Washington, Nevada, Utah and Attona, New programs, entertainment Attona, New programs, entertainment was a ruling by Attorney-General Webb was a ruling by Attorney-General Webb read of the Company of the Comp

At Southern Ill. Meeting

PINCKNEYVILLE, III., Jan. 29.—A new body. Egyptian Association of County Pairs, comprising fairs from Southern Illinois, Kentucky and Missouri, wan formed at a meeting of fair officials from those States here in City Holl on from those January 6.

January 6.
Officers elected were S. S. Ritchey,
Pinckneyville, president: George Hickman, Benton, Ill., vice-president, and J.
H. Stumpe, Pinckneyville, secretary-

H. Stumpe, Finessey.

Treasurer.

Circuit Induces Carbondale, McLeans-Circuit Induces Carbondale, McLeans-Companies, Colondale, Harrisburg, Benton, Pinchkeyville, Albion, Greenup, Vienna, Carmi, Springfield, Spatia, Fairfield, Breese, Mr. Carmi, Marion, Anna, Anna, Ill., and Paducah, Ky., and Carutherstein, McC. Ill., and ville, Mo

Amusement enterprises represented were L. J. Heth. L. J. Heth Shows; W. C. Senior, Ous Sun Booking Exchange Orla Lashbrook, Mt. Vernon Tent and Awning Company, and Edna Deal, St. Louis.

New Stage, Judges' Stand Voted for Harrington Fair

HARRINOTON, Del., Jan. 29.—For the 1938 Kent and Sussex Pair here there will be a new vaudeville stage and judges' stand costing \$15,000, it was decided at a stockholders' meeting. Directors elected B. I. Shaw, president; Warren T. Moore, vice-president; Ernas Raughloy, secretary; Horace E. Quillan, tressiver; Pred G. Powell, financial sec-

treasurer; Fred G. Powell, linancial secC. I. Keyes was toosimaster at the
annual dinner meeting, attended by
more than 200. A floor show was preprovides attractions programs for the
fair. Jos Basile, director of Medison
Square Garden Band and who will ditint your, gave trumpet aboles.

Reports showed 1937 receipts were
60.146.00, which improvements last year
spent on topprovements. There are 137
stockholders with value of stock at
\$13.070. More than \$10.000 to the head
point show the same point of stock at
\$13.070. More than \$10.000 to the head
point since the same point of was possible to the point show the same point show the sam

VANCOUVER, B. C. — Walter Leek, head of Vancouver Exhibition Association since 1927, was unanimously receiveted and, aithe he has been seriously ill more than four months, he was persuaded to continue in office. Other officers are John Dunenuit, W. C. Mainwaring, vice-presidents: Willie Dalton, honorary treasurer.

WARNING!

... to fair secretaries!

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

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

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

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

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

Wire for Catalogue

BERKSHIRE POSTER CO.

460 WEST 34th ST., NEW YORK CITY Edward B. Block, Sales Manager

FAIR SECRETARIES

Follow the Example of 200 Leading Fairs .

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

GET HUNDREDS OF DOLLARS' WORTH OF

EXTRA PUBLICITY ON YOUR FAIR THIS YEAR!

sant year more than 200 Falor revitalized their needlewich departments; gave their woman patrons a new, better opportunity to entor Fair weak; garnered handreds of delians worth of free publicity for their Fair—and all through the stople, easy medium of the

NATIONAL CROCHET CONTEST

the builds owner, and knows for treat provided the control of the same of the same patients of marin and parts of the United States. Cash prices were awarded the winners of this Gerral National Winners was brought to New York City for a work, at the expense

There are no strings attached to this contest, no cost to you, and no cost to your patrons. Very relative policity for your com Pair. We guarantee to increase the popularity of your work dynamics. We fix its you to write us today for complete details about this \$1,200.00 Contest,

NATIONAL CROCHET BUREAU 522 FIFTH AVE. NEW YORK, N. Y.

GEORGE A. HAMID

Home and Headquarters

BOX OFFICE CHAMPIONS*

New York Residence: 1560 Broadway, New York, N. Y.

By Phone: By Cable: GEOHAMID BRyant 9-2410

BOSTON - PITTSBURGH - NORFOLK, VA. - LONDON - PARIS - BERLIN Housing Nothing But Attractions That Attract.



World's Highest Aerial Act.

N. D. Execs For Mutuels

Annual meet starts move for legal betting - State 4-H Club aid is favored

GRAND FORKS, N. D., Jan. 29.—Ching apparent success of horse racing in States where betting is legalized, the Association of North Dakota Faira de-eided at the annual meeting here on January 20-22 in the Hotel Dakota to haunch a vigorous campaign for pari-mutual legislation in the State. Between now and when the Legislature convener next January an "educational campaign will be staged and measures will be pre-pared for presentation to legislators.

pared for presentation to legislators.

Thousands of North Dakotans, it was
declared, go to Winnipeg, 100 miles
north, each year, where pari-mutuels
are sametioned, and the money they
spend at race tracks, fair men agreed,
might well be kept at home. Fairs then
would be elf-supporting and the Saite
would be elf-supporting and the Saite
and the Saite of t races, it was said.

Mueller New President

The organization went on record as avoring State appropriations to all favoring State appropriations to all counties for support of 4-H Club work. This, it was developed during discussion, would stabilize fairs of the future by increasing the interest of youth.

Officers elected are Ed Mueller, Jan Officers elected are Ed Mueller, James-town, president, succeeding D. F. Mc-Gowan, Grand Perks, H. L. Finke, Micol, Secretary, Mr. McCowan and Franklin Page, Hamilton, were mamed directors. The convention was scheduled to end on January 21 but because fair man-belli structions, esselons were continued 1938 attractions, sessions were continued until late on January 22. About 60 fair officials, concessioners and entertainment representatives attended.

Contracts Are Awarded

Pirst day was given to speech-making and entertainment with the annual din-ner at night. Mayor E. A. Findiand wel-comed the visitors and response was by E. W. Vancura. Pessenden. Business of setting fair dates and signing contracts ame on the second day.

Ernte Young was awarded contract for the night show at Grand Forks Fair. Max Goodman took the concessions con-tract for the 11th year and Goodman Wonder Show was signed for the midway the second consecutive year.

for the second consecutive year.

Grand Forts board announced autoraces would be staged on the last two
days and started negotiations for as
days and started negotiations for as
Shows will also play the Minot Fair, but
the night entertainment there has not
been selected. Frank Taicoti, eccretary
tures nor dates have been selected for
Fargo. Jules Miller, Northwest Annuement Company, and chow as Leangton
and Hamilton Fairs. Rolls 50 Years of
Progress organization booked the Jules
Officers of the Company of the Company
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WANT MORE REVENUE for YOUR ORGANIZATION? "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK



STANLEY MATZKE, Seward law-STANLET MATZKE, Seward lati-yer, re-elected for a second term as president of Nebraska Association of Fair Managers, was exapped while in action as presiding officer at the annual meeting in the Cornhucker Hotel, Lincoln, last week.

MORE LINCOLN-

(Continued from page 48) Sedalla, who talked on importance of setting up a logical budget, keeping within it and using the most intensive means of seiling the fair. He declared that no single medium could serve in a loud and persuasive votce as could newsopriations for attractions, premiums or publicity.

State Racing Commissioners J. B. tossiter and Art Cullen met with all nombers pari-mutuelly interested and stablished a circuit which will give oltd bookings from July 24 into Octo-

Adolph Wenke warned all county fair beards mow operating successfully to steer clear of pari-mutitiels. He said mutitiels often overshadowed small faits associations, such was the emphasis lable to be on racing program. He was seconded by Commissioner Rossiter, who said this control of the said of the man was successful to the said of the control of the said of the said of the faits. Alfred Raum, Watthill, pleaded the cause of citeriet fair associations, thus which could be said to the said of citeriet fair associations, thus which could be said to the said of the said shows made on a co-operative basis. Bond Sill Militatean

Bond Still Millstone

Bend Still Milistene
Perry Reed reported that pari-mutuel tiexets grossed \$23,277.02, compared to \$10,000 to the previous years of the previous years of the previous years of the tiexet of the years of the \$10,007 in 1030, and \$57,001 for tiexets in 1937 gainsts \$84,008 in 1090. He said the grand-stand bonds were still the overwhelming yoke on the neck of the State Pair's progress, \$10,000 going for interest and the neck of the tiexet pair's progress, \$10,000 going for interest and the neck oversity the progress of the p At the annual banquet entertainment

At the annual banquet entertainment was furnished by WHO Artists' Burcau, with Wade and Wade: Mrs. Steve Tomas, with Danny and Lois Sanders; Grace Russell, several acts, with Jean and Byron Reeves, adagloists, featured; Bornes-Cerruthers, Spies Sisters' line;

Ammement Northwestern Amusement Company, Semb and Russell, rube act; Ernie Young, Skip Dean and Hill Billies; Lane and Herman, akaters; Phyllis Jean Brin-son, and Mike Vincent, emsec.

Agency Representatives Agency Representatives and representatives included Regalia Manufacturing Company, Prank Slaup Prank Facturing Company, Prank Slaup pany, Eddde Russell, Leo Semb; National Sound Equipment Company Evals Sound Equipment Company Evals Sound Equipment Company Evals J. C. Michaels Big City Circus, J. O. Michaels Jr., Miller Bres, Shows, Mr. and Mrs. Billy Genr. Lyck Freeworks, pany, Albert Reader, Charles Cooper-larticle Public Address, Bill Hartler; Polik, McMahon Shows, Gharles McMa-loni: Model Derby; Gus Sun Agency, Ole Graham, McK Ring; J. L. Laofes (Ge Graham, McK Ring; J. L. Laofes Ole Graham, Jack King; J. L. Landes Shows and Elite Exposition Shows, O. G. Buton; E. G. Staats & Company, Hussell Debinson: Harper's Dogs and Fenles, Free Harper; Colorcraft Poster Company, H. T. Braucht, G. C. Chapman; Frederick Amissense; Savage Amissensen; Company, Walter Savage, Paragon Theatrical En-terprises, Vio Allen, Juanita Baltard; Truck Pirewick Company, B. C. Truck Truck Fireworks Company, B. C. Truck. Rosenthal Rosenthal Attractions, Lew Rosenthal Collins Enterprises, Billio J. Collins: Rosenthal Collins Enterprises, Billio J. Collins: Rosenthal R

CONVENTION CHIPS: Jack Polk, usi his own brand of multiplication, found a certain game cost him \$260.

Ray Anderson spent most of the time own room, where business

Ole Graham is looking for a story to use for his Western Riders, who are scheduled for an BKO picture, starring

George O'Brien.

Booking boys heard that Ed Holder, whose mule act is so well known, has been seriously III. Chick Boyes showed up to say hello and that his two circle stock companies

and that his two circle stock companies are keeping noses above water. George Jackson, former State Fair acc-retary, had his picture taken with the convention's prettiest girl, Marcella Doty, George found things pretty "fair" all

B. C. Truex admitted that he allo two or three contracts too many at last year's meeting, so wouldn't tell about the ones this year.

Thru persuasion of Barney Oldfield, Lincoln representative of The Billboard, next year's convention is to have a press

STRONG EFFORT-

(Continued from page 48) dras of welcome and J. M. Mason, secretary of Enstern Shore Pair Association, Keller, responded, President H. B. Watkins and Virginia fairs had their most stecessful year in 1937 and predicted that 1938 would be better.

Floor Show by Hamid

Subjects discussed on Monday were Mutual Benefit of Public School Pupils and County Fairs, H. L. Stallard, secre-tary Scott County Fair, Dungamons: Budgeting Fairs, W. L. Tabscott, secre-

SOUTH OU 10
SAN PRANCISCO, Jan. 28. — With
slightly more than 12 months to go
before it opens on Pebruary III, 1203,
building program of Go and population
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permanent structure to be on the Island, is virtually completed. Huge portals of the Pacific, main entrance, are approaching their ultimate 12-stery height. Half of the Mueral Engine 435 feet long and 200 feet wide, as practically completed. Electricity and business efficient permanent of the property of the property

Tower of the Sun, to be 400 feet high, has reached half that height, Southern towers of Homes and Gardens and Min-towers of Homes and Gardens and Min-towers of Homes and Gardens and Min-towers of Homes and Garden Complete. Ferry slips on the east side are completed, ferry terminal buildings are completed, ferry terminal buildings per cent finished and the towers forming eastern terminal of Homes and Gardens and Foods and Beverages buildings. Thuil cost of buildings under com-

are no per cent complete.
Total cost of buildings under construction is \$10,000,000. Mr. Day shift,
with the cuttre exposition project rated
at \$30,000,000. Bids have been called for
provision of parking space for 12,000
vehicles, parking charge to be estabilabed in consultation with builders and.

tary Greenbrier Valley Fair, Lowisburg, W. Va.; State Lours Affecting Fairs—New Legislation Necessary for Protection of School Control of School Control Contr secretary Alleghany County Fair. Cov. ington; Johnny Apple Scot, W. S. Camp-field, secretary Virginia State Horticul-tural Society, Staunton.

Richmond was chosen as next place of meeting. Officers, all re-elected, are H. B. Wathins, Danville, president; T. B. McCaleb, Covington; W. L. Tabscott, Lewisburg, W. Va; Charles A. Scenma, Richmond: B. W. Essies, Petersburg, vice-presidents; C. B. Ralston, Estaunton, retary-tr

George A. Hamid furnished a high-class floor show at the banquet, which was augmented by several local numbers. T. Gilbert Wood, Roanoke, president of Virginia State Fair, was emisee and Mr. Watkins presiding officer.

Catherine Behney's Dancing Darlings pened the show, followed by Carrol Catherine Behneys Daheding Datting-opened the show, followed by Corriel Sisters, Mr. Hamid appeared in a skit by Roy Cathell, recalls: Rumba Girk-Dod Slouch; Joseph Reed, vocalist, from Prank Meiville's office; Miss Myers, dance, and cornet solo by Joe Basic, leader of Madéon Square Garden Bind, Jimmie Hammer and his band played the acts and for dancing.

Showmen Are Numerous

Showmen Are Numerous
Carativals represented included Johnny
J. Jones Exposition, Raiph G. Lockett;
Strates Shows, James E. Strates, Harvid Strates Shows, James E. Strates, Harvid Shows, William Hartmann; Mighty Sheesley William Hartmann; Mighty Sheesley William Hartmann; Mighty Sheesley William Hartmann; Mighty Sheesley Mirth, Shows, Max Lindermann; L. Her-vey Canni; West's World Wonder Shows, Frank West, Netl Berk: Sam Lawrence Shows, Matthew J. Riley: World's Expo-sition Shows, Max Gruberg, J. J. Bets, Marks Shows, John H. Makes; Raifery Art Lewis, Jack V. Liyles; Cetlin & Wilson Shows, Max Cetlin & Wilson Shows, Max Cetlin & Wilson Shows, Lay Cetlin & Wilson Shows, Lay Cetlin & Hyde Shows, Y. Harry Rumikb: Kaus United Shows, Y. Harry Rumikb: Kaus United Shows, Y. Bucke, O. C. Block Exposition, O.

Firms represented were National Book-Firms represented were National Bocking Gorporation. Frank Medicile Triangle Poster Pinting.

Frank Medicing Triangle Gorporation of the Medicing Gorporation of the Medicing Gorporation of the Medicing Company, W. B. (Banh Eddington; George A. Hand. Inc., George A. Hand. Inc., George A. Handle Inc plifying System.

TAMPA BOW-(Continued from page 48)

music and costumes. Live-stock show included only Florida cattle, due to quarantine imposed just before the fair. However, Commissioner or Agriculture Kayo succeeded in having the quarantine lifted for 15 days and out-of-Slate berds are expected in time for the sec-

Acrial Stunts Scheduled

Ernic Young's Revue, playing here for the third consecutive year, is main grand-stand attraction, presenting Car-alcade of Hits. On the bill also are law grand-stand attraction, presenting Golaccess of Mrs. On the bill also see Ingrand-stand and the see Inchanna, lightning sign artist: Lasy Sarbara, dog and pony circus; Mertill
Brothers and Sister; Sonny Boy Vallat
Captain Custing, in 'Holding' of Deathing
Morris and Bobby, Walter Guice and
Company; Machenoa, scrobats: Calle
Mac Penn: Zoochtin cannon act; Alvia
Morton, prima Machenoa, scrobats: Calle
Mac Penn: Zoochtin cannon act; Alvia
Morton, prima Bill Stricter; song and
dancing, and Thearte-Duffield fireweck.
A feature is a program of servial dardevils, including Gharles Zunida, itunion
Capt, P. P. Frakes in plane crash. These
stuits have been arranged only for special days. Pint-night grand-stand or special days. Pint-night grand-stand or

elatists have been arranged only for special days. First-night grand-stand returns were most encouraging, but with atternoon show called of on second day encourage and the evening performance, not results dropped way below part, on the Royal American Shows, spain The Royal American Shows, spain The However, seather conditions for the first few days cut business there. Concessioners and showrfolk are optimistic and the control of the first few days cut business there. Concessioners and showrfolk are optimistic highly days the standard and more attractive than in any previous year.

Orange Fete Sets Record

Winter Haven Festival has all-time gate of 85.051-12,000 over previous mark

WINTER HAVEN, Fig., Jan. 29.—The 18th annual Florida Orange Festival here on January 17-22 had record attraction of the property of the proper new exhibit halls occupied for the

Attendance Attendance was 63,031, about 12,000 more than at any previous show. Daily attendance: Monday, 28,569; Tuesday, 9,13; Wednesday, 12,068; Thursday, 9,007; Friday, 10,092; Saturday, 16,791. First five days beat all previous records corresponding days

"While we are willing to give fine weather credit for much of the record," said President George L. Burr of the festival association, "we are not unmindfestival association. festival association, "we are not unminding of the splendid work and organizing shifty of Earl Brown, Almon R. Shaffer, George Clements and others of the operating staff. Executive Manager Shaffer brought a world of experience to whip the festival into shape in the Science Shaffer brought as the Shaffer brought as the Shaffer brought as world of experience to whip the festival into shape in the Science Shaffer brought as the Shaffer brought as the Shaffer Sh 50 days allotted him.

15,000 Pupils Parado

15,000 Pupils Perade
Monday, School Day, that parades of
children in which more than 15,000 pardicipated, and reduced unidway prices
proved a strong attraction. Every school
in the county was closed and the county
for the county was closed and the closed
prompts of the county was closed
in the county was considered and the confidence of the county
for the county was considered as program on the open-six stage.

stage. Wednesday was Mayo and Agriculture Day, named for Nathan Mayo, State com-socioner of agriculture, with promi-community of the featival queen and chowning of the featival queen and initialisation of her matic of honce was limite of a pretention speciated with the conferential of the conferential control of the conferential control of the properties of the conferential control of the the conferential control of the conference th installation of her most installation of her most plant of a precentious specatic with co-operation of international Pressure Company a of international Pressure Company a constant of the preceding the property of the preceding the process of the preceding the process of the preceding the process of the p

On Priday, Governor's Day and Press On Friday, Governor's Day and Press Day, the program included speeches by H. P. Baya, representing Governor Con-and other members of the governor's staff. More than 300 representatives of Piorida newspapers and their wives re-mained for a press breakfast and "Grid-ico" in the Haven Hotel, which was not adjourned till after 4 o'clock Saturday morning.

Showfolk Are Visitors

Closing day was American Legion Day was being held here hundreds of the Legionnaires visited the festival, many Legionnaires for the first time. There were numerous comments that they were pleased to find Finish Orange Festival was what its name implies rather than an agricultural

"We are pleased with results attained in pushing the festival to the front in winter amusemente in Florida," said Manager Shaffer, "Publicity given the new within halls helped and we had top-notch attractions."

509-notch attractions."
509-notch attractions."
Among acts were Fiorescu, high pole;
Filing Wards, from Ringling Bros.-Bar-zum & Balley Circus winter quarters,
527-200 A. Balley Circus Eephants, includ-ing Stake C. Merrill Brothers and Sister,
cquilibrists. Watkin's Traired Animal
Show: Bob Edwards and Virginio; Major,

Show: Bob Edwards and Virginia; major, "Ideal Dog," and some local offerings. Among visitors were Lincoln G. Dickey, Among visitors were forcest Lakes Among visitors were Lincoin G. Dickey, who was general manager of Great Lukes Exposition, Gleveland; Peg Willin Runger, Capper, Lawrence Philipp, Johnny J. Succe Exposition; Mrs. Hody Jones and Son. Johnny Jr.; Preddent Glies, Central Florida Exposition; secompanied by Camfrod T. Bickford, expo-manager; P. Camfrod T. Bickford, expo-manager; P.

Fair Meetings

Hilmois Association of Agricultural Pairs, Pebruary 3 and 4, St. Nicholas Hotel, Springfield, A. W. Grunz, sec-

South Texas Fair Circuit, Pebruary 7, city hall, Boerne, George Kempen.

7. city half, Boerine. George Kempen, secretary, Seguin, Western New York Fair Managers' Association, February S. Hotel Buf-fulo, Buffulo. Glenn W. Grinnell, secretary, Batavia.

secretary, Batavia,
Louisiana State Association of Pairs,
Pebruary 11, Auditorium, Southwest
Louisiana Inditute, Lafayette, R. &
Vickers, secretary, Donaldsonvulle,
New York State Association of
County Agricultural Societies, yebrusry 15, Ten Syck Hotel, Albany,
G. W. Harrison, secretary, 131 North
Pine.

Strieder, general manager of Plorida Streeder, general manager of Florida Fair, Tampa, accompanied by Mrz. Strieder and their daughter and Mrz. Van Roy, Gleveland; Carl Buretin, president of Florida Fair, and Russell Kny, its secretary: Ralph A. Hankinson, of autoracing note and manager of the Hankinson chain of hotels, with Mrz. Hankinson chain of hotels, with Mrz. Hankinson chain of hotels, with Mrz. Hankinson son chain of holes, with Mrs. Hahkin-aon; James Maione, publicity director of Florida State Fair; Elmer Velare, Walter DeVoyne and Jack Dadswell, of execu-tive staff Royal American Shows, and others of the amteument colony wintering in Florida.

Hamid Sending Attractions For New Havana Exposition

NEW YORK, Jan. 29.—After one post-ponement from original opening date of January 20, due to delay in negotiations January 20, due to delay in negotiations and construction, Havania's Cuban National Industrial Fair and Exposition is apparently set for a debut on February 12. Event, which will probably be an annual exposition, will last approximately four weeks altho no definite closing

date has been announced.

Thru George A, Hamid, New York attraction booker and operator. Tom Mix will headline entertainment lineup and leaves with an abbreviated contingent of his circus for Havana this week. Hamid is sending 20 head of rodeo stock and is sending we are about 12 roden hands from Trenten, N. J., to the Cuban capital within the next few days. Endy Brothers will have the rides at the expo. moving them from their Funland Park in Miani. Ben Weiss, concessioner at Funland, will

Hall of State to Dallas

DALLAS, Jan. 29,—Hall of State, \$1,000,000 historical museum, erceted in 1906 as the State's part in Texas Centennial Exposition and operated thru Pan-American Exposition in 1937, has been taken under control of the city. It will be operated as part of the Dallas will become chief to be constructed on part of the Dallas to be constructed on prounds occupied. structure of a large community center to be constructed on grounds occupied by the expositions. Dallas acquired the State and plans are to have Dallas Hatorical Society operate it as a historical insueum. Dullas citizens are trying to raise funds to buy the Globe Thesier, operated as a Enlawspearent theater during Tense Centennial Exposition.

Fair Elections

WARREN, Minn. - Marshall County Fair Association elected R. B. Taralseth, president; O. M. Mattson, secretary.

CANDO, N. D.—Towner County Pair Association elected Dr. S. P. Smith, presi-dent; Jack Currie, vice-president; Lyle Brightbill, secretary.

THIEF RIVER PALLS, Minn. nington County Pair Association elected S. E. Hunt, president; Hans Anton, vice-president; R. J. Lund, secretary; L J. Kaliber, treasurer.

FREDERICTON, N. B.—Roy W. Smith was re-elected president of Fredericton Exhibition for his second one-year term. Moses Mitchell was elected vice-presi-dent. Secretary C. L. Sypher, Treasurer C. D. Holder and Rucing Secretary D. W. Griffiths were re-elected.

WEYAUWEGA, Wis.—Ray Hutchinson President Donaldsonville, La. as elected president of Waupaca County

Agricultural Association; Roy Blair, vice-president; Henry Olocke, secretary; Ken-neth Van Epps, treasurer.

LINCOLN, Neb. - William Walde county agricultural agent, was elected treasurer of Franklin County Pair Board.

HENDERSON, N. C .- Golden Belt Pair HENDERISON, N. G.—Golden Beit Frair elected E. L. Framing, president; Alfred Phinamer, vice-president; C. M. Hight, secretary-treasurer; C. M. Hight Jr., me-sistant, Pair has a treasury balance.

BARABOO, Wis.—Sauk County Agri-cultural Society re-elected Frank Moriey president; Arthur Atridge, vice-presi-dent; W. T. Marriott, secretary; Urban Mather, tressurer; W. T. Marriott, super-intendent of privileges; Fred Blach, marchal marshal

SIDNEY, Mont.—Richland County Pair Association re-cleeted R. P. Blair, presi-dent; G. George Johnson, H. L. Rounce, vice-presidents; Theodore Posse, P. B. Lauster, directors. Secretary - Manager Jack M. Suckstorff, who has directed the fair for the past four years, was given a new three-year contri

FAIRBURY, III.—Fairbury Pair Asso-ciation elected P. J. Keck, president: Ed-ward A. Yeagle, vice-president; K. V. Keck, treasurer: George H. Decker, sec-retary: H. W. Meisenhelder, assistant; J. C. Hagen, superintendent of speed.

BONHAM, Tex.—Faining County Fair Association re-elected R. E. Old, presi-dent, and J. I. Boon, secretary, Annual report showed net profit from the 1937 fair of \$33.26.

ELBERTON, Ga.—Elbert County Pair Association re-elected Jessie Hobbs, president; O. G. Wright, treasurer; I. V. Hullme, secretary and general manager; Col. Amos L. Sapp, chairman of board of directors.

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

LEXINGTON, Va.—Rockbridge County Fair Association elected H. T. Kirk-patrick, president; C. W. Crist, J. H. Hyde, W. S. Moore, vice-presidents; C. C. Humphries, secretary-treasurer.

GRANTSBURG, Wis. - Newton Bran-stad was elected president of Burnett County Co-Operative Agricultural So-ciety; Charles Sandberg, vice-president; Ray G. Lidbom, secretary-treasurer,

DARLINGTON, Win.—George Priestley was elected president of Big White Pair Association; John L. McGrath, vice-president; P. P. McGonnell, secretary; Glenn Swift, tressurer; Henry Pilling, auperintendent; Frank Parson, superintendent of concessions.

BUTLER, Pa.—Butler Pair and Exposition directors re-elected R. J. Ferguson, president: Daniel Younkins, vice-presipresident; Daniel Younkins, vice-president; Carroll M. Miller, secretary-treas-

Neat Grounds Bring Publicity

By THOMAS P. LITTLEJOHN-

Why not have a fair plant hooking to best the year round, thus creating.

I have just had effective and sur-prising publicity results from improv-ing grounds of Pike County Pair, Trey, in grounds of Pike County Pair, Trey, in grounds and cleaning and repairing and cleaning the re-repairing and cleaning to take the light poles, whitewashing fencing, paint-ing and repairing front toket office and crection of a bountful "Pike County and erection of a beautiful "Pike County Pair" entrance sign, 18 by 3 feet. Sign faces Dothan and Troy highway and tracks of Atlantic Coast Line and Cen-tral of Georgia railroads, running parallel with the front about 200 feet

way.

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

here" and "Doesn't it look intee" are the Tule;

terrycon I meet has constituted to say about the preparedness for the 1030 fair. Some eititions have suggested that the grounds be used as a park for. Upon invitation I have appeared before the Board of Education and a second to the same property of the

-elected president of Inter-State Pair Association: A. P. Punk, vice-president; Joseph J. Prisch, secretary-tressurer, The board voted to hold a 1939 fair, even the it does not receive State aid.

BEAUMONT. Tex.—Howard W. Oard-ner was elected president of South Texas State Fair Association; B. A. Steinhagen, Ed Stedman, vice-presidents; P. B. Doty, treasurer; L. B. Herring, accretary-man-ager, re-elected.

HAWKINSVILLE, Ga.—Pulaski County Pair elected G. A. Hough, president; J. P. Sanders, vice-president; Elma Mo-P. Sanders, vice-president; Kima Mo-Eachern, secretary-treasurer. Officials reported a large number of improve-ments and that additional buildings probably will be built for the 1938 fair.

RICHMOND, Va.—Por the ninth con-secutive year T. Gilbert Wood, Roanoke, was elected president of Vingina State was elected president of Vingina State secretary and general manager; H. S. Hotchkles, Vice-president and treasurer, Clarence T. Riddick, assistant general manager, all of Richmond.

on directors re-elected R. J. Ferguson.
resident; Daniel Younkins, vice-presint; Carroll M. Miller, eccretary-treasstrer.

LA CROSSE, Wis.—George H. Gordon J.
P. St. Clair, secretary.

The Great Hagerstown Interstate Fair HAGERSTOWN, MARYLAND

WILL BE HELD OCTOBER 18th to 22nd, 1938, INCLUSIVE. Will book Hell Drivers for Friday and Saturday if terms can be agreed upon. Will be glad to hear from Carnivals, if interested.

CHAS. W. WOLF, Secretary.

KEREBERKERKERKERKERKERKERKERKER LOUISIANA STATE ASSOCIATION OF FAIRS

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

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

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

Everybody Is Cordially Invited To Attend R. S. VICKERS

HARRY D. WILSON Commissioner of Agriculture Secretary - Treasurer Donaldsonville, La.

MAFA Is To Check Solons

State relations committee will push State aid-Ammon tells of Badger plan

mon fells of Battger plant
BOSTON, Jan. 29.—As reported briefly
in bast week's issule of TAE Billboord, inthe Massachusetta Agricultural Paira
Association, Beld at the Birunwick Botel
January 20-21, centered chiefly on ways
and means of opposing pending legislative matter affecting organized fairs and
expositions through Massachusetts.

Altho the excellent program of ad-dresses created intense interest in the gresses created intense interest in its sessions, most important and valuable action on the part of the assembly was the adopting of resolutions vigorously opposing alterations in the laws forbidding horse and dog tracks to operate pari-mutuel betting during the fair season: to closely supervise new fairs and expesitions for protection from possible expositions for protection from possible promotion ventures on the part of rectine coperators destring 40 bet around the part of the protection of the prote of Massachusetts.

Retiring President Frank H. Kingman. Brockton, presided at the sessions and with Secretary A. W. Lombard presented one of the finest and most comprehensive programs of speakers ever to appear at a MAPA winter conclave. Headed by Baiph E Ammon, president of the Inter-national Association of Fairs and Exposi-Home and scretary of the Wisconsin State Pair, and Frank Lovejoy, director of sales promotion, Vacuum Oil Com-pany, New York City, and list of speakers delved into nearly all angles of fair operation and current problems facing the industry.

Modern Methods Needed

Lovejoy, who spoke on "Merchandising Your Pair," explained the difference between merchandising and advertising and pointed out that unless agricultural fairs apply modern merchandising methdair appy modern mecosinesian medi-ods they are due for gradual extinction.
"Fairs must find out what the public wants and then present it." Lovelor said, "The time is past when commercial firms, as well as expositions or all show budness, can successfully sell their wages to a public that is not overly en-thusiantic about the product in the first place." Merchandising to place." Merchandising is discovering what the customer wants and then ex-plaining that you have it for him in terms that anyone can understand."

Mr. Lovejoy went on to state that fairs, altho essentially agricultural in characaltho essentially agricultural in charac-ter, aboute emphasize commercial and industrial exhibits more than at present and that in the final analysis radio, pletures and modern communication and transportation facilities have edu-cated the rural public to city life and cated the run

Mr. Aumou, who has been attending Eastern fair meetings this winter, extending Eastern fair meetings this winter, extending the state of Wisconsin and the new years and the same admitted he was not aware of all the instruction of the system in Massachusetts would possibly plained the Wisconsin State Pair's position to work out the work of the wind out the work of Mr. Ammon, who has been attending they are not so are not so important to a fair as will have fair men believe.

some will have fair men believe.

Other interesting speakers during the two-day convention included What is News, by A. T. Benson, of The Bration by Prans D. Burkett, Augusta, Me.: Who Gene Thru the Gote at Blandford, an extremely intelligent and accurate survey made and presents as the College, Amherst. Mass., and Courtesy. Comfort and Conventioner, the three essentials for a successful fair, by L. B. Boston, West Springhed, Mass.

Willard A. Pease, Chester, spoke on Hou-ro Secure Mose Exhibits; Meking the Prof. Gunt B. Singder, State College, Amberts; Arno H. Nehrling, manager fon, gave an interesting and extensive talk on The Way To Build a Flonser-ham managed thrutout the aution indied interest to the discussion that followed, and operating cuttle shows of fairs was and operating cattle shows at fairs was explained by another representative of Massachusetts State College, Prof. V. A.

Closing feature of the program consti-tuted an open discussion of fair prob-lems such as special features, midway, irreworks and auto and motorcycle rec-

Resolutions, read by Chairman Milton naniger, Springfeld, were adopted and covered appreciation to George A. Hamid and Paul Denish, Hamid Boston rep, for entertainment at the banquet held for entertainment at the camput now Thursday evening; to Henry Rapp, of the American Fireworks Company, Box ton, for favors and novelties; to Georg Ventry and his Stetson Radio band; b Ventry and his Stetson Radio Band; to Rahph Animon, president of LAFE, for his kind expression of interest in MAFA; to the press and The Billboard in particular for its keen co-operation, and to the legislative committee for its activities for the good of all fairs during the last

Banquet, held in the beautiful Bruns wick Gasino on Thursday, was attended by approximately 250 and as usual af-forded ample opportunity for fun and froils. Long and entertaining floor show, arranged and furnished by Paul Deuish, arranged and furnished by Paul Denism, kept 'em amused and dancing to Ven-try's musical melodies kept 'em on the more. Charles Kash, Springheid, was presented with a clever remembrance during the course of the evening, Janu-ary 20 being his 51st birthday.

Attendance Is Large

Attractions and delegates represent the meeting included Henry Rap Property Company, Bosto at the meeting included Benry kapp.
American Frieworks Company, Boston;
Clarence McConney, free attractions.
Salem. Mass.: Al Martin, free attractions, Beaton; James Victor, free attractions, New York City; George A. Hamid
and Paul Denish, free attractions, Bosand Paul Denish, free attractions, ton and New York: B. H. Spear, H Drury and Frank Pine, Champlain Drury and Frank Pine. Champlain Valley Exposition. Burlington, Vi. L. E. Z. Mitchell, Plymouth, Frank Vi. Mitchell, Plymouth, Plank Vi. Mitchell, Plymouth, Plank Vi. W. R. Jordan, Merle E. Dimick. Raiph H. Leonard, Paul Morrison, Hartland Fair, Battland, Vi., Carl W. Cherg, Land Pair, Hartland, Vi., and E. D. Spaulding, D. J. Truesland, Dan O'Brien, Frank H. Alexander, Carroll Stoughton, Almon D. White and Clarence Marshall, Laconater White and Clarence Marshall, Laconater (Vt.) Pair

A. W. Ellis, Tunbridge (VI.) Fair: Mrs. A. N. Peckman, Rhode Löndan State Fair. A. N. Peckman, Rhode Löndan State Fair. Frank W. Witnier, Maine State Pair. Frank W. Witnier, Maine State Pair, Frank Burkett, Portland, Mrs. Month of the Communities: Faul P. Inik, New Haven, Communities: Faul P. Inik, New Haven, Communities: Rose of the Communities: Paul P. Inik, Stew Haven, Communities: Paul P. Inik, Stew Haven, Communities: Paul P. Inik, Stew Haven, Communities: Paul P. Paul P. Bayles P. Paul P. Davies P. Paul P. Paul Mingleworth, Robert P. Traik, and Raiph H. Gaskill, Topsfield, Miss., Fair. A. W. Ellis, Tunbridge (Vt.) Fair; Mrs.

Jan. H. W. Kingman, Pitomouth County Pair: Fred C. Murray, American Fire-works Company, Beston; William F. Kingman, Beston; William F. Kingman, C. M. Jacobs, Boston Arran Rebon Bell, the Music Box, Wellselly, Mass: Marjorte L. Wyman, Playtime Carnival, Gulney, Mass: A. P. Berson and Mrs. Lenn M. Bowe, Dedham Grange, Frank Pinento and D. L. A. Fenno, Westboro Grange: Mrs. Mary C. Wheeler, Northboro Grange: Mrs. Mary C. Wheeler, Northboro Grange: Mrs. Mary C. L. B. Boston, Hampion County Pair.

News. by A. T. Benson, of The Boston Irriganan, Mariboto Grange and Rolland Transcler Light Henreas Recting in Maine, by Frana D. Burkett, Augusta, Mar. Who Transcler Light Henreas Recting in Maine, which was a constant agreement of the Company o

Lombard, secretary of MAFA. Boston, and Sidney Paine and Roger Littleford Jr., Boston and New York, respectively,

Fair Grounds

SHREVEPORT, La.-W. R. Hirsch, sec-retary-manager of Louisiana State Pair, secred as executive secretary of the local served as executive secretary committee in charge of celebration of the President's birthday in interest of the paralysis victims. Mr. Hirsch the President's dirtimay in interest of infantile paralysis victims. Mr. Hirsch directed a wide-spread organization of citizens, climax to the celebration being the President's ball in municipal auditorium, arranged for by Mr. Hirsch and

HILLSBORO, N. D.—An effort is being made to revive Traill County Fair, an-nuals of which were suspended in 1928,

THIS RIVER PALLS, Minn,-Per nington County Fair Association was in-formed by the WPA that \$8,980 will be spent on improving the fairgrounds spent on improving the fairgrounds here. Work will include construction of a 4-H Club building, improvement of race track and water and sewerage facil-

WARREN, Minn .- Marshall County WARREN, Minn.—Marshall Country Fair Association has made application to the WPA for assistance in construc-ting a grand stand with capacity of 2,500, to be constructed before the 1988 fair. The secretary reported a surplus of \$1,500 which would be applied on the

LEBANON, O,-Plans for a \$60,000 building program on Warren County Pair grounds were discussed at a joint meetgrounds were discussed at a joint insetting of fair board commissioners. Auditor A. M. Parker and State Architect Hugh Brooks. The program, so be continued construction of an agricultural building, grand stand, dining hall and poultry building. It is planned to submit the program as a WFA project scon.

BURLINGTON, Kan,—John Redmond, coretary of Coffey County Free Fair ere, and Mrs. Redmend entertained numbers of the board of directors of the members of the board of directors of the fair and their wives at the banquet and floor show of the State Association of Kannas Fairs in Topeka during the an-nual meeting. There were 24 in the party. He had extended similar invita-tions in provious years but this was the first time weather permitted the 63-mile drive from Burlington. Secretary Red-mond is editor of The Dully Republican here and fair work is his hobby.

CORTLAND, N. Y.—Cortland County Pair will ballyhoo its 100th anniversary this year and management is planning to the in all towns of the county to set an attendance record. Board reported a profit from last year's fair.

WASHINGTON C. H., O.—Fayette ounty fair board announced work will County fair board announced work will start soon on an industrial hall, 40 by 250 feet, and several smaller buildings on recently leased fairgrounds here and that the race track will be reconditioned that the race tra

CARROLLTON, O. — Phil Phillips, Wooster, who had several shows at the 1937 Carroll County Fair and who has been granted exclusive on shows at the 1938 fair, plans to utilize about 800 feet for a show midway opposite the rides, which again will be furnished by F. E. Gooding Amusement Company.

Performing Rights Group Exemption Sought by MEA

AMHERST, N. S. Jan. 29.—It was an-ounced at annual meeting of Maritime shibitions Association here that all Exhibitions Exhibitions Association here that all payments for the Performing Rights Society are being withheld, pending settlement of the rights of that society. Indications are that the MEA will spooser an amendment to regulations governing fairs to provide protection sgainst claims from the society on fairs of agricultural or an experiment of the society on fairs of agricultural control of the society of fairs of the society of the

type.
That insufficient co-operation exists That insufficient co-operation exists between larger fairs and county fairs was the consensus. Association accepted into memberahip Cumberland County (N. S.) Exhibition, held anjually in Oxford. This is the first county fair s and county fairs Association accepted Oxford. Into membership, originally com-posed of only Class A exhibitions of New Brunewick, Neva Scotla and Prince Edward Island. Thru the MEA better

rathroad freight rates have been obtained railroad freight rates have been obtained for live stock at fairs in the association. C. P. Bailey, Fredericton, N. B., was re-elected president and A. W. Micc. Kenzie, Truro, N. B., was re-elected acc-retary. Mr. Bailey is president and Mr. MacKenzie is secretary-manager of Mari-time Winter Pitt, Amberst.

BUFFALO.—Frank J. O'Brien, Cole-donis, will preside at the annual meeting of Western New York Fair Managers' Association in the Hotel Buffalo here on Pebruary 8, said Secretary Glenn W. Grinnell, Batavia. Dinner will be served at noon, with program session in after-

NAAPPB ROSTER-(Continued from page 46)

about December 5 and in less than a week's time was off with a flying start as chairman of the 1938 program committee, communicating with many who had attended the convention in order to pick out weak spots and get as many

to pick out weak spots and get as many new ideas as possible for the program. Co-operating with him particularly have been Precident Baker, Secretary Hodge, Paul Huedepohl and others. If the program committee's work is a samthe program committee's work is a sam-ple of the work to be done by all com-mittees in 1938 NAAPPB has a big year to look forward to, say officers.

officers named at the December gan-nual meeting in the Hotel Sherman. Chicago, are Karry C. Baker, New York. Chicago, are Karry C. Baker, New York. Review, P. Barry C. Baker, New York. Hardy C. Barry C. Baker, New York. In the Company of the Company of the Company frast vice-president. Herbert F. O'Maliey Hay. N. Y., second vice-president. Roy Staton, O'Liaboma City, third vice-presi-tation, O'Liaboma City, third vice-presi-tation, O'Liaboma City, third vice-presi-tation, O'Liaboma City, third vice-president. Nat 8. Creen. Chicago, the Cauter, A. L. Filograsso, Chicago, assistant freasurer, A. Harry C. Baker, Harry J. Batt. Rev. D Billings, John R. Davies, Arnold B. Cyttele. Ceopey A. Hamid, A. B. Hode-ter, A. B. Medswign, Herbert J. Markey, A. B. Medswign, Herbert J. Schloss, Edward I., Schott, Roy Staton.

Toll Heads Awards

New committees, first member named being chairman and second member vice-chairman, are: American Recreational Equipment Association awards, Tree-dere M. Tell, J. H. Smith, J. L. Coleman, dere M. Tell, J. H. Smith, J. L. Coleman, Julian M. Bamberger; entertaliament and banquet, Harry A. Ackley, Mrs. P. M. Killay, M. H. Barnes, George A. Hamid Mrs. A. W. Ketchum, Mrs. R. P. Lusse Killay, M. H. Barnes, George A. Hamid Mrs. A. W. Ketchum, Mrs. R. P. Lusse, B. W. Frederick: executive, Harry C. Daker, Arnold B. Gurtler, Herbert F. O'Malley, Roy Staton, A. B. Alexander, Herbert F. O'Malley, A. B. Hodge; france, Herbert F. O'Malley, A. W. Ketch-um, N. A. Alexander; Greign relations. nance, Herort P. Osanier, A. W. Reco-um, N. A. Alexander: foreign relations, Richard F. Lusse, William Rabkin, Leou-ard Thompson; historians, W. P. Man-gels, R. S. Uzzell; legislative, Fred L. Markey, Pred E. Wesselman, Harry gels, R. S. Uzzell; legitlative, Fred L. Markey, Fred E. Wesschman, Harry Bloom; membership, Roy Staton, Richard F. Liuse, John Logan Gampbell, Fred Fansher, George H. Lauteman, Fred W. Pearce, Leonard B. Schloss, H. P. Schmeck, T. M. Toll, R. S. Uzzell; music royalty, A. B. McSwigan, E. E. Fochl. Herbert F. O'Malley,

Herbert P. O'Malley,

Women on Reception
Nominating J. R. Lamble Jr., Rishard P.
Liusse, Abe Frankle, P. W. A. Moeller,
Edward L. Schott, R. C. Strehlow; program, Herbert P. O'Malley, Harry J. Sat.
A. B. Hodge, Paul H. Huedepohl,
A. B. Hodge, Paul H. Huedepohl,
A. B. Hodge, Paul H. Huedepohl,
B. S. Alexander, Leonard B. SchlooRichard F. Lusse, A. B. McSwigan, Herbert P. O'Malley, Pred W. Pearce, H. P.
Debet P. O'Malley, Pred W. Pearce, M. P.
Huedepohl, Leonard Traube: reception
and social, Arnold B. Gurtler, Mrs. A. W.
Retchium, Mr. and Mrs. Marbe: recordion
and social, Arnold B. Gurtler, Mrs. A. W.
Retchium, St. A. McKander
George J. Baker, John Logan Campbell.
Miss 1ds Cohen, Frank P. Dufffelb, E. & George J. Baker, John Logan Campbell Miss Ida Cohen, Frank P. Duffield, E. Foehl, A. R. Hodge, Mrs. P. M. Killaly J. E. Lamble Jr., George H. Lauerman Mrs. Raymond Lusse, Mr. and Mrs. R. F. Lusse, Robert Lusse, Mrs. 1 O'Mailey, Robert L. Plarr, C. Herbert V. Str

Westler.

Resolutions, Edward L. Schott, E. F.
Poehl, J. E. Lambie Jr.; safety code
Richard P. Lusse. Dudley H. Scott
George J. Baker, Norman Bartlett. George George J. Baker, Norman Bartiett, George H. Cramer, George P. Smith Jr.; service awards, John R. Davies, Edward L. Schott, J. E. Lambie Jer, zwianning pro-motions and protection, Harry A. Ack-iey, Paul H. Hurdepohl, N. S. Alexander, James K. Montieth, Harry O'Hare, Leon-ard B. Schoss, J. O. Zegfeld.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

SEFFERINO'S Bollerdrome, Cincinnati, has been selected for the national amateur speed foller-skating championship meet in April by the Roller Skating Rink Operators' Association of the United States, it has been admounced by Gen-eral Managur Fred Martin, Arema Gar-dets Rink, Detroit, secretary of the association. The meet in 1937 was in

Arena Gardens,
-The association felt that Cincinnati "The association test that Cincinnatis the logical city, since it has two nice rinks, a multitude of roller skaters and is convenient to all parts of the country," and Secretary Martin. "I feel confident that this meet will be one of the most interesting and successful ever beld.

ino most interesting and successful err beids of the control of th

it an outstanding event."

FRANK BACON, former pro speed skater and exhibitionist, who died in Curist Hospital, Clincinnati, on January 21 atter an illness of six weeks, during which a number of blood transfusions were given by his brother. Bert, passed sawy a day prior to achtedued opening of his Tacoma Park Rink, Dayton, Ky, 2015 achieved during the flood a year sally damaged fatting the 1990s, both which are a considered to the control of th when sprinting. He appeared to be all arms and legs and was very hard to pass. Bacon could win either from the front or reat, "I have seen him



RICHARDSON BALLBEARING SKATE CO. Established 1884, 3312-3318 Rayenswood Ave., Chicago, III The Best Skate Today

ATTENTION!

THE G. L. MORRIS CORP.

OR SALE IN PENNSYLVANIA

willing, need cash for big city roller rick invest-land BOX D-116, Gare The Billinged,



BURNS Cleveland's first roller ballet, compersonal price foliate, com-posed of smaleur skoters who are members of Claveland Roller Club of Skateland Rink. He has been as-sisted by Johnny Mason and Tony Mayo, pro Skaters, in training the 34 fem members. Skateland has 30 employees under Manager Kenneth F. Kearney.

with many ruces on his nerve, but never with many ruces on his nerve, but never as ruce. He was come seen him quit in a ruce. He was come seen him quit in a ruce. He was come of the many ruce of the control of the co win many races on his nerve, but never

CLEVELAND'S first roller-skating retions, recently produced, was staged by
the recently produced, was staged by
the recently produced, was staged by
the recently produced to the recently
staged by the recently recently recently
staged by the recently
staged by
sta CLEVELAND'S first roller-skating reshow-stoppers with burlesque clowning. "Doc" Whipple played the show on the "Doc" Whipple played the show on the new electric organ. Rink managers from Midwestern States were guests. Cleve-land Roller Club, less than a year old, has membership of 1,500.

AL WISH, proprietor of new Playland Roller Rink, South Bend, Ind., which opened to capacity business on January i, reports that two matthese have been added to the weekly achedule. Attendadded to the weekly schedule. Attendance and private party bookings have been good. On January 8 at roller club person good. On January 8 at roller club party was bailed to another capacity and the property of the property and the property and the property and the property of the property and the property of the property and th oc neid soon, with a national accident prevention representative in attendance. Staff includes Harry Hanley, manager. Otto Roskosky, skate service; Isabel Hanley, office secretary; Eddle Robbins, thoor manager: James Kimmel, Almadene Zaita, instructors; Patricia Moss, Mary Schrader, watdrober, Mary Capitina, tickets: Joe Capitina, skates, and Jack Mc-Donough, publicity.

SKATERS on January 30 competed in finals for the champion timals for the championship Turn. Watte dance-step contest in Norwood (c.) Role for Rink, reports Manager E. J. Von Hagne. The Schottstiche, Strut, Jigadoo, Hagne. The Schottstiche Strut, Jigadoo, Turn Watte Golden the Turn Watte wards every Tuesday and Sunday evenings until all championship couple awards are presented. The new game, broom heckey, is proving spopular with peculiary and many couple wards on the proving supplied with peculiary and many couple wards. with speciators and members and many teams are being formed. Game is played with a regular broom, dubbed off a bit, making it impossible for players to raise the rawhide puck off the floor, thus insuring safety to spectators. There are five players to a side and time of game is 10 minutes, with additional five ininis to minutes, with additional five min-utes in case of a tie. Goals are wire cages, six feet wide and 200 feet apart, Players wear tights, ahin guards and elbow pads. Game calls for speed, bal-ance and ability of players to change direction rapidly.

"SILVAS R. BOWEN and wife, who operate a fink in Jackson, Mich, were visitors to Sefferino's Rollerdrome, Cincinnati, on January 25," writes Ploor Manager S. M. Mooar, "Both are expert skaters and entertained with some fine skaters and entertained with some fine figure skating and spins. Mack (O.) Skating Glub has chartered busses and will visit Harold Corse's Collseum Rink, will visit Harold Cone's Collectum Bink, Dayton, O, on February 12. They are also members of the Rollerdrome Gitth and have staged several parties here, and have staged several parties here. The stage of the stage in Oake Fark Elink, Portland, Ore. Mr. and Mrs. Dalson will run the Salem risk during absence of Mr. and Mrs. Keller Guring absence of Mr. and Mrs. Keller on a good-well trip in the total run of the Robler Eksting Rink Operators Association of the United States. Miss Oral Keller and her citer, Mrs. Dalson, are expert skaters and made a big hit on an Eastern four last summer. On this Coast Eastern four last summer. On this Coast Eastern four last summer. trip that will snow her splitty as a lighter saketer said we can personally say that they won't find her wanting in ability. Mr. Keller advised that he has given up the idea of buying a portable and will endeavor to locate somewhere in a large rink, it being his intention to turn management of the Salem rink over to his new son-in-law. The Kellers made many friends on their Eastern trip, and he is one of the new association's big-gest boosters and an asset to it. In his better he stated that he deeply regrets the criticism given Fred Murree (Bright Star) by Jack Nasholm in The Billboard Star) by Jack Nasholm in The Billboard of January 22. He declares Bright Star made many friends wherever he went and Mr. Koller seconpaneled him on and Mr. Koller seconpaneled him on the friends of the star agree that the criticism made by Mr. Nasholm was emirely uncalled for. Bright Star deserves nothing but praise for even undertaking the long trip he has just covered and his efforts to revite interest in figure skating at the age of 77 years, and we wonder it Mr. Nashoim will be

able to or can duplicate angu-intricate skating. Mr. Koller and family will make another Eastern tour, and it is to be heped that the daughter will be to be heped that the daughter will be apportunity of appearing on have the opportunity of appearing more rinks than their previous took them to."

Skaters for Tomorrow

By EDWARD J. VON HAGEN Manager of Norwood (O.) Boller Bink

stanger of National Vol. Moder Sinks "Making holler skater for tomogrow" as of the foremest interest to the modern histories man-rink operator. The as-maintees maritike operator. The same occurred spasmodically during the past of living to lock ahead, reason for having this fluctuation of interest in roller skating than to have basebal, swimming than the modern stating than to have basebal, swimming from time to time. The successful rink operator today is premoting and plangars to the stating than to have basebal, swimming from time to time. The successful rink operator today is premoting and plangars to the stating that the same property of the same property of the same property of the same time of the same property of the same times of ago once a week. Children at this lock of ago once a week. Children at this that the same properties are some of our most successful rink operators recognize the in-

conful rink operators recognize the im-portance of making skaters at this age and are well rewarded for the sacrifice.

POOL WHIRL-(Continued from page 47)

is coming into popular fancy. All poels should consider staging such a production. It might be salvation for night bathing, so long a problem to many out-door bathhouses. Especially those pool men who believe competitive swimming is no longer a draw should attempt thi

attractio attraction. embers of the production staff which Members of the production staff which staged the aqua-musical in Pittsburgh are pioneem of a new type of amusement whith—who knows?—may gain member which—who knows?—may gain woods, stage director; Irving Pearinana, lighting director; Edward Smooth, stage director; Howard Specht, planist Mery Wilms Rauch, write cottime dispersion of the stage of the stage

Dots and Dashes Mami Biltimore tank is getting most of the play so far on publicity down the play so far on publicity down the play so far on publicity down the play so far on publicity of the play so far on the play so the pl Cute stunt the Chamber of Commerce pulled in ataquing a beauty contest among flaund life guards, but it's anything for February. ... National Pota Bear Cube held its annual winter swim party last week in an artificial pool cut out of cakes of ice.—And during the next presidential campaign they'll probably use the alogan. "A swimming pool in everyoner buck yard"

Roller Rink Attractions



"The Life of Your Party"

New Book

Listing; 50 Parties, All Holidays.

Rink Management and Personnel.

Every Rink Manager Should Have a Copy

\$2.50

Order Yours Now

CHICAGO ROLLER SKATE CO., 4427, W. LAKE ST.



MRS. NORMA LANG, side of Dec reason and manager of the rated as one of the most poet as rated as one of the most poet serves the Missouri Show Women's serves the Missouri Show Women's serves the Missouri Show Women's which office she has held for seceral terms. Aside from household duties her hobby is looking after the wel-terns. Aside from household duties her hobby is looking after the welfore of show women in all divisions of the carnival business with whom she is acquainted and contacts in her capacity as an executive of the club and the Dec Lang organization. Photo furnished by Kathleen Riebe, one of the past presidents of the one of the past presidents of the Missouri club.

Blue Ribbon Very Active

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

PHENIX CITY, Als., Jan. 29.—L. E. Roth, general manager of the Blue Blubom Shows, returned to winter quarters here this week after attending several fair meetings in the North and Central West. He made an extensive tour in the interest of "soid reported that he was well satisfied with results to date.

Well, but the "content of the proper of the prop

well satisfied with results to date.
While away he engaged S. C. Schaffer as general agent for the season, who is more north at work to competition marks.
Schaffer's return to the carrival field after several years of the road. In former years he was general agent for Krutse Genetic. Zeldman & Polile, K. O. Barkoot and others.

As to work in quarters here the first of the new-type show fronts to be built on semi-trailers has been completed and the Boths class it as most satisfactory mechanically and artistically beautiful. Others will be a the complete on the opening of the season.

Billie Davis, chief electrician, arrived recently and is working on all necessary additions and repairing to the electrical (See BLUE RIBBON on page 71)

Couch and Bryan Start a New Show

STUART, In., Jan. 29.—Knobbs Couch and Edward Bryan announced here Monday that they had formed a partner-ship and will launch a carnival under the title of the Couch & Bryan United

Shows.

Present plans are to open the season in Iowa the middle of May. Policy for the initial season will be three stands a week, behind an inclosure, with a hand and free acts. Work of assembling the organization has eta-fed at their quarters here, and some work on equipment is being done under the direction of Marie Checken.

the owners and managers.

Staff: Knobbs Couch, general man-ager: Edward Bryan, general agent: Sally Pennar, secretary: Bruce Schwenicker, special agent: Henry Lackmann, lot and ride superintendent, and Billy Hogan, general announcer.

Art Lewis Will Stage First **NSA Fund Show at Sarasota**

SANFORD, Fis., Jan. 29.—A meeting of the entire personnel of the Art Lewis in the big top of the Heritem on Perode show, at which time plans were made for the holding of the first annual drive for the Cemetery Fund of the newly organized National Showmen's Associa-

organized National Showmen's Associa-tion of New York Washington, and the Con-tion of New York Washington's tool upon to the night of Pebruary 22, Washington's Birthday, at Sarasota, Pia., where the shows will be exhibiting that week. Proposed to end of the period of the Pebruary 22, Pebruary 22, Pebruary 22, Washington's Application of the fafur: Executive committee. L. B. Lamb, chairman; Howard Bellevue, Earl Washington's Washington's Pebruary William of the Committee of the Pebruary William of the Pebruary Washington's Pebruary 22, Pebruary

homson and Mark Graham.

Pinance: Charles Lewis, chairman; F.

Entertainment: Joseph Becker, chair-man: Max Saunders, Eddie Viern, Jack Kearns, Mrs. Alyne Potter Morency, Mrs. Victor Lee, Mrs. David Kerwin and Mrs. Ann Graham.

Ticket: Al Rogers, chairman, and Wiltiam Gorman Publicity: Starr DeBelle.

The ticket sale, no more than the meeting was over, started at a fast pace, and everyone connected with the show has pledged himself to a 100 per cent sale. From all indications it will be a very hig success both financially and artistically. Invitations are extended to artistically. Invitations are extended to all showfolk in Florida and elsewhere to attend this gala affair and help swell the fund of this very worthy cause. Re-ported by F. Percy Morency.

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

ADA. Okta, Jan. 29.—Response has been so great among press agents in this section that organization of the National abend, Hoy E. Stein, acting secretary, announced here. Following announcement last month of plans for organization of the association, more than 20 publicity men from all parts of the country consenses.

men from all parts of the country con-tacted Stein expressing an interest in the organization, Stein further stated, to the country seeds as good press ciths? Stein country seeds a good press ciths? Stein said. "Many of them say they have wanted just such an organization for years, but no one took the initiative to get it statted. We have the wheels roll-ing now and definite plans will be an-nounced and officers elected within the

One of the features of the organization will be an honorary membership plan whereby each active member will nomi-nate 15 newspaper or magazine workers each year who have shown exceptional co-operation thru stories and editorials friendly to show business. Members will be kept posted on honorary members

ce kept poeted on honorary members elected each month.

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

Any publicity asset interests the

85 a year. Any publicity agent interested in be-coming one of the organizing group should address Stein at his home at Ada, Okia, or thru The Billboard, he said.

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

YENCE, Calif. San. 69.—With the in-replacing the state of the efficient personnel for a statistics of the efficient personnel for appointed but supercintendent, the 1938 season the work in winter duraters of the White City Shows has manager. Mr. G. P. Corey, freaturer and optimism. Lucille King was the latest recruit added and as special agent, Geo C. P. COREY on page 71).

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

Zephyr Bottoms, Fla. Week ended January 22, 1938.

Dear Red Onion: Dear Red Oblon:

The past week found Ballyboo Bros.
Shows located in the bowels of the Everglades and in the Beaver.

In the Brosses of the Everglades and in the Brosses of the Everglades and in the Brosses of the Brosses

The Brosses of the Brosses

The Brosses of the Brosses

resaturing "Quanta Indian Writing."

The show train arrived one day late due to the local fair association's stalling for 24 hours before making up 1s mind money. Ballyhoo Broo.' Gold Leaf Special, the trail bleare, as usual was the first abow train ever to arrive in those camp yards Tuesday morning at 9 o'clock. Arrival of the three sections of the compart of the show the compart of the show the compart of the show the compart of the shows a section of the compart of the shows a section of the compart of the shows the grant of the compart of the shows the grant of the compart of the shows the grant of the compart of the shows the control of the control of the shows the control of t

The clamoring for the Great White Show Pathers to make their appearance was so great that the bosses rushed to the wardrobe car, where they donned Puritan hats and dress, sent for their staff photographer and press agents;

DeBELLE
these depret off the train to meet the
these depret off the train to meet the
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to live thru the rest of the writer.
The world-wide publicity. Thousands of the
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in glowing terms referred to the shows
entire personnel as the Furtism of the
bosses instructed the show's artist to
bosses and the contract of the country from the contract
of the contract of the country from the country
and from now on it will be the show's
engage. Pair and Mucky Stolugh Drainage Project
Jublice, was high in its praises regarding
the show's equipment but a bit disappointed in its bit of the gross. During
Tucsday and Wednesday the grounds
were packed with 40 different tribes,
who were guests of the show. Then the
office decided to do away with passes

Judge Sets Verdict Against Showman Aside

WASHINGTON, N. C., Jan. 24,—
Judge B. Huni Parker in Superior
Judge B. Huni Parker in Superior
Verific of guilty on a robbery charge
against James E. Strates. Breesport
(S. Y.) central owner and showman,
"I don't believe a word of Hotton
Dickerson's testimony, Evidence presented in this case has shown that
means and I am convinced that there
is asomething wrong with Dickerson's testing
Dickerson, orimeals and farmer, had

Dickerson, Grimeeland farmer, had presscuted Strates, charging that the latter held him on the night of October 29 while a "gambling-stand at-tendant" anatched \$285 of the proce-cuting witness money and fled. Before setting the verdict aside

Before setting the verdict and Judge Parker heard the reading by defense attorney Day Carter of two antiavits, one witnessed by Knoz antiavits, one witnessed by Knoz members of the jury, that there was runch talk: among several members of the confined jury revealing that a tenantial way the Beaufert County Pair this past fall. Reprinted from the nesse columns of The Goldsboro (N. C.) Nesse-Argus, town Jones '24, 1538.

B. & G. Get Vogstad Show

Well-known illusionist now building a new attraction titled Styles of 1999

TAMPA, Jan. 29.—George Vogstad, who last year presented two outstanding attractions on the Beckmann & Gerety midway, announced here Tauraday that he had booked two shows with the same organization for the coming carnival

Emborate plans for new fronts were shown this correspondent and Vostade stated that he would begin construction at the show's winter quarters at San Antonio, Tex, early in March, One show will be titled Styles of 1999 and will in-(See B. & G. GET on page 71)

New Show To Take To Road in Illinois

PEORIA, III., Jan. 25.—John H. Dunos announced here this week that he has made arrangements to launch a new carnival under the title of the John M. State the middle of Arril.

Dunas recently concluded a booking tour in this state, Indiana and Michigan. having attended the fair meetings at Indianapolis and Detroit, On his net fair meeting at the meeting at the property of the prop

The show will have permanent quar-ters in this city and will be transported in baggage cars. A 30-week season has been planned, and work toward that objective is now on in earnest by Duans, who will be general manager.

entirely as it was taking a cut of the gate. Orders were given to recognize no passes and make everyone buy a ticket passe and make everyone buy a ticket. This included show people as well a patrons of the fair. The partons of the fair the partons of the fair the partons of the partons o

for the fair."

Take it all in all, the spot wasn't bid. We paid back the move money and have already been advanced the next more more of the fairness of the fairness of the fairness is plentiful, our credit is good for bertha and, above all, we set our pictures in the paper. Only a rask chump wouldn't like this life.

MAJOR PHYMILEOR.

Carnival Title Adopted by West

W. E. West Shows now 'carnival' instead of 'shows' -Ed Belnap joins staff

CHERRYVALE. Kan., Jan. 29.—W. E. West, owner of the W. E. West Motorized Shows, announced here this week that his show in the future will be titled W. E. West Motorized Carnival and that all lettering, advertising matter, press work and general exploitation would be arranged to meet conditions incident to ption of the title "Carnival" in "shows."

place of "shows."

The activity at quarters at present is
the usual routine of building, repairing
and painting. Some new canvas arrived
to take the place of the old, and all
hammers to be used the coming season
will be uniform in size for each of the while the uniform in any for each of the tented attractions carried. Manager West will add several new rides, which will be office owned and operated, and in general many improvements will be

in general many improvements will be made to conform with this extrival's progressive policy.

W. E. West Jand Jane White returned here from a booking trip and announced dates for the Red Onk [In.] Fourth of July celebration and the Italian Presta at Comban, Nob. T. H. Book is in 101 at Comban, Nob. T. H. Book is in 101 connected with the occanization for serv-ral, years as chief electrician. He added eral years as chief electrician. He added a new transformer to the lighting de-partment, work of installing it on a new

wagon is now in progress.

S. C. Simmons is building a new eorn game, and Lee Wise and S. Hollis are assisting him. M. Dollie, of Illinois, arrived to belp on the rides. Habe Emswider and Ed Belnap are visiting from Tuks, Okla. Beinap will be one of the staff officials. Maybelle and Virginia West are attending high school here. Maybelle will make her first radio ap-pearance over Station KOFF next week. Reported by S. Hollis.

Frank West Has 13 Fairs Booked

LOCK HAVEN, Pa., Jan. 29.-Neil Berk sweet agent West's World's Wonder Shows, announced here Thursday that Frank West, general manager of the shows, has set a season of 15 weeks for

ranks West, general manager of the school of the west for accounting fair bookings.

According to Berk, 13 of them have stready been booked and follow in order: Cumberland, Md. Lursy, Statum-order: Cumberland, Md. Lursy, Statum-oro, Lumberton, Wilmington, Renderson and Monroe, N. C.: Greenwood, S. C.; Dothan, Als. I bawson and Americus, G. C.; Control, C. C.; Con

WEST BROS. SHOWS NOW BOOKING FOR 1938.

Concessions, Rids Help, Octor BOX 67, Morley, Mo.

WANTED

PORTABLE ROLLER RINK.
CAN DER Pony and Midway Rides. Location
Pointal Highway No. 1, built way between Miant a
Pointal Highway No. 1, built way between Miant a CLYDE HIPPLE, Pompano, Fla.

SIDE SHOW WANTED

COMPLETE OUTFIT FURNISHED,

FRANK WEST West's World's Worder Shows, Norfolk Va.

BYERS & BEACH SHOWS

NOW BOOKING FOR SEASON 1938.

A Lawyer-Fair Executive Likes Midway People Better Than Some 8-Minded Lawyers

LINCOLN, Neb., Jan. 29.—Stanley Matzke, Seward lawyer, re-elected president of the county fair managers at the convention here last week, handed the assembly a big laugh, his profession a black eye and the car-

profession a black eye and the car-nival boys a nice compliment. "Once," he said, "I was asked by a dollar-minded lawyer why I liked to associate myself with so thankless to associate myself with no thankless and unremunerative a job as county fair work. I told him after asso-ciating all year long with lawyers it was a genuine pleasure to mix with the operators of chuck-a-luck gamea, hula-hula show owners and the comparatively honest lihonest live-and-let-live

Edwards To Enlarge His Attractions

WOOSTER, O., Jan. 29.—The J. R. Edwards Attractions will be almost double the size of the former unit when it had to be the size of the former unit when the owner-manager, informed The Billboard representative here. Edwards show for more than 20 years has been playing much the same territory thro Ohio and has been accepted by the general public habited.

biblied.
Edwards recently purchased a Loop-o-Plane and has ordered new canwas for all the tented attractions. New fronts will be constructed and the Ten-in-One former banuer line. A new callops will replace the sound truck for ballyhop purposes. The manager bought a Cov-ered Wagon trailer to be used as the oftice and sho a new automobile.

Phil Phillips, who last season was as-Phil Phillips, who last season was as-sistant manager, has been re-engaged and will arrive at quarters at an early date to supervise construction and all rebuilding work, Eddie Weekly, of Hunt-ington, W. Va., will again have the cook-house. The downtown lot used for many years will not be available this year for the show's opening, and in consequer arrangements will be made to open the Wooster fairgrounds, according present plans.

Birthday Party Tendered LeFors

LOS ANGELES, Jan. 29.—At the home of Mr. and Mrs. Ray Rossard on Tues-day evening, January 11, a surprise party may evening, January 11, a surprise party was given in honor of Ted LeFors, first vice-president of the Pacific Coast Show-men's Association. It also marked the 32d anniversary of Mr. and Mrs. Ray ard's marriage.

Invitations were extended to 50 of Ted's friends and, despite weather con-ditions, 30 were present to participate in the festivities and remained until the wee hours of the morning. Buffet lunch was served with refreshments thrucut the evening.

The home was beautifully decorated The bome was beautifully decorated and favors were presented to the guests. Games of the days when all were young were played and participated in by everyone. Many laughs attained the feats of legerdemain perpetrated by the guest of honor, Ted LeFors, will Reliev Castle on the guesting rui. It Reliev Castle on the puesking rui.

a model of the high ant rigging of assay and LeFors, guyed off with times is writing from top to bottom of the cake. It was designed and made by Mrs. Rossard and Mrs. LeFors, mother of Ted. The second cake to be cut during the evening was the anniversary cake of the Rossards, designed and decorated in gold script of many and happy years of married Both were recipients of many gifts and congratulations on the occasion

and congratulations on the occasion.

Those guests chipoling the party and
waiting at the Roccard home to greet.

Ted were Mer. Laura LeForz, Mr. and Mrs.
Eddle Hotton, Mr. and Mrs. Ed Kanthe.

Mile Hotton, Mr. allan Stromsoe, Mr. and
Mrs. Ray Roceard, Mario LeFors, Mr. and Mrs. Ray Rossard, Marlo LePors, Mr. and Mrs. John H. Castle, Mr. and Mrs. Dick Kanthe, Mr. and Mrs. Louis Godfrey, Mr. and Mrs. Einer Hansson, Mr. and Mrs. H. G. Long, Mr. and Mrs. Frein Smith, Mr. and Mrs. Joe Krug, Zelema Latnar, Sis Dyer, Fearl LePors, Bertha Grubbs, Thelina O. Smith and Lucille King, the

HI-DE-HO A NEW FUNHOUSE AND RIDE COMBINED



Spillman's Latest Achievement

Four Major Features: Revolving Barrel, Magic Chamber, Opening Up on Conveyor Belt, Revolving Banners.

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UNITED STATES TENT

S. T. JESSOP, Pres.

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Chicago, III.

NORTHWESTERN SHOWS

A wonderfel reute again. Including many weeks in the Detread district. Advisin's great left and the property of the property o

"Big-Hearted" Ben Weiss Books Bingo!

ALLENTOWN, Pa., Jan. 29.—Ben Weiss represented the Ben Weiss Concession Company, of Brooklyn, N. Y., and Minmi, at the fair men's meeting, York, Pa., this week, having come up from Cuba and Pfortda on a bingo-booking histoness. presented the Ben Weiss Con-

Yesterday he announced that he had contracted the fairs held annually at Lewiston, Pord City, Butter, Lebighton, Allentown, Hughesville, Bloomsburg, Heading and York, Pa, and Frederick, Md., for his de luxe bingo concessions. Many of these contracts are repeat dates, and Weiss rates himself as highly elated over the recognition given bingo in general and his in particular.

Stanley Reed to G. A. Crescent

RALEIOH, N. C., Jan. 29.—Stanley F. Reed, well-known promoter and agent, the past seison general agent with Stanley Bros. Shows, announced here yesterday that he will have charge of the advance of the Creacent Amusement Company this season.

The Crescent company was organized

The Crement company was organized last year under ownership and general management of L. C. McHenry, of Gestonia, N. C. during mideason and Gestonia, N. C. during mideason and the control of the contro

Seek Revival of Paris Street Fair

PARIS, Jan. 24 .- Posters and hand-FARIS, Jun. 24.—Posters and nanc-bills are being used in a campaign for the re-establishing of the annual street fairs along the Boulevards Cichy and Rochechouart, in the Montmartre cabarte belt of Paris. Those fairs, taking place twice a year, were suppressed by the city authorities two years ago. Merchants, showmen and the public are

Merchants, showmen and the public are backing the campaign.

Annual winter street fair at Dun-kerque has 100 rides, shows and conces-sions, including three Caterpilars, two Auto Skooter rides. Whip, Said, Luna Park, Minet's Crocodiles, wreathing show, musee of anatomy and motorcycle wall.



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PAN AMERICAN SHOWS

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or without own certiff and transportation. Thise Whist and Octores. Concessions. Fish Fond. Bestper Price-Thir-You-Wes. Carety Flow, etc. Also Concession Agests. Will self and book Photo Gallery. Address: Independence, Kan.

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a. Pretario in the Avancaire H. Bide-O. Pretarn, John N. Kres Hems and med separite. Just write on a Postal and a FEER Sample Copy.

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\$12.75 BINGO GAME

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also desired the first first section of the leving. Secting catastra, while about 2,000 Hz. Altring the children by the speed of the ring the children the impression of eal plane. Description and prices MITH A EMITH, Springville, Eris Co., N. Y

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FULL 1938 ASTRO DAILY, HOURLY FORECASTS ULL 1938 ANTRO DALLY, MOURRY FORCES, Zeolius, Zeolius, Calland Bringer, Ezeding, Zeolius, Garbare, Hercaruper in 11 styles, Aypurate and Lander, Mental March, Spott Effects, Michael Langer, Hecks, Graphology Charles, New 140-Papur CAYALOHIE now off the presented concentration of Apparatus and Surplin control of the Company of the Comp

NELSON ENTERPRISES

SHORT RANGE GALLERIES

patienties. Sen. Polist Tole, \$1,50 early ecclering Stack Lived Target Ber. S. H. hone, deep \$50. Compiles set of early 40 Ministerior sole prices on 10 parts, therefore Windowski when the sense of the set of the set of the sole prices of the sense of the family before the sense of the sense of the

HED CIRCLE GUN OLUB.

Our Midway

Communications to 25-27 Opera Place, Cincinnati, O.

Get a funhouse on your midway.

BUNGO BUSINESS! "Bingo!"

WHAT is John R. Castle doing? WHAT EVER became of Paul Parker?

EVER HEAR of Phil O'Neil and Otis

WHAT EVER became of Walter A

Ever see some of those clowns on the front funhouses that remind one of pullbearers? MAX GOODMAN and Milton M. Morris to very allent of late. Wonder why?

R. P. McLENDON has not reported

RICHMOND, Va.—Attending the fair men's meeting here and will announce my connection soon.—TOMMY CARSON.



troduction to the carnival world beonuse he has been in the business almost from the moment of its inception; in fact, he was one of its first general agents. He has been serving the F.E. Gooding Amusement Company as general sepresentative for the past several years and continues in that capacity for season 1938. During the years from "then continues in that capacity for scason 1938. During the years from "then real for many peers under the title of the St. Louis Amisement Com-pany and recorded a long list of successful assum. Photo by Photo-successful assum. Photo successful taken in Chicago during the less Shotment's Lesgue of America con-sention, of which league Elary W. is a member and stanch supporter.

H. B. LESSIGER seems to be inter-ested in the Midwest Attractions now organizing in Detroit.

EDWARD A. HOCK is now busy get-ting the Imperial Shows ready for the new season.

PLORIDA PAIR, Tampa, is the gather-ing place this week for many of the big shots of the carnival world.

Many times the ride help is lit up better than the midway.

DETROIT.—Booked three concessions with Motor City Shows, of this city.— MICHAEL RUFF.

BIRMINGHAM, Ala. — Will again be Tilt-a-Whirl foreman with the L J. Heth Shows.—PAUL REYNOLDS. G. A. TATE, Lake Charles, La.: The Nat Reiss Shows have been off the road for many years.

WATCH Morris Miller and his Miller

Southwest this season. Billy Gear is head man on the routing over there.

PALMETTO, Fig. — Speedy Palmer's dog, Boots, is the only motordrome-riding cunine.—TEDDY WALTERS.

THIS, ladies and gentlemen, is season 1938. Be ready when your ahow is dated to open.

WILLIAM HARTZMAN, secretar tressurer of the Ideal Exposition Show makes bis home in Baltimore.

BECAUSE a thing is old is no reason why it might now be good.—WADLEY TIP.

KEY WEST, Pla.—Everyone is well satisfied with business to date in the new Key West Park.—OFORGE P. DOR-

WINSTON-SALEM, N. C.—The fate that befell the late Steve Good is very and. Am a performer myself and play-ing this territory.—SOAPY AUSTIN.

THEY SEE THE LIGHT: The order of day is no controlled concessions.-Wadley Tif.



DAN McGUGIN has been in the carnival business for many years in various executive office capacities and with several different carnivals. During the early days of the late C. A. Wortham and Tom W. Aller Dan was a hotel proprietor in Daven-Dan usu a hotel propeletor in Daren-port, In. He was host to great num-bers of show people in those days and they talked to Dan about "big money" in show business, so he dis-posed of his hotel interests and joined the ranks, first with Jarvis & Sceman, and he has been in the carrical business ever since, Season 1937 he was werefare/requirer of 1937 he was secretary-treasurer of Fairly & Martone and this season is early & Martone and this season is serving in the same capacity with the succeeding firm of Fairly & Little Shouss. Photo jurnished by Frank B. Joseling and was taken re-cently in Kansas City.

STAPP of the John R. Ward Shows: shn R. Ward, general manager; Harry Small, business manager, and Jimmle Boyd, general agent.

GAYLORD WHITE is listed by Max Linderman as press agent for the World of Mirth Shows season 1938. Good man CANTON, O.—Jim Rogers and Harry Baker will soon be in this town. The object of the former is to book a free act.—NELLIE BAKER.

SHREVEPORT, La.—Thank The Bill-board for the boost.—WILLIAM B. DAVIS. Dear readers: Davis is secre-tary-treasurer for Hennies Bros. Encom.

BIVERSIDE, Culif-Am an old boy

who has had 30 years in the dramatic end of show business. Still interested in The Billboard.—CHARLES P. MYERS

T. J. Quincy, Water Showman, Writes About Things Abroad

Writes About Things Abroad PARIS, Prance.—Read the Christmas edition of The Billboard. Left New York in 1923 with the late Ben Kruise for a continue of the State 25 to 15 france four years ago. Ex-tion in Paris last season was a Some of the construction was not ished until a month before it of The park attractions were very good as far as the attractions were concerned, but it was necessary to leave the expobut it was necessary to seave the expe-cition grounds proper and go outside and buy another ticket to the midway. That killed it. We were supposed to work there, but they stalled the opening so fong I left Puris for Norway, which by the way is a wonderful country in fact, all Sandhiavia is good. The pec-That t, all Scandinavia is good. The peo-there are more like Americans than remainder of them on this side of

wonder if Hewitt remembers the mith Greater Shows in 1908, 30 years go. As for myself I feel like 30, so canago. As for myself I seel like 30, so cam-not kick. Might return to America next fall. Gincinnati, sh. Cincinnati! That city reminds me that I made my first appearance at Ludlow Lagoon Water Car-nival in 1896. Best wishes to The Bill-boerd.—THOMAS J. QUINCY.

Acres of fun: Every good midway merits at-

WINDSOR; N. Y.—Am an old-time advance agent. Under a new ruling I will not be able to get any more relief.—PTED J. NEWELL.

KANSAS CITY. Mo.—Frank Phillip-was with the Yellowstone Shows last season. His wife is very ill here.—MERI PULLINS.

MARK WITT should report on the Witt Bros. Comey Island. When last heard of Mark was touring South America. Guess he has gone native down there.

BATAVIA. N. Y.—Have purchased a complete new cookhouse. It has an electric grill. Have done very well here this winter.—LEWIS BARTLEY.

AMERICAN SHOWS ROYAL AMERICAN SHOWS have beautiful office stationery. The letter-head is high class in both the paper used and the printing thereon.

Never look for perpetual motion on a cami-val midway, but you can find a lot of lest metion without leoking for it.

LANCASTER, Ps.—Been here since the convention in Chicago. On the way to Tampa, Fis., now. Still for bingo.— CHARLIE GROSS.

LUCILLE KING, of the White City Shows, seems to be the champion party reporter out Los Angeles way. They do say she is a real agent when it comes to advancing a carnival.

DAYTON, O.—Business with museum not so much. Jumped here from Wis-consin, First week here fair. Staying over second week before going to Springfield, O.—MORRIS MILLER.

PORT LAUDERDALE, Pla. FORT LAUDERDALE, Fis.— Chief Brider and the boys have a beautiful bar and restaurant here and are doing good business. With some of The Billboard staff could see it.—HARRY S. NOYES.

Take that lettering "Moral and Refined" off those Ferris Wheel licket booths and decorate the panels with some scenery.—Titlle Few

MO AND MRS JOE GALLER, of the Buckeye State Shows, spent the month of January in Not Springs, Ark., taking



HERMAN SCHWARTZ, well-known and liked concessioner. Last season his activities were mostly confined to operations at fairs and celebrations in the Northwest section of the international confined to the fair that and liked concessioner. Last season

the boths. With them were Joe's

BOB HALLOCK soys he is to general sgent this season for 30 or more weeks. Well, that should make a good season, beh is with the Al G. Hodge Shows if you don't mind.

O. N. CRAFTS AND ROY E. LUDING. TON were also among those who spent a hunting and fishing trip in Mexico before taking up the grind in California

SAN ANTONIO .- The late Steve Good was a wonderful follow and liked by surgone on the Beckmann & Gerety Shows and will be missed on the lot. He was booked again on this show for 1938 reason.-A. M. (JAKE) BRAUER,

It is all right to have those "far but they need not be titled MOLLY, I AND

Mrs. Victor Lee Reports on Carnival First Airplane School

BOWLING GREEN, Fla.-All those on BOWLING ORBERN, Fis.—All those on the Art Lewis Attractions now playing whiter fairs in Morida, who were not tir-minded before, have now become so to a certain extent since the sesson sprined. A Taylor Cub plane trails an Art Lewis banner across the sky where For the attractions are holding forth. Jack Kearns became so enthused that a January 11 he called all members of the midway together and there was and the first Airplane School of In-ction on any carnival. Its instruc-a a licensed government pilot. Jimas a lucensed government paiot, Jim-lie Barber is assisted on the ground by horased pilot Speedy Palmer. Instruc-tions are given in a class, each member being in the air 10 minutes at all lea-bur. Officers were elected and a title by the school was selected, with first 27 the school was selected, with first official meeting to be held in Bradenton, Fa. January 19. With all in accord Art Lewis was elected honorary president; 2019 King, vice-president; Jack Keras, hauters; Mrs. Victor Lee, sectedary; Falling Barber, at Hastructor; Speedy Falling Barber, at Hastructor; Speedy Falling and Falling Fall

Fallor, assistant. Charler members of the Art Lewis Time, Aces are Jack Kearns, Dot Kearns, 27 Feber, Jimmy Durant, Lew Hill, Arthur Markey, Jack Markey, Lewis Hall, Lamb, Phil Griffin, Barney Dester, Sher-ry Barber, Buster Gordon, Mrs. Victor 1ce, Speedy Palmer and Jimmie Barber. More areas later when we become as active school.-MRS. VICTOR LEE.

WHEN the Western States Shows pla the big doings in Salt Lake City, Utsh. In Saly they will be further west than they have ever been. Brand-new territory Jack Ruback and booked by J. A

CHESTER, Pa. — Doing good playing hight spots and independent theaters, anded a four-piece orchestra and tay-dancing trio. Played this, my home

town. Will start south with my "C Ups "-HAPPY BERT SWITHENHANK.

BLOOMINGTON, III.—Been on radio and stage with my Radio Flash Revue, which I will have with Greater Exposition Shows this season. Was there last tion Stows that season, was there is a per and had a good season. Look for 38 to be a real red one, despite the so-called recession.—ROY C. PAUSTINO.

LEXINGTON, Ky.—Had swell Christ-mms and New Year's weeks here. Had two stores with W. H. Baverly and Mel Roman. Holly, trees and novelties were very good. Off to Tampa for a vacation and get ready for the fairs this season. —ANTHONY PIETRO.

CHILDRESS, Tex .- Was in a car wreck CHILDRIESS, Tex.—Was in a car wree January 16. Have a gash over my right eye, shoulder is dialocated, have five attiches in my right leg, knecap is bruised and skin is peeling off. Am fist on my back and will be for several more weeks.—MUS. TEX THATCHER.

You show owners have just got to have a good trainmaster, the other kind will not do. Wish I were one of the good kind.—Soapy

SULPHUR SPRINGS, Fla .- After eight works here as ensee and clowning am leaving for Raleigh, N. C., to clown the Merchanist Exposition there. There are II arrial acts in the park here now, among them the Sky Lady, Charles Siegrist Troupe and Frank Cushing, high diver—JOHNNY J. VAROCKA.

STARR DeBELLE is now with the Art Lewis Attractions in Fforde, but is going to work for the Johnny J. Jones Exposition as general press representative this season. His press work for 1927 with this organization put him on the map as a real press agent in the upper

NORWICH, Conn.—Been in show business for 25 years in the dramatic end and straight man in burissque and usually tried to connect with a carnival in the aummer. However, for past few years have not done so. Have been a talker and plan to be with a carnival this season. Have read The Billboard many long years .- ED J. DeVELDE.

SEEMS LIKE the Royal American Shows management is trying to keep the train down to 50 cars. If they do, excel-

NATHAN WELSON is chief elso-trisian for the Royal American Shares, which organization is said to operate the greatest variety and volume of electric equipment in portable outdoor show business. He

has eight assistants. Nelson operates a penny arcade as a side line, altho that originally was his entire interest

that originally was his entire interest in portable amusements. His hobby is satisfied and his owns one of the food private displance at the Tamps (not) private displance at the Tamps (post private displance) at the Tamps (post his hoston nearly lost his life in a crack-up which hoston nearly lost his life in a crack-up which hoston for flying. Royal American his action for flying and flying the careful for flying and flying the careful flying and 50 flood feet of incondexect lights and 50 flood fortal country lights and 50 flood fortal flying and flying flying

theon is used, all of which is under Nelson's supervision except opera-tion of the engines. The light units are so arranged that one plant will operate all sections of the midrous and additional units enter service when the current load becomes too heavy. Photo by Jobe R. Dadssell.

lent judgment will be shown in face of conditions pertaining in certain sections of the continuous pertaining in certain sections of the continent regarding railroad rates, However, no one has yet accused the management of this show with not using good judgment.

Was it Eddie Madigan that first used chromium plate on a lunch stand or coch-house? If it was not Eddie, then who was it? Let's get it right.

JANESVILLE, Wis.—Returned home to Madison, Wis., for a few weeks to pre-pare a new routine for this season. Been emsee with Miller's "Believe It or Not" past several months. Also presented past several months. Also presented Oscar, the dummy, rival of Charlis Mc-Carthy, Planning a new illusion for this season as I also do magic,—E. G. (EDDIE) KHLGORE.

MR. AND MRS, ART B. THOMAS, of the Art B. Thomas "Bombshell" two carrival units, got a three-column three-cut spread in *The Minnepolis Journal January* 16. Text rates then as live-wire showfolk and gives a sketch of the Thomas' show activities as well, as telling of how well Plops, their dog, these to ride the ling Ed Wheels.

MUSECOLEZ, Okia—Hoppy to my I'm rapidly locovering from a nervous disposition trapidly locovering from a nervous disorder that has caused me plenty of sickness and loss of the past season. An looking forward to a good season with a looking forward to a good season with the season with season with the season with the season with the season with the

YEARS AGO some bright showman proposed a round pit show. How about one for this season? He never did it, altho it sounded like a great idea then and does now.

HAVE YOU noticed that quite a few HAVE YOU noticed that quite a rew of the girl-show producers are changing locations this season? The idea with a the owners for a stake to open the show with, what is the use of staying with that show! This sail wrong. In-dependent show producers abould put their own money into the shows they want to experiment with

AURORA, Ind. — While working my sound truck for a hilbilly band I met Chief Gray Pox, of medicine show fame. He is carrying a big show, and judging by the tooks of his rolling stock he must be seceing. Am getting ready for the season building and painting. For pust several seasons have been with P. H.

IEVANS MONEY MAKERS Make your Concession the LIVE SPOTE

PADDLE WHEELS OF ALL KINDS \$7.50 ong Hange Shooting Gal-ries and Supplies for all axes. Wheels of every the Everything for the ideas. LIP

FREE CATALOG H. C. EVANS & CO. 1522-28 W. Adams St.,

Will rebuild and supply new and banners. This ride is contender for top money. This ride is still the

Also have four rebuilt Spillman Auto Speedway Cars with all new improvements.

Spillman Engineering Corp.

North Tonawanda, N. Y.

OCTOPUS 4 "World's Newest Ride Sensation"

LOADS ON ONE HEMI-TRAILER-UNEQUALLED FOR PERFORMANCE AND PROFIT. the OUTOPUS thirty-on menks this past sense. The part replacements amounted to four delicate and fitty conta, which I come will take PINK. spersted the OCTOPUS thirty-one weeks this past sens The ride never lost one misonte during

2851 West Avo. 32rd, Los Angeles, Calif.

EYERLY AIRCRAFT CORP.

ABNER K. KLINE, Factory Rep. LUSSE BROS., LTD., Blackpool, England, European Suppliers

CONTINUED POPULARITY ON ALL MIDWAYS



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Flashy - Reliable - Money Getter For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

W. C. KAUS SHOWS, Inc.

WANT FOR OUR EARLY SPRING OPENING.

Legitimate Concessions of all kinds except Rings; we have Birgo booked. Would like Twin Wheels. Leopos-Piane, C-Brine-It Can, Octopus, Strate-or more Ring, withows—Mingled, Minglet Show, Fun Boure, WayKing West. Musical W. C. KAUS, General Manager, at New Bern, N. C.

BANTLY'S ALL-AMERICAN SHOWS CAN PLACE FOR 1938 SEASON

Pop Corn, Fish Pond, Streng Gim, Hopes, In Stein-Till-Will. Clearwitz Shooting Gallery, Candy Ploss, Long Rings Shooting Callery, Union Billpotter, Ball Games, WILL BOOK Con-will be an expected to the Common Control of the Control

Bee and L. J. Heth shows. Best wishes to The Billboard.—OTIS YORK.

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ELIZABETHIOWN, Ky. — James W. Willias, concessioner of Yellowstone Ebows, is in a bespital here suffering with a broken collar bone. His left shoulder and left arm are broken in two run driver and his car turned over three times. No one clae was hurt. Ha wife and granddaughter are with him.—Midd. and grande WILLIS

WHIP OWNERS AND OPERATORS: Why not a top over the Whip ride? Skooters and Hey-Dops have them. Remember how many years it took before motordromes had tops

PENNY ARCADE MEN: Why not a penny arcade for the center of the mid-way and with entrances at both ends? Two fronts should make it a big flash. Then seain, why not an arcade behind Two fronts abould make it a big Hash. Then again, win not an arcade behind and as part of the marquee main en-trance? When it mins the people of the lot could find shelter inside instead of running off the lot like a lot of them do now when it raims.

MAMI.—Mr. and Mrs. Eddie Lippman executives with Endy Brox' Ghows, have respectively captured the Punihard Brazillarian and Mrs. William J. Tucker, Halph N. Endy, Dr. Fisher, William K. Hucker, William R. Hucker, May Mrs. Bertha Meiville, Speedy Merrill, Mrs. Bertha Mrs. Bertha Merrill, Mrs. Bertha Merrill, Mrs. Bertha Merrill, Mrs. Bertha Merrill, Mrs. Ber isher, Wilsin-ra, Bertha Bennie Weiss and Eddle Hollinger, Eddle brought in a 20-pound fish, and Mrs. Lippman broke a valuable pole on a three-pounder.—TEX SHERMAN.

PRESS ACENTS and show letter writers:
When you write that the show you are with
is a railroad show what kind of a railroad
show do you mean, flat car or baggage car? Hease be specific.

ADA. Okla.-Have observed that the carnival section of The Billboard has an immense following in the Southwe the part of the country with which I am most familiar, being read to the last word each week. It gives a press agent that no manter where an item may be placed and no matter what kind of a head it corries it will be read by 100 per cent of the people the carnival colice wishes to reach—BOY E. STEIN.

LORAIN, O.—Three months ago a notice of the death of my mother appeared on the Final Curtain page of The Billboard, and recently my father died suddenly. I have been in the caraival business so many years that it

3000 KENO

in 30 sets of 100 cards each. Played in 3 cross the cards—not up and down. Light-cards, Per set of 100 cards with movies. ngs and Lotte sets are complete with wood

THIN BINGO CARDS

th past, 100, \$1.25, without max.

\$12.50
to Sirogs Shaker, read class.

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to Sirogs Shaker, read class.

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to Sirogs Shaker, read class.

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J. M. SIMMONS & CO.

SOL'S LIBERTY SHOWS

INC.
NOW BOOKING FOR SEASON 1928.
Address: SAM SOLOMON.
Carutheriville, Mo.

Al. G. Hodge Shows, Inc.

BOS HALLOCK, Gen'l Agt. mother's hotel in Tampa this win care and mother's hotel in Tampa this win TRESSIE McDANIELS AND WIFE.

seems that all my friends are troupers. The death of both mother and father was a terrible shock to me. Last season I had the Life show with Gooding Greater Shows. Was very sorry to learn of Bob Sweeney's death. Guess a lot of is are getting old.—GEORGE A. GREGG.

A general agent wrote some time back that his show was wintering in two post office boxes. He was going to send in a photo of the querters but has not done so to date.—

Unique Party in Los Angeles At Which Women Tell Secrets

LOS ANGELES .- Thursday after vine, she was hostess to an unusual get-together. Martha was known in show business in the past years as Martha Potter, also Mrs. Louie Margolis, before retiring. She called together a host of of the days "Of I knew you Martha's invitation was that when." Marthn's invitation was that each friend sttending the reception had to date their friendship back 20 years. . Thirteen guests answered the call and no doubt some of the names, which I will give in full, will be interesting reading to the oldtimers of the show world, with the dates when these ladies reading to the continuers of the annow reading to the continuers of the annow returned with Martha and have continued this grand friendship through the continuers of the cont tered in her many different lines of en-deavor to garner a living from the mul-titude; reminiscences of the troupers that titude; reminiscences of the troupers man could not be with us but of whom each recalled some one of those missing to mind. There was pathos, isusphor, and it sure would fill a book of very interesting reading of what this "old-time gains" could relate in experience, when trouping meant something. Were prizes ing meant something. Were proves awarded, the writer thinks that Lillian Sheppard should have been given the grand prize for her greatest experience with the automatic clevators when she first was forced to ride up to visit her stater Emily's apartment in a swank establishment of that day. Says Lillian. tablishment of that day. Says Lillian.
"I got on the thing and pushed, went to
the top floor; on passing the second floor
Emily was there waying and hollering. Emily was there waving and hollering. I'm here, Li! get off here'—so I pushed again and down I went to the bottom, then up again, and every time I passed the floor Emily was waving are crow which button to push. Finally I was rescued, after many frightened and embarrassing minutes." This was the barrassing minutes." . . This was the first party of its kind, I believe, to have first party of the kind, I believe, to have been given among the above women and a very novel idea on Martina's part to try to gather together the large transport of the PCGA auxiliary, where also above the large transport of the PCGA auxiliary, where also above business, especially the old rirends of the part . Buffer lunch was served thruout the day and refreehments of once own cheice. As the evening drew present that we had to leave such a wonderful hostess and such a memorial occurry hostess are hostess and hostess an pressed that we had to leave such a wonderful hostess and such a memorial occasion. However, time passes and many changes are made in the years, but a friend that will greet you after 20 years and more is something that nothing can be released as coursed and above change, a friend, a comrade and above all, a real trouper is Martha Levine.— LUCILLE KING.

TAMPA.—Have had a big hand-shak-ing reunion with old friends in Plorida, some we have not seen in years, while seiting Royal American, Royal Palm and Art Lewis shows. Went to the fairs at Bastis, Bowling Green, Palmetto, Largo, Bendenton and Winter Haven, while traveling in the interest of the Al O. Hodge Shows. Had exceptionally good luck with our bookings. Show people from 29 carnivals have registered at my

SALUDA, S. C .- Despite bad and very old weather, Johnny Webb is still tour-SALUDA. S. C.—Despite bad and very cold weather, Johnny Webb is still four-ing with his museum under canvas. Two stoves going day and night keep things warm. This mighty fat boy stands the cold well. Business in Union, S. C., was swell considering the bad weather. Pete swell considering the bad weather. Pete Thompson joined with photo gallery. Professor Clendon left for Illinois due to illness in his family. The control of the professor clark the control of the control of the inside the pit until Mrs. Clendon's re-turn.—MAE-JOE ARNOLD.

Ever take a real good look at some of the so-called "Artistic Show Fronts"? Now ain't some of them artistic. They are if you do not care what some call artistic. Artistic fronts can only be painted by real artists.

CUSETTA, Ga.—It has been a forgoing since I have sent in any news to the sent in the sent

BERTHA (GYP) McDANIEL, operator of areade and Rocky Road to Dublin on the Johnny J. Jones Exposition, motored



L. C. TED MILLER, who belongs to L. C. TED MILLER, who belongs to the school of modern carnival press agents. He was inducted into the business by L. Harrey Gann, general agent of the World of Mirth Shows, a few years back. He served Max Linderman, manager of the shows, Lindernian, manager of the snown, for a season or so and then found the Cettin & Wilson Shows, with which he was last season, and 1938 finds him in the same capacity, Miller is a high-class specialist in getting neespaper art layouts for the organization he represents and last organization he represents and last season scored some notable hits in this division of carnival publicity. Photo by Photomatic was taken in Chicago during the Showmen's League convention December last.

south following an extended visit with Mr. and Mrs. Claude R. Ellis in Clindin-nati. She spent a day in Birmingham with Mrs. James C. (Marie) Simpson. wife of the Jones general agent, and write of the Jones general agula, sale proceeded to Gibsonton, Fin., where abe is great of Mr. and Mrs. William O. Dumms, Happyland Shows, at their winter home. With other showfolks the the "Gibtown" colony, she has visited the Art Lewis Shows at the Palmetto Pair, Florida Phir, Tampa, and other fairs and shows in the Peninsular State

Never could see why some show letter writer does not send in the names of the "sticks" as part of the roster. Was on a carnival in Georgia one time that counted the "sticks" as being "stratection."—Scapy Chec.

AUBURN, Ala,-Friend Walter B. Fox stopped over with Mrs. Smith and my-self over the week-end here and it was an enjoyable visit. Walter is touring

and 10-cent store the other day that and 10-cent atore the other day that had stickers pasted over the articles. "Made in Japan." Bingo men should take notice. Regards to all The Bill-board staff.—CHRIS M. SMITH.

February 5, 1938

BEN WILLIAMS SHOWS, well-known outdoor amusement organization, with headquarters in New York, has been continued to the state of the st BEN WILLIAMS SHOWS, well-known

A general agent went into a spot in Utah to book it, and did, but he found the committee had propositions either thru agent aciling in person, by long-distance phone call to telegrams from 14 carnhaib. They came from Georgia to Los Angeles. Some carnhais seen to be reaching out of their territory.

A STROLL down the streets of Birmingham: Mr. and Mrs. Joe Sparts window shopping. They have their trailer parked in North Birmingham. L. J. Heth. owner-manager L. I. Heth Shows, seems to have a new cot. Jack Drake, electrician, is employed Aski Dinke, electrician, is employed in a garange. Cloops Pfollowsy must be a great reader, as he was seen with a bundle of magazinee under his arm town a long illness. Paul Reynolds and his mother are close companion.

J. Hogh Hill and Dick Pennel, of the Albama Rio. Ombler, of corn-game fame, is here. Mrs. Alexandria Pranklin, my wife, and if we to visit Mr, and Mrs. I. W. Raynolds—and we did—K. W. PRANKLIN.

Eddie L. Karn Announces a Super Fat Folk Show for B. & G.

Super Fat Folk Show for B. & G. COMPUS CHREIT, Tex.—Jashing here and then back to work in San Antono with Becchange and the Becchange of the San Antono with San Antono wi emase. I will make the openings or negotiating with fat people that weigh over 300 pounds each for a five-piece electrate to augment the production. Performers will not appear before the public commonly dressed as in the past but will have complete changes of wardrobe wardrobe.

for each number.

Tent will be 50-foot round top, ceiling with canopy as in theaters with indirect lighting effects. Stage will be elevated lighting effects. Stage will be elevated as a quarter-moon circle and seats as half-moon circle. Ushers will be insmart uniforms. Last but not least, if will not be an open front abow. Plan to make the front a la theater marquee. All on the front to be in evening dress

All on the front to be in evening creat or uniforms, or the information is prompted by service the life in the still beautiful and the still beautiful

LEXINOTON, Ky.—Arrived home for the holidays after a tour of the South with Mr. and Mrs. P. H. Bee Jr. P. E. has been at his father's becistic, who has been seriously ill in Pšemingsburg, Ky., for past several weeks. Mr. sai Mrs. W. M. Jarvis have been visiting. Pa-parents here since Ontelstanders in visiting. Pa-parents here since Ontelstanders house. Mary E. Hensley, who was with the P. E. Mary E. Hensley, who was with the F. H. Bee Shows for the past two seasons, is attending school here. Had a letter from the Bees stating that they have re-turned to Miami after a cruise and fish-ing trip on the Atlantic Ocean, and that ing crip on the Atlantic Ocean, and that they will continue their tour of the ea-coast and the Carolinas before returned home to make ready for the opening of the season for their shows. The Saur-(See OUR MIDWAY on page 61)

Something About World's Fairs

By JACK HARDY

MUNCIE. Ind.—I was certainly inter-ested in reading L. C. Miller's article in the January I issue of The Billboard regarding world's fairs, past and com-

regarding world's fairs, past announces, the control of the contro of alterent concessions because they waited too long before calling in expert help. If the coming world's fair heads righly realized these things they would smoly call in expert advice new and not wait until they have to do so, which I predet will be the situation if they do

A lot has been said of the Chicago World's Fair being the only one to show the form the said of the many men who sank their last dollar in concessions to see it all go because of wrong mangement and also because of unrecessary agement and also because of unnecessary uses and regulations that were not eased up until too late for some. Nothing has been said of the many enterprises that changed hands, the original investors ming everything.

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Nothing has been said of villages like the Irish Village and the Spanish Village the Irish Village and the Spanish Village falling for want of showmantship management or because the World's Fair efficials would not bet them put in this or that and would not allow them to lower their gate prices. The World's Fair was called a success because the front pair was a sitcoss and because the consideration of the way of the constitution of the constit sectioners poured in enough money into the fair to make it a success, while the individual owners madly sought out ideas and showmen to save the day at the last

world's fair or on a gill show, and that



SPEEDY PALMER AND TEDDY WALTERS in a pose taken recently in Palmetto, Fla., at the airport. The Taylor Cub, cabin job monoplane, seen in the background, to covied can in the background, to consider the by Palmer, according to Watter, and Jurished the photo. The plane is used to tow a 50-foot benner over office and towns with an advertisement amounting the appearance of the Art Lends Shous, on which Palmer operates a Motordreme, Photo developed by Porter-Craft, Eustis, 71a.

it must also have shows. So I tore of 10 empty stores and put in 10 sms shows. Two of these were original, by shows. Two of these were original, but even these were run on carnival princi-ples. I sent out a call for carnival and shows. Two of these were original, but even these were run on carrival principe even the control of the control in the fair grounds. But these people fortunately did not walt, as some did, to

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I could name incident after incident, but there is no need. I am not trying to defame anyone from the Chicago World's Pair for what he did not know, at New York and San Prancisco earry out the idea of the big business men that they don't need outdoor showmen there is going to be plently of headsches. I don't cane how much money they

I don't care how much money they spend. I don't care what they any about showing "nothing never shown before" or how many beautiful buildings they showing 'nothing never shown becore or how many beautiful buildings they erect, the common show-going people are the ones that put over a fair and to them a fair is only as good as its midway.

No fair, no matter how large or an is a success without shows and a real idway, and no midway can be a success cless experienced showmen run it. The unless experienced showmen run it. The nidway is the best of any fair. The public may come to see the wonderful of the shows, just as in the old vante-ville days headliners used to pull them in, but it took the next-to-closing hoxum act, the sketch or the quartet to please them and bring them bock.

There is another thing I know: No

Go in right, as William Judkins Hewitt Co in right, as William Judkins Hewitt says about State fairs, or don't go. If it is not that good leave it alone. It fight your way in. Don't wear yourself out running after world's fair officials. Don't feel too bister sagniant them. Remember if you don't go in it is they who will have the hearfaches, not you.

Michigan Fair Meeting And Other Places By VIRGINIA KLINE-

AKRON. O., Jan. 22.—The Michigan fair meeting was businesslike, Fair men-and the showmen got together and at-tended to the work to be done, but there were very few show women there. The high spot of the meeting for me was the big party held at the Detroiter Hotel big party hold at the Detroiter Hotel last year and at Turonic and Indian Monday evening. Almost all the show. Theorito had the biggest show of all folk were there and many of the fair time. people. We were the guests of Mr. and We drove from Detroit to Hadett, Mrs. Roccoc Wade. At their table was Mich., near Lansing, and opent the ev-

ANOTHER SMASH HIT!

Coleman TRAILER RANGE



2 UNITS PROVIDE ALL MODERN **FEATURES**

It steals the show

by giving a star



The new Coleman In

Top Store and

ern feature that could be wished for. Cooking top unit only may be installed, and oven unit installed later, when desired. Combined, they provide the finest kind of gas-cooking service for trailers, apartments, cottages, concessions, lunch stands, commissaries. Built to fit popular-size trailer cabinets-21x24 x18 inches. Cabinet plans sent on request. OTHER INSTANT-GAS APPLIANCES FOR SHOW BUSINESS -

performance everywhere. Has every mod-



Other Coleman Stoves, Hot Plates, and Burners are bradiliners from Broadway to the "sticks". And Coleman Pressure Mantle Lanterns give powerful, bright light in all kinds of weather-real troupers for the midway. FREE send for free literature on Coleman Instant-Gas Appli-There are 30,000 in the U.S. and Canada.

THE COLEMAN LAMP AND STOVE COMPANY

Wichita, Kans.: Chicago, III.; Los Angeles, Calif.; Toronto, Ontario

STOVE Model 378A



also Mr. and Mrs. Walter Runyon, Mr. and Mrs. Prancis P. McDyer, Hazel Wade, Lawrence Brown, Harold Sellers and John B. Rey, all showfolk from the Wade Shows except Sellers and Roy, Wade Shows except Sellers and Roy, who are from the Petaskey, Mich., fair board. The party was a gay one with an all-girl orchestra and the dancing coned till far into the night.

Met Mrs. Louis Margolis, wife of the ewly elected president of the Michigan Showmen's Association, who with her husband was entertaining a large group at their table. Another lively party was that of Mr. and Mrs. Harry Wish, concesthat of Mr. and Mrs. Harry Wish, concessioners and coin machine operators, who had a good time, but kept wondering how their seven months baby was, who had to be left at home. At their tuble was also Mr. and Mrs. Edward Kiely, coin operators, and Betty Secon, of the Secon Distributing Company. At K. G. Barkoot's table ? mer his nice, Helen Barkoot, and Martha Twombly.

Fair men's banquet and ball was held at the Fort Shelby Hotel, where they had good food, exceptionally good entertain-ment and a generally good time. Met Mrs. Louis J. Betger and saked her about the Ladies' Auxiliary that was

formed in Detroit last year. Mrs. Berger said it was a fine club, but that so many of the women went to Plorida this year

of the women went to Florida this year that they held no meetings. No doubt next year when they all get together they will go forward with the usual spirit of show women.

John Prancis and son, Crawford, were at the meeting, but said it was too far and too cold for Mrs. Pracols to come and too cold for Mrs. Pracols to come and too cold for Mrs. Pracols to come to the property of the control of the control of the fourteens all formed at Decision.

sood bridge foursome all formed at De-catur, Ill. Virginia Serior was with Min. Bill. Virginia Serior was with Min. Bill. Virginia Serior was with ack to edgly any of the dolings. Min. Louis J. Berger and I spent the last evening in the lobby of the hotel has evening in the lobby of the hotel by her husband and George Bischoff. The latter was with the Conditin Shows last year and at Toronto and thinks time.

BUFFALO SHOWS

Pa and Ma Shorman want useful people for Hill Silly-Cowboy-Radio Show. Out of the office. HOWARD POTTER

WANT TO BUY

FOR CASH-No. 5 FERRIS WHEEL AND CHAIR-O-PLANE.

BOX 841. Care Billboard, 1564 Broadway, New York.

BROADWAY SHOWS OF AMERICA Now Booking Shows, Rides, Concessions, Free Acts and Band, Also Joe Rowan write. COVINGTON, KY.

RIDES

RYERS AMUSEMENT CO., W. M. Byers, 302 E. Main St., Columbus, O.

PARTNER WANTED

ning with some real park people. Mr and Mrs. Alfred Sprague own and oper and his. Alired Springle own and oper-ate the Lake Lansing Furk, but are as-sisted by their son and his wife and a daughter and her husband. We enjoyed the evening and especially the supper with the home-baked bread.

Stopped at Toledo, O., long enough to see Al and Hattle Wagner and be en-tertained at dinner at their home. Al is getting along fine and gets cut now and then for a bridge game with the

Bantly's

REYNOLDSVILLE. Ps., Jan. 22.— Things are humming with crew of 13 at work from morning till night, building. work from morning till might, outloing, painting and repairing what should prove the greatest show in the history of the Copping-Bastly clain. Midee-O will be delivered shortly. Harry Wil-son, while on a booking trip, was in juried seriously in an accident and was in bed for over a week, but is now up again. for over a week, but is now up again. Seems like someone put the jinx on the personnel of this show. First Mrx. Bantly was laid up, after she recovered Harry was laid up, after she recovered Harry out of bed Herman Bantly was sent to bed with the influenza. Mac Etrikant paid a visit to his home in Alabama. The street of the she was a superson of the she will be the she will be she with the his Congress of Straings People. Babe and Dick Keller, of Motor-drone fame, are expected in the near future, as Dick is to build a now front shared with five concessions, Pric Stevsigned with five concessions, Pete Stevens with two mentalist camps. Benny Smith will again be legal adjuster. Fred Sennet will have concessions, Sam Hull Rennet several shows and concessio

The Billboard

HARRY E WILSON.

Reynolds & Wells

TEXABLANA, TWA.AVE. Jan. 22.—Work progressing rapidly on rides and show fronts, crew taking advantage of the almost summerize weather here. General Manager revipoids some method of the same of the s TEXABICANA, Tex.-Ark., Jan. 22.ment will present something new lighting effects this year and expend guite an amount in new fixtures and equipment. Mr. and Mrs. M. E. Reyn-olds, Mrs. H. Wells and Mrs. L. C. Reynolds, wives of General Manager Beynolds, wives of General Manager Regnolds and Businese Manager Wells returned from the Pacific Coast and are spending balance of winter at quarters. Dan Kelly, superintendent of transportation, is spending the winter at his home. Ft. Dodge, In. Visitors: Jimmy Byers, of Byers Greater Shows. W. J. LINDSAY.

Great Sutton

OSCEOLA, Ark., Jan. 22.—The show is getting plenty of work done. Visitors: M. Hottle, from Dee Lang Shows, stopped on way to Florida, and Tony Martone. M. Hettle, from Dee Lang Shows, stopped on way to Florida, and Tony Martone. formerly of Pairly & Martone. S. P. Jessup, of U. S. Tent and Awning Com-pany, was here and received an order for all new canvas for the show. Bruce Barham, of West Bros. Shows, and M. Beech, from Byers & Beech, was also here. There will be saveral new faces on the slow this season. Jimmy Royd left to join John R. Ward Shows. Sevw families are wintering in Osoeola waiting for spring opening.

West's

NORPOLK. Va. Jan. 22.—General Manager Frank West, accompanied by Nell Berk, general agent, returned from a business trip in the interest of the show. Jake Rimel arrived from his home. Staunton, Va., and assumed his duties as rice aupeninedment, and work upon the remodeling and ranovating of riding devices under the West Sanner.

FOR SA OUTFIT

Complete, Portable, Ready to set up and operate. Convery \$8.00.00, 150 upon the period of the period

W. J. ALLMAN BEID HOTEL

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

is under way. Art Spencer, who will have the Motordrome, arrived from is under way. Art Spencer, who will have the Motordome, arrived from Fiorids and started work rebuilding. William Arnold has been placed in charge of the live stock while in quar-ters. William Roberts, of Coldsbore, N. C. with Russell Clarke, has the paint department in charge. Commissary de-partment is now in charge of Charles Craft. Letter from veteran mailman. Prank LaBarr, who is hibernating in Miami. The writer made arrangements to have a new arens to house the new lion act in the animal show under his man-agement. CHARLEY SMITHEY.

Modern Midway

FORREST CITY, Ark., Jan. 22.—Register for visitors in main office. Among registered last 10 days: Carl and Core Bahrke, Nag Arledge, Jesse Wrigley and wife, George Conners, Nancy Doddridge; Charles Belniger, California mine owner; Percy Ewing; A. O. Amberg, Charles-ton, W. Vo., promoter; Rev. E. S. Baker, J. G. Richardson, May Nolsch and party, Jack Hamilton and Mercedes and Rose Jack Hamilton and Mercedes and Rose O'Elel. Negro band signed. Pred Cullim, general agent and part owner, continues abroad somewhere lining up route for sprine. Dick O'Brien, other owner and general manager, in and out booking. While oway Purrent City show fans decompany of the Company of t

North Carolina fair convention at Raleigh. The show played host to the delegates of the Association of Geor Pairs, which met in annual conclave h Pairs, which incid in annual concave nere at the Rotel Richmond. Occupying the Oren Boom suite of the hotel, the Jones room was liberally pertonized and visited by celebrities of both the Southeastern fairs and carnivals. Up for the fair by celebrities of both the Southeastern fairs and carnivals. Up for the fair convention came Buddy Paddock and J. C. (Tommy) Thomas from Tampa-Eddie Coe dropped in from Atlanta, and Morris Lipsky came from St. Louis. Recent visitors: W. R. Harris, owner of Model Shows, and W. M. Breese, general agent of Ideal Exposition Shows.
RALPH LOCKETT.

Model

MACON, On., Jan. 22—Manager W. R. Harris returned from trip to some fair meetings. Harris and Mr. and Mrs. Tom Terrell, the agente, brought back some contracts. The Terrells left to complete the apring route. Manager Harris bought a Caterphilar and was a guest of John H. Marks in Bichmond, Va. While there Hurris bought some above property from Marks which was advertised in a recent issue of The Billboard, Activities around quarters are the building of a new Funhouse on a 20-foot wagon, also all equipment is being remodeled and painted. Dize, of Dize Tent Company, was a visitor. Harris bought some tents, including a large marquee of green can-

M. G. Dodson will leave Tampa after sta World's Fair Shows to start work in fall blast. Bert Miner, assistant manager of Wordfa Fair ishows to start work in fail bodeon's Shows, who is also taking a rest in Tampa, will leave after the fair for East St. Louis, III. Bert will harp a start the building of several new and movel fronts, a new committee office wagon and also the building of 18 new and movel fronts, a new committee office wagon and also the building of 18 new for the show's Austrichan Legion Cinibercoms. Management purchased a new 70-foot round top with two 80-foot mid-round top with the second to 80-foot mid-round top with the second top with the second to 80-foot mid-round top with the second top with the second to 80-foot mid-round top with the second top with the second top with the second to 80-foot mid-round top with the second to 80-foot mid-round top with the second top with the second top with the second to 80-foot mid-round top with the second to 80-foot mid-round top with the second to plane ride. Contracts have also been signed with Joseph P. McLaughlin for his Monkey Show. Eddie Davis will signed with Joseph P. Miczauginin for his Monkey Show. Bddie Davia will have the cookhouse and two grab stare Peter Richards has excitative on penny pitch. Charles A. Clark will again un-lish the band of 16 pieces. Zacchini, Pour Jacks and Eagle Sisters have been engaged as free attractions. DOMEN'S M. G. DODSON.

Fairly & Little

SPRINGFIELD, Mo., Jan. 22.-Things are getting ready to start work on equip-ment as soon as Fairly and Little return ment as soon as Fairly and Little return from the fair meetings. Many new ideas will be put into effect, also the building of four new fronts on which chromium and neon lighting effects will be used. on our new trous of worse timesentain of the property light towers will be arranged down center of midway. Clifford Meyers person of the property light towers will be arranged tower the property of the prop sions, all of which will be owned by t management. M. VAN HOEN.



MRS. AND MR. HENRY MARTIN are seen here in front of the Nider-O, a portable amusement deries which is the product of the Syllman Engineering Corporation. Mortin operated as one of the Oliver units of St. Louis, He takes preat pride in Keeping has Biddee-O in prime condition and acres that not opening night was look during his entire town. Mertin is a great believe in an analysis of the Control MRS. AND MR. HENRY MARTIN are seen here in front of the Ridee-O, a

Gaskill and Frank C. Bostock, latter two first to launch big railroad carnivals. Contession row will operate on no grift-no buy back policy. Whitey Emerson in charge of quarters, assisted by Charles Howard, chief electrician. DOC WADDELL.

Johnny J. Jones

AUGUSTA, Gs., Jan. 22.—With mild weather prevailing that is typical of this city's climate, work has been going this city's climate, were has been going steadily forward under the direction of W. C. Pierning and Tom W. Allem. Mr. and Mrs. John Branson are on a trip to Venice, Calif., but write that they will soon be headed back to Augusta. Master Artist Leon Breves and staff are assembling their paint and brushes peepsra-tory to start work when the official bell rings for full speed ahead Pobruary 1. Chef Johnny Harrison reports 19 boarders at the shows' dining hall, which stoff has been on duty since the closing staff has been on duty since the closing of last oeason. Soke Shurmwy and crew of last oeason. Soke Shurmwy and crew their her had been sound their shurmwy cheen and sainty have been inbernating at Dallas since closing. Mrs. Pearl polying the climate at Bradenton, Fis. Mr. and Mrs. W. R. Powers are at Fr. which promises to be an timovation. Bull loft reports keeping husy assem-bling his persuases of the com-luing his persuases of the com-luing his persuase some conbling his new rumbs show. W. C. Flem-ing and Ralph Lockett returned from

vas. Newcomers are Jack Kennedy and wife with their cookhouse, truck and trailer. Cecil C. Rice and Bingo Ran-dolph were visitors. CARL MACK.

Dee Lang

ST. LOUIS, Jan. 22.—Writer and Dec Lang are back to quarters from a trip ings and awarded 16 fairs, mostly cream spots. At quarters everything is going on in a big way as now shows fronts will only the season. Chromium is used in abundance. Lang and writer leave for the Texas meeting at Dalias. They will was born in Pt. Worth. was born in Pt. Worth. ELMER BROWN

Dodson's

FORT MEYERS, Fla. Jan. 22.—Mr. and Mrs. M. G. Dodson and Mr. and Mrs. Jack Baillie, of Sheesley Midway, are fishing and resting. C. G. and Mrs. G. G. Dodson and their daughter, Ruby, G. Dodson and their daughter, Ruby, are at Tampa spending the whiter; also their oldest daughter. Lucille Osborne, and the control of the con

Hughey Bros.

BILOXI, Miss., Jan. 22.—After closing date of Hughey Bros. Shows at Li-bourne, Mo., all paraphernalia was placed in quarters. With the watchman com-fortably housed, Mr. and Mrs. Robert Versetz Company. in quarters. With the watchman com-fortably housed, Mr. and Mrs. Robert Hughey started on a much-needed and well-earned vacation. After visiting ser-eral shows south and friends here and there they landed in Bilozit. Hughey is very optimistic regarding 1938 season there they indiced in Bilotti. Ruspiery of and it good in the plant he had been and it goods a head with plants he had not some time and will enlarge the show to great extent. Free attractions are not seen to be a support of the plant had been and will enlarge the show to great extent. When the plant is supported by the plant is supported by the plant in a support of the plant in a support of the plant is supported by the plant is from a booking trip and, incidentially, looking for permanent quarters. They will leave for winter quarters in Feb-ruary. Upon arrival there Hughey will superintend building of new show from-painting and redecerating of various at-tractions. While Hughey and Bowen were away Mrs. Hughey, Mrs. Bowen and Mrs. Sievens, who with her husband, E. J. Stevens, has the cookbouse on the show, enjoyed fishing in and around Biloxi. Last Wednesday a fishing party was arranged. In the party were Mr and Mrs. Dutch Doyt, Gus Mitchel and family, Bud Mitchel and wife and con. Petc. PERCY SHIELDS.

Clint & Clark

CANTON, O., Jan. 22.—Mr. and Mrs. Abner K. Kline visited quarters. He left with an order for a new dual Loop-Plane to be delivered to shows' opening spot. Contracts have been signed by Harry Proboess for his swaying pole act A letter from Guy White announcing that he and Tiny will have three new that he and Tlay will have three now and complete shows for the opening and complete shows for the opening. Several trips have been made by the writer to diversiand, hauling equipments of the control o Grove with photo gallery. Round will have a new top. Merry-Gois framing two new concessions that he will be at quarters ear hark and Roberts have both been bugeling the past month. Rae Ade tetter from Stanley Demars announce Chrk and Adete is more than satisfied with the obtained from advertising in The and is kept very busy with

correspondence CHARLES C. HUNTLEY

Ideal

SALISBURY, N. C. Jan. 22.—Writer traited quarters from Baltimore and found everything in shape, in charge of william Purchase. Work is to start about March 1, at which time a full gree will start overhauling and impression about March 1, at which time a full over will start overhauling and im-greting, scoording to plans laid out by augmenta are being made for a new transformer truck and bids have been recirce for a special 24-foot trailer to bouse the office. This will take the place of the combination celettic wagon office at present on this show. Gen-manager and writer busy on bookand office as present on this show, cen-gal manager and writer busy on book-ing trips south. Don DeWar will have the cookhouse. He reports that it will be modern and in keeping with the policy of the show. Writer's wife is visiting her talk and friends in alifor WILLIAM HARTZMAN.

Smith's

AUGUSTA, Ga., Jan. 22.—Everything gaming smooth. Peggy Ewell is at quar-ters with her big snake and to having all new banners made. Jack Smith is in with his Chairplane and concessions. Theresa Hutchens is busy answering the mail that piled up while K. P. Brownie Smith was sick. Bill Hutchens will be Smith was sick. Bill Hutchens will be for man. Wiley N. Clay is painting the Merry-Go-Round. Show will have all new fronts and banners. Staff working in quarters is K. P. Brownie Smith. gostral manager: Mrs. K. P. Smith Jr., accretary-tressurer: Karl P. Smith Jr., was a support of the staff of the staff of the staff of the manager. Mrs. Ref. P. Smith Jr., manager; Herbert Wiggins theres manager; Herbert Wiggins, of: Theresa Hutchens, charge of cor-condence; Bill Hutchens, lot man, and Berger, carpenter. Jack Smith and wife. Dot, are getting their ride and corressions in shape. Bill Penny, boss curraman and carpenter, is due soon. BILL HUTCHENS.

Doc Green

SHRHARDT, S. C., Jan. 22.—This show sent into quarters here after a successive season and a few weeks of winter. Such has begun under the supervision of Dec Green. Minister Show crew and a bre others are quartered in and around Doc Green's radio palace. Amusement, containing of muste and a weekly floor which does near-capacity business a furnished. Madam Green tooks after the eating department. James A. Thomas, agent, is out and reports some spring date booked. JAMES A. THOMAS.

B. & V.

GARRIELD, N. J., Jan. 29.-Jane who booked her diving act as AMOUT, who booked her diving act an free attraction, writes from her home. Feischmann, N. V., that she engaged 2019 Ortten as high diver. Also says the in getting equipment painted and mady for opening. Writer and Mrs. Van Vilet will stop off to see them on Vict will stop off to see them on r way to fair meeting in Albany, N. Sketches from U. S. Printing Con-y were received for special paper to be for the act. Carl Mills writes that Ten-in-One will have a brand-new Writer called on Kenneth Ketchum lat wrek. He is doing well in the furni-ture business in Paterson, N. J. Lou Elley, who had the custard for the past bree teasons, is expected soon with he hans for 1938. J. VAN VLIET.

OUR MIDWAY-

(Continued from page 58)

is and Jarvises are looking forward to
blood season with the Bee Shows.— MIS. D. P. SAUNDERS.

THI TOP over the Merry-Co-Round should be a starting to taken off Saturday morning, that one does not ease what he is syring. The starting morning and sometimes it rains to starting mornings and sometimes it rains had day or night. People come on the lot of the Merry-Co-Round decen't do any business necessary to the starting mornings are wet. Get had because the besses are wet. Get had because the besses are wet. Get had because the besses are wet.

MAMI BEACH.—Cetlin & Wilson bows are represented here by the following: Mrs. I. Cetlin, Mrs. J. W. Wil-

son, Ted Miller, George Hirshberg, James O'Dell, Mr. and Mrs. Charles Cohen, Mrs. Lucile McIntyre, Mrs. Eddte Eger, Mrs. May Hawkins, Mr. and Mrs. Jean Shriver sany Hawkins, Mr. and Mrs. Jean Shrives and Mr. and Mrs. Leo Carrell. Others win-tering in Mismi sre Mr. and Mrs. Dor Hamilton, Mr. and Mrs. Chet Dunn. Mr. and Mrs. James Sakoble and Mr. and Mrs. Journells Sakoble and Mr. and firs. George Harms. From the appearance of this gathering it looks as the the sho show is going to open the season here as I. Cetlin and J. W. Wilson will come down following the fair men's meeting at k, Pa. Leonard Bannister, als shows, and his mother and is on a month's vacation in Mismi. Miller, showe' press agent, is confined to bed with a very severe case of sun-burn which he received on the brach.— GEORGE HIRSHBERG

MOUNT PLEASANT, N. C .- Arrived MOUNT FLEASANT. N. C.—Arrived home bere from West Texas for the holi-days. Visited many shows en route. Saw Leon Broughton and Bob MeParland at Trinity. Text. A nice little show, Also visited J. George Loos and Bill Hames shows. Spent a couple of days with my friend, Raiph Miller, of the Mil-with my friend, Raiph Miller, of the Milwith my friend, Raiph Miller, of the Mil-ler Amusements, and Harry Burke, of the Burke Shows, in Louislans. Saw Hagg Brox. Gircus in Alexander, La. Roy Hagg Brox. Gircus in Alexander, La. Roy saw with It. Mr. and Mrs. Roy Gray year with It. Mr. and Mrs. Roy Gray yalted Mrs. Gray's people in Indianap-yalted Mrs. Gray's people in Indianap-yalted Mrs. Gray's people in Indianap-tal Mrs. Gray's people in Indianap-tal Company of the Mrs. Roy Gray yalted Mrs. Gray's people in Indianap-baths in Hot Birlings. All. before to turning to the Texas Longhorn Shows in Texas. Mr. and Mrs. Harry Burke. Ed Schultz and son, Edward, apent their wonderful Carolina sunships and will be wonderful Carolina sunshine and will be back in the Lone Star State with the Texas Longhorn Shows.—LOUIS BRIGHT.

ements in the daily and weekly newspapers did not seem to frighten the late Frank W. Gaskill, P. J. Mundy, Francis Fereri, Fereni Bros., Raver & Darnaby and others when they were the leaders in the carnival field way back yender. Page advertisements in the daily and weekly newspapers would do a world of good for some of the present-day carnivals, as individual units and the business in general. Give a thought to more paid newspaper ad-vertising and less to that which is bought with passes as is the case in many instances these modern days.

FORT McCOY, Fla., notes: This is getting to be a carnival city. In four years, five concassioners have bought or built homes here. Blackey Mullens, ex-main man and The Billboard agent on West's

World's Wonder Shows, has completed a new home to replace the one burned World's Wonder Shows, has completed a new home to replace the sea burned new home to replace the sea burned new home to replace the sea burned have been and has the fluent home in town. He is not a found that the fluent home to replace the home the season of the season of the season of the season of America, purchased L. D. Pow-putting up a fence. Powers bought a new home site and built a new home at the home site and built a new home each with the season with his long-range, shocking an them. this winter. This will be his fourth sea-son with his long-range shooting gatlery with Strates Shows. Bob Coleman, corn game concessioner, has land here and will huild on it soon. He is now in Key game concessioner, here will hulld on it soon. He is now in Key will hulld on it soon. He is now in Key West, Fis., with his corn game. Clyde Howey, with monkey show, loft to play to have fairs. Mr. and Mrs. Howey, with monkey show, left to play some down-State fairs. Mr. and Mrs. Clint Anderson and children are new-comers. They are pop corn and candy apple concessioners and are looking for Clins They are pop-comers. They are pop-apple concessioners and are looking to-a picke front location to buy and build on. We have Blackey Mullens to thank the carnival city.—B.

BLYTHEVILLE Ark.—Recent article in The Sillboard relative to a new 1938 model sirplane for carnival owners and managers anused me greatly. Last sea-son found me "out abead" of the Goodmodel airpia...
managers aimused me greatly.
son found me "out ahead" of the Go
man Wonder Show in the capacity
man was the capacity the capacity the capacity
man was the capacity the capac general representative. Will bet that Max Goodman did not even know that his former general agent has been flying nis tormer general agent has been flying atvplanes since 1923. I have U.S. Trans-port License No. 6575, Msued in 1927, as well as Mexican Transport License No. 36, issued in 1929, and also an FAI (Fed-eration Aeronautique Internationals) li-cense No. 8080, issued in 1831. Neither eration Aeronautique Internation cense No. 8080, issued in 1931, does Goodman know that I am a airline pilot with day and night flying experience in the U.S., Mexico and Cen-tral America, long before radio and radio trai America, tong before racilo and radio beams were thought of. I have about 3,000 certified flying hours to my credit, so I know what the flying same really amounts to, Personnily I believe that the airplane would be a valuable asset ahead of any major carnival organiza-tion, but just try to convince the aver-tion, but just try to convince the average carnival manager that this suggestion is a same one. The article mer tioned above amuses me, but the day coming when the airplane will be the means of securing contracts over com-petitors. However, for some time to come I presume I will be using mileage, providing my future connection is with a railroad show. Thanks to The Bill-board for its many enlightening articles. —WARREN WRIGHT.

Prince Ramachanda in one and Gertie, pin-headed Indian, in the other. Pro-gram is changed slightly each week, am is changed slightly each week th at least one new attraction every Studay. Liseup includes Pat Redding, Studay. Liseup includes Pat Redding, the largest clown, and acting as smace on the mike; Bluey fluey, dwarf come-dian and magician; Helen Winters and her monster man; Brune with his dog and monkey circus; Prince Ramachanda, Testis aroses. and monkey circus: Prince Ramachanda, India rubber mun: Gertle, Aste pin-headed Indian; Excela, contortionist; Madam Kuntz, Buddha readings Great Gravityo, man thribi; Freda Fred Van, Indi and half. Ciravityo, who joined January 24, is acting as publicity man unic assistant manager in the abscince of Wendal Kuntz, who slipped on a loose rug in his hotel January 14, breaking his right beg near the hip. He is in Carfield Hospital here. Other staff members are right beg near the hip. He is in Garfield Hospital here. Other staff members are Mrs. Wendal Kuntz, manager: Wendal Kuntz Jr. and Jack Lang, tteket sellers; Charley Johnson, talker; John Knott, utility man; Micky McCarthy, boss exi-penter and electrician; Sam Gelden, ndvance agent. PRANK GRAVITYO.

Kortes World's Fair

MINNEAPOLIS, Jan. 29.—Peter Kortes has his museum located in the heart of the business district in a modern build-The front is decorated with of the largest signs ever erected in the city. Used 9,000 sheets of billboard of the largest signs over the billicore protest, two ratio stations and all three protests, two ratio stations and all three local dailies. The town is 12 years fresh local dailies. The town is 12 years fresh shown in the large station of the local dailies. The town is 12 years fresh ness has been great. Kortes deserves much credit in opening up the city again. There are 2 acts and a total of again the large station of the la mun, Minneapolis Sfar gave half page of pictures. The show has been highly praised as being clean and highly conducted by the heads of the city and police departments. T. C. HARRIS. and

Lowe's Prison Show

ASHEBORO, N. C., Jan. 29. - Ben. ASHESORO, N. C., Jan. 29.— Ben Lowe's Horrors of Caledonia Prison Parm trailer show, pow in the third week of a four whien is to take it thru many States, was forced by popular demand to remain here for the balance of the week. Lowe, a former High Point (N. C.) police-Love, a former high Point (N. C.) police-man who just recently completed a five-year term at Caledonia, which is known as the Aleatrag of North Carolina, is appearing personally with the exhibit and handling the lecture "Crime Does Not. Baw "In the exhibit are many year term at Caledonia, which is known as the Alcatrag of North Carolina, is appearing personally with the exhibit and handling the lecture "Crime Does Not Pay." In the exhibit are many curious objects, such as wood carrings, curious objects, such bead work and pictures, as bead work and pictures, as was designed as an educational feature and is showing under the auspices of the local police department. Publicity is being handled by William C. Newby. former radio announcer and newspaper man. BILL NEWBY.

luseums

Address Communications to Cincinnati Office

Miller's Congress of Oddities

DAYTON, O. Jan. 22.—This museu rrived here and o opened January large crowds after a long jump from Wisconsin. Robert Kobacker, general agent, made all arrangements for the opening. On the bill are Bob Renger, miniature niniature Recules; Anderson sisters opard girls; Captain Lewis, rubber ian; Carl Caletto and Karl Panzer, torture men; Ross Bartlemee, human slate; Ross Lee, armless wonder; Ducky Wucky, funny magician; Hubbell, illusions, assisted by Frank Zorda; Bob Walface, in-personations; Juan and Martins, Fili-plno midgets; Art Hubell allows 60 pounds of air to be pumped into his stomach; Ituri pygmiss; Doc Waters and stomacn; Ituri pygmise; Doc Waters and wife and unborn show, and the Kings in a mental act. Nightly visitors in-cluded several Dayton officials. Frank Zorda is chief lecturer; Bob Winchell, cmaee; C. Hodges, tickets; Maurice Miller, general manager; Mrs. Morris Miller, treasurer. FRANK ZORDA.

World's

SEATTLE Wash Jan. 22.—Museum noved from its location on Pirst avenue to a spot on Jackson street January 20.

January 20. annex. Museum has pintform acts and dancing girls in the annex. The acts are Thedolus, man that can't be lost, with his name tattooed on his legs in 52 different languages; Stella, fat girl; Itay Pinhead; Zenobia, head filiaton; Nelson, bird man; Bernard, magician and scopes Barbara, sword box; Pox Hieman, pincushion; electric neon girl: Tex Wells, fire ester. Barbara Germain is featured in a fan dance. Visitors: Harry Meyers, George Prench, George Styles; Harry Gordon, atlvance agent of West Harry Gordon, atlvance and the American United Schools: Dogston and Madeline Arthur. Turoma was canceled because of strikes. C. R. LINDERY, LINDERY, EL MOREY, AND COMMENT OF STRIPE AND COMMENT OF STRIPE AND COMMENT OF STRIPE OF STRI of striken. C. D. LINDSEY

scopes; Barbara, aword box; Pox Hieman,

Kuntz Palace of Wonders WASHINGTON, D. C., Jan. 29 .- Mu-

washington, D. C., Jail. 20—mis-stum moved into a larger building on Ninth atreet, N. W., here and opened the new location January 14 to good business. Show is arranged in a large pit inclosure with a wide-open front view from the street. The program is displayed in two large windows, with

Business at Gun Clubs In Boston Holding Up

BOSTON, Jan. 29.—Steve Decker, man-In this area, announces three new loca-tions in New York as the forerunners of an expanded out-of-town program of spotting these gun clubs of skill and

Within the past several weeks the with suburban communities adding sev-Some of the Boston locations are

within eye distance from the other, but Decker announces that business is holding up average, considering the many recent business scares. The clubs are attracting both men and women. The recent business scares. The attracting both men and wo many features offered at each to the stimulus of patronage. and women. The

PETE KORTES WORLD'S FAIR MUSEUM

CAN PLACE "STAND OUT FEATURED FREAKS" and Side Show Acts for balance of winter in Minneapolis, and summer scapen. We are presenting 21 Acts at the present time in Minneapolis. Located in steam-heated bedding, 70x150 fort, in the heart of the city, Address PETE KORTES, Mgr.
World's Fair Museum, 501 Nicollet Street, Minnespolis Minn.

BLOTNER MODEL SHOWS

SAM BLOTNER, & Chelmsford Street, Methuen, Mass.

CLARK'S GREATER SHOWS Wants for season 1938

Opening in Middle of March Playing Best Industrial Section in Middle West. Shows of All Kinds - Will Finance Shows of Real Merit.

WILL Book Legitimate Concessions. WANT Truck Drivers and Ride Help.

ARCHIE S. CLARK

840 S. Los Angeles St.,

Los Angeles, Calif.

KEYSTONE SHOWS

Spring Opening Latter Part of April, Southern Part of Pennsylvania.

WANT strong Fisce Acts that are sexuational. Loo Hamilton write. WANTEO—Shows and capable People for the following outfits: Minsteel, Large Snake, Ten-in-One, Gill Revue, Monkey Topochway and Corus. Posing Shown, One-Ringe Girou. on Deg and People Shown, the Corus of People Shown, and Application of People Shown and People Show

C. A. HARTZBERG, Mgr., Punta Gorda, Florida

TILLEY SHOWS

Wants Shows with or without outfits. Will book Motor Drome, Illusion Show, Fun House, Minstrel Show, Side Show, Pony Ride. Concessions— Photo, Penny Arcade or any Stock Concessions. Address BOX 297, Ladd, III.

HOWARD BROS. SHOWS WANTS FOR SEASON 1938

WILL PLAY WEST VIRGINIA, PENNSYLVANIA AND OHIO. OPENING APRIL 25. WILL PLAT WEST VINGINIA, PERNSTVANIA AND OHIO, OPENING APRIL 25.

IT Shore, Plant, with Busil (Stat Talls write), Large State, Technico. Moster Cures, Person Aready, State, Technico. Moster Cures, Person Aready, State, Indi Games, Pitch-Till-Wins, Report-Good, State Control of Control Plants and Plants WANT High Senational Pres Acts. Cast. Simons or Feel Rockies, Date Daniels write.

RAY S. HOWARD, Mgr., Millfield, Ohio

WANTED JOHN H. DUANE SHOWS WANTED 1938

WILL BOOK: The Whit, Octopus, Looped-Tane, Riddle Bile or any Flat Ride with or will not some framerications, SHAWS of all book, with own conflict. WAAY From the con-location of the Company and Ride Help in all departments. All editors in the Company of the Co

KAUS EXPOSITION SHOWS, INC.

CAVALCADE OF FUN WANTS

Shows and Free Acts. All Concessions open except Bingo and Popcorn. WANT good Cook House. Ed Nichols, write: good proposition on Photos. Red Gorber and Jim Mathews write. Six Rides of Roy J. Gooding contracted. Open in Greensburg, Pa., April 29, in heart of town. Six Rides of Ray 9. Gooding Cood spots to follow. 50,000 people to draw from. Good spots to follow. LLOYD REESE, Box 606. Steubenville, O.

Line o' Two of News

BILLINGS, Mont., Jan. 29.—C. P. Zelger, of the shows bearing his name, announced here Wednesday that he had been awarded contracts for the midways at following fairs, Missoula, Kalispell, Dodson, Havre, Sidney, Glendive, Baker, Miles City and Forsyth, Mont.

HOT SPRINGS, Ark., Jan. 29.—Pearl, wife of Roy Blake, well-known showman and concessioner, has been seriously ill in Saint Joseph Hospital, this city, for the past three weeks, following three major operations. Doctors report she will be able to leave the institution in

SHREVEPORT, La., Jan. 29.—W. L. Collins, who was with Honnies Broa.' Shows latter part of last sesson, announced here this week that he will be with the same organization for season with the same organization for season '88. Collins presented the unhorn type of show and is now making plans to present it on more claborate lines than heretofore. Work on this show will start Pebruary 15 and later on the title for it will be ambounced.

CLEARWATER, Fla., Jan. 20.— Martin announced here last week Martin announced here last week that be signed as general agent for the F. & M. Shows for the coming season. The shows are under the ownership and nan-agement of F. L. Faust and are in win-ter quarters in Virginia, in which State it will open its season.

PRESNO, Calif., Jan. 29. — Harry Duvail, candy concessioner, made known here this week that he has been awarded the contract to handle the prize candy concession on James E. Strates Shows for the season. He plans to leave here

15 Years ago

m The Billboard Dated February 3, 1923)

in Oakland, Calif., his wife having gene to Honokulu as treasurer of a dog and pony show. ... Wilbur S. Cherry was making Virginis territory in quest of dates for T. A. Wolfe's Superior Shows. ... John. B Davis, after three seasons with Zeidman & Pollie Shows, aigned with Miller Bfox. Shows for season 1923.

with Miller Bfos. Shows for season 1923.
Benny Hurbey was managing the New
Grand Hotel, Muscatine, Is. . . . Salby
and Mellin were working bazaars and
indoor dates in Massachusetts. . . Edward K. Johnson. who ploted Billie
Clark's organizations in 1922, contracted
with Matthew J. Riley as general agent
for 1923. . . Edward J. Smith and wife
were wintering in Tampha cravitations. J. was doing advance and organization work for the O. of O. Lodge. . . . Mrs. J. W. Conklin and son, J. W. Jr. (Paddy). J. W. Conkiln and son. J. W. Jr. (Paddy).
were visiting friends in Cincinnat.
Martin Gaari, of the Omaris, booked his
formin Ebribition.
Manager Hanson
of the Hanson Midway Shown closed
contracts with the Veterans of Foreign
Wars. Hornell. N. Y., for a 10-day engagement there beginning April 26.

gagement there beginning April 26.

J. Reise, genial secretary of the Zeidman & Polile Shows for five years, again signed in the same enpacty with that organization. . . R. A. Josselyn, general representative for the Mighty business. . . Adolph Seeman, Wiebly known outdoor showman, severed his connection with Rubin & Cherry Shows, with which he had been ascoluted in a Michael of the Chilen, well-known and proficient minister loans, again signed with T. A. minister loans, again signed with T. A. Jack Cullen, well-known and proficient minister lanan, again signed with T. A. Wolfe's Superior Shows. . . Lew Dufour Exposition had just been awarded con-tracts for fairs in the State of Maine fairs. . Ned Stoughton was named general manager of the E. B. Reed Greater Shows for the 1923 season.

later and go east for the show's open.

TAMPA, Jan. 29,—Adama & McCarthy stated here this week that they had booked their deep sea show with the Clint & Roberts Shows for the coming

JACKSONVILLE, Ark., Jan. 28.—Cilf-ford S. Karn announced here that he booked his fat folk show with Max Linderman and will appear this season on the midway of the World of Mirth

MIAMI, Jan. 29.—Florida bookings for the Endy Brow. Shows were announced here this week as being Fort Lauderdale Pair, Coral Gables Celebration, Rediand Fruit Featival, Homestead Pair, West Paim Beach Sun Dance and Dania To-Paim Beach Sun Dance and Dania To-

PHILADELPHIA, Jan. 29.—The Show-men's Glub of this city opened its club-rooms yesterday in the St. James Hotel, For the occasion an "open house" policy

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

BIRMINGHAM, Ala., Jan. 20.—Free Myers, last season with L. J. Heth Shows, stated here this week that he has joined lifeth and Joe Fontana will attend some fair meetings in Illinois. Fontana is again general agent for the Heth creanization.

BRUNDIDGE Ala., Jan. 29.—Floyd R. Heth, general manager Heth Bros.' Showa announces the booking of Mr. and Mrs. J. J. Marton to present the Girlesk Revue this peason. The Marton are now on the shows, having finished their vacation in Florida.

SHREVEPORT, La., Jan. 29,-Martin A SHREVEFORT, La., Jan. 29.—Martin A. Wirth has been engaged as secretary for the newly organized Premier Amusement Company for the sesson. From 33 to 37 he was secretary for the Al C. Hansen Shows.

PETERSBURG, Va., Jan. 29.— Raigh Lockett, secretary Johnny J. Jones Et-(See LINE O' TWO on page 67)

NOW BOOKING ROGERS FAMOUS SHOWS

Opening April 30, Playing New York and New England States. WANT Shows and Legitimate Concessions. Wire of write A. B. ROGERS. Box 12, New Port Richey, Fla.

RAY E. (JACK) FROST

Send all communications to IDE COLLINS, Ossian, Iowa.

WANTED

W. C. JOHNSTON 1127 E. Missouri Street.

WANT MORE REVENUE

for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Balancing Budget

BAGINAW, Mich., Jan. 29.—South intermediate School here is preparing (or its seventh annual "Spendiess and Seemore Circus." Success met here in rating funds for extra-curricular ac-tivities has inspired a number of other Michigan schools to follow aut other Michigan schools to follow suit, and school circuses of combination and school circuses of combination state and the combination of the comb mane a cureru survey or the enter-tainment field," be writes, regarding the fund-maising plan, "and as every healthy boy and girl onlyons the circus South Intermediate chose the 'big top." Other school circuses to be put on in the State will be in May-ville, St. Charles and Sebewaing.

Acts Being Added By K. C. Shriners

KANSAS GITY, Mo., Jan, 29,—New acts added by Ararat Shriners for their anmain indoor circus to be held in Munimain indoor circus to the held in Munimain indoor circus to the held in MuniBades, high wire: Great Pusener, apiral
hall balancing: Looping hixes, globe of
death, and Garnett Sisters, "whirling
butterfiles of high trapece," who will
come as a part of the Plying Plabers'
catting act.

Also booked are Seven Danwills, Per-less Potters and Peeriess Plyers. New acts are being added by Noble Fred T. Parker for the nine-day show. Pred L. Spear, a veteran with the Shrine, is handling publicity.

nanding publicity.

Parent-Teacher Council, taking over five matines, will boost gate receipts, as more than TOROD public school chit-child council of the c

Utah Covered Wagon Days Has Western States Shows

SALT LAKE CITY, Jan. 29.—Utah Covered Wagon Days, Inc., contracted Weetern States Shows, represented by J. A. Schneck, general agent, to furnish all carnival attractions at the 1988 an-mal celebration. Carnival will be on freets and lost. Committee also spon-iers a roder on the State Jaigrounds burs a roder on the State Jaigrounds Darides.

parades.

O. P. Backman, executive necretary of the Chamber of Commerce, is president and manager of Covered Wagon Days, and manager of Covered Wagon Days, and the Chamber of C

Show Success at Springs

TAMPA, Fla., Jan. 29.-Despite oppo TAMPA, Fla. Jan. 29.—Despite opposition events, advance ticket sale and attendance at a show sponsored by Veterage of Poreign Wars Pet at Suphur and the sale of t

PLANS for the 1933 Memphis Cotton Carnival and its accompanying National Cotton Textile Exposition have gained impetus with the naming of Paul Senshaw as chairman of publicity by Frankens George Eckers.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS (Communications to 25-27 Opera Place, Cincinnati, Q.)

Worcester Grotto Circus Success Insures Second Annual Next Year

bad weather Aletheia Grotio Circus had an estimated take of between \$40,000 and \$50,000, with attendance of nearly 130,000, on January 17-22. By 6 p.m. on 130,000, oh January 17-22. By a p.m. on opening day officials amounced that more than 100,000 tickets had been sold for the week. Reserved balcony sents were sold out for the first four per-

formances.
J. O. Harlacker, Providence, who handled the Orotto's first circus, reported 30 merchandise exhibits and 32 merchandise merchandise exhibits and 32 merchandise who numbered 210 nightly, Admission was 25 cents, with Saturday mutice at 10 cents for children. Reserves were 25 cents and there were two shows nightly cents and there were two shows nightly a big stage.

on a big stage.

Opening night show at 7:30 ran 67 minutes. Acts, booked by Al Martin, made an excellent showing. Johnny Parrell was ringmaster for the acts;

Acide Neticon and her Dancing Ex-phantix Shanghai Wing Troupe (10); Larry Saunders and Jean, aerialisa's Honey Family (8), Australian toeter, have the second of the second of the second have erio-countie; Senorts Macahus, Brazilian wire worker. Clown Alley was sed by Herb Taylor and Included Ed ed by Herb Taylor and Included Ed Deautels, manager of Agl. Mechanical Man, was a feature. Bob Chiddings Band Worcoster Crotto signed with Har-lacker to tun a second annual circus next year. Harlacker uncoesn in running meet year. Harlacker uncoesn in running the second in the second annual circus next year. Harlacker uncoesn in running the second in the second annual circus next year. Harlacker uncoesn in running the second in the second annual circus next year. Harlacker uncoesn in running the second in the second annual circus next year. Harlacker uncoesn in running the second in the second annual circus next year. Harlacker uncoesn in running to the second in the second annual circus next year. Harlacker uncoesn in running to the second in the second annual circus next year. Harlacker uncoesn in running (of comment of the second annual circus next year. Harlacker uncoesn in running (of comment of the second annual circus next year. Harlacker uncoesn in running (of comment of the second annual circus next year. Harlacker uncoesn in running (of comment of the second annual circus next year. Harlacker uncoesn in running (of comment of the second annual circus next year. Harlacker uncoesn in running (of comment of the second annual circus next year. Harlacker uncoesn in running (of comment of the second annual circus next year. Harlacker uncoesn in running (of comment of the second annual circus next year. Harlacker uncoesn in running (of comment of the second annual circus next year. Harlacker uncoesn in running (of comment of the second annual circus (of comme



GROUP OF PERFORMERS at Aletheia Grotto Circus, Worcester, Mass., on January 17-82, which, drew enormous crousts, despite some bad weather, attendance running of commercial carbitris and 32 werehandste booths, operated by Grotto members. Grotto signed for a second annual Harlacker-managed circus next year.

Gates Are Up at Detroit And Michigan Exposition

DETROIT, Jan. 29.—Attendance at the fourth annual Detroit and Michigan Exposition in Convention Hall, sponsored by Detroit Convention Hall, sponsored by Detroit Convention and Tourist Bureau, showed steady build-up over 1857 figures. Pricary, opening say, had Sturday and Sunday about 40,000, showing proportionate increases, James Mellon, artist terms, dejures.

James Melton, radio tenor, doing a variety of numbers, was introduced by Carl Sobie, sopreni emesc. WWJ Radio Show, with C. G. Bradner, commentator; the Smoothles, Bachelora and Morlet Guideruplets, featured the opening three and closing two days. Music was by De Delbridge and his crehestra. Edm Alice Trio gave dataphologies exhibitions in connection with the Logrolling Show,

Among exhibitors and concessioners noted were Sana Kutzen, aven rifle machinet. Andrews and Berger, guess-your-near the second of the second s Among exhibitors and concessioners

HELP This Department by Telling Committees About It.

Jamaica Sale Topping 1937

JAMAICA, L. L., N. Y., Jan. 29. JAMAICA, L. L. N. Y. Jan. 29.—Frank Writh reports advance sale for Jamaica Mospital Circus about 40 per cent ahead of that of last year. The 1607 show to the to hold the show two weeks, but the to hold the show two weeks, but the to hold the show two weeks, but the so military inspection the Armory could be secured for only eight days. There will be maintened sally and a special Saturday morning show. Grand stand will be enlarged to 20 terms high, special will be enlarged to 20 terms high, special will be emisrized to 20 tiers high, special bleacher seats being erected to give seat-ing capacity of 12,000. Three rings will be used and some stellar acts are booked. Mr. Wirth said the nine consecutive weeks played in the fall were successful and th at contracts were renewed for the

Parnell Defers Fla. Event

MEBANE, N. C., Jan. 29 .- C. S. Parnell, secretary of Mebane Pair and secretary tressurer of North Carolina Association of Agricultural Pairs, who went to St. Petersburg. Pia., to stage an event on the pier, announced that plans have been postponed until next year. A survey convinced him, he said, that the proposed event can be handled with much more success in 1939. Eddie Eger, apecial agent of Cetlin & Wilson Shows, who went with him as assistant, re-turned to North Carolina and plans several indoor shows before the

H-M Books Long String

Best array of dates in history of company is reported by Bob Morton

PHH.ADELPHIA. Jun. 29.—Largest atring of indoor circus engagements ever contracted by Hamid-Morton Circus Company is reported by Bob Morton, who returned here after an extensive

who returned men and the been signed for the aking on the signed for the akin consecutive year for signed for the akin consecutive year in Albany, N. Y. He also signed with Porum directors. Ye he also signed with Porum directors for the signed with Porum directors in the Porum, Montreal, and Porum Montreal Porum. Montreal, he said, would

Hamid-Morton Circus, he said, would also contract three other key cities in the East, to make the most extensive bookings ever held by the company, which will also produce a show in Miami,

Cleveland Grotto Gets Circus Acts

CLEVELAND, Jan. 29.—Por the ninth annual Grotto Clicus here some of the annual Grotto Clicus here some of the Jacobs, Hoot Glbeen, boothly Herbett, Plying Concellos, Pred Bradins, the Davenports, Jenny Roomey and her Acrial Ballet, the Wallendas, Maygar the chamber of the Wallendas, Maygar the chamber of the Wallendas of the the

Cleveland's winter circus long has been carvesands winter carcus long has been an annual event and last year more than 250,000 attended the two-week show. Monarch of this year's Grotto Circus is George P. Buchler, and William C. Schmidt will again be managing director.

Circus will again be in Public Hall, but plans have been made to take the event in 1939 to the great new sports arena recently built at a cost of \$1,000,000.

MILWAUKEE American Legion Conantibookse. American Legion Construction Association presented to the city government a check for \$5,002.28, representing part of a \$12.500 appropriation voted by the city for the 1937 State Legion convention, explaining that the momey had been left over after all convention expenses had been mot.

PREE ACTS, midway attractions and a historical pageant will feature Nelson-ville (O.) Centennial Celebration of in-corporation. J. D. Adamson is chairman,

WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE

Department THIS WEEK and EVERY WEEK

CIRCUS ACTS

CHAS. SCHWEITZER, Savannah, Ga.

WANTED

NORRES F. SWENK, Commander, Vanderprift, Pa. ACTS FOR INDOOR CIRCUS

CRACKER PARTY CIRCUS

-Wholesale PREMIUM

inducted by JOSEPH CSIDA JR. - Communications to 1564 Broadway, New York

Concessioners Plan New Season Mdse.

CHICAGO, Jan 29 .- Concessioners CHICACO, Jan 29.—Concessioners are laying their plans for the coming outdoor season and from present indications not reports from jobbers and wholesalers supplying the trade it seems that many of last season's favorites will continue strongly this season.

Among merchandise items which will Among merchandles items which will be seen are radios, studied fur animals, pillows, blankets, cocktail sets, hampers, and many others. New numbers which will undoubtedly get a big play this seans are those which have been popularized during ine fall and winter in Leading the latter parade will be the Leading the latter parade will be the

Leading the latter parade will be the various ventriloquist dummies, such as Charite McCarthy, Willie Talk and Dummy Dan, together with instructions summy tan, together with instructions on how to make the dummies talk; the strip-tease highball glasses, the everal new clock productions and the innumerable neveltles featuring Walt Disney's sensation. Snow White and the Seven

Despite the talk of recession and a new business slump, manufacturers and Jobbers are fairly active and operators trunking concessions at parts, with carnimate of the control of the cont Despite the talk of recession and a



By BEN SMITH

Because small deals are becoming in-creasingly popular with operators, dis-tributors are setting plans accordingly. Illus with one which looks good for a fast turnover. Hem featured has excel-lent constumer appeal—an electric color when held at emoker's angle and is out to all other positions. Deal gives away salesboard at 8 cents a purchase, Four to the winners and one to seller. Unit is made of pure glazo poccelári and te is made of pure glazo poccelári and te jade green colors. It should click heavily.

After completing a cruise to the West Indies and South America, A. L. Coollah, of K. & S., stopped over in New York for a few days. While in the Big Town he spent seems time with Irving Schwartz (See DEALS on page 67)

Harlacker-Bohack Inaugurate Bingo School for Store Mgrs.

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

NEW YORK, Jan. 29.—Interesting and amusing development of J. C. Harlacker Company's drive to run free bings for the H. C. Bohack chain of grocery stores is the organization this week of a school to teach store managers how to run bings games. On a certain evening each week managers are requested to congregate is the organization this week of a senoes to teach more managers and to rule or the control of t

oning individual games. After Harlacker's operator has con-ducted a number of games the store

Easter Bunnies Good April Bet

NEW YORK, Jan. 20.—With the calendar pages flying off day after day if worth the long now until April 17, which, ing occers with studied fur animal makers and jobbers now, looking forward to a real clean-up with the numerous rabbit models these houses ofter.

rabbit models these houses often.

Bunnies this season are dressed in a wide eslection of interesting and qualitihaberdashery, which is bound to have
a great deal of appeal or the sholder
stated to the reporter by a direct aslesman, for his great Easter expectations
this season may have something to it.
meets and people are out of work and
nations are battling one another and
there isn't any peace anywhere it seems
reflectionally impractical term as on
Easter burnuy. It kind of relieves their
feelings and helps them convince themselings and helps them convince themseling states and the states of the series
where that there's still seems real good
will epiris stry in his world.

managers get their turn. Each manager is permitted to conduct several games and pointers on best procedure and several and pointers on best procedure and relative to the several games and pointers of the several se

H. C. Bohack, advertising manager, H. C. Bohack, advertising manager, also attends classes to point out to managers the necessity and importance of their learning to conduct brings in their stores. Angle is that most managers look upon innovations in store procedure, such as billings, as of the company occurrent to change this attitude before pame can really be 100 per cent successful.

To be pointed out to the managers (all of whom work on a sales quote with real of whom work on a sales quote with real of whom work on a sales quote with the certain number of dollars above their quotal that the more alcreasful their will make. Also that bingo has increased business in stores where it has been have its employees make more money as it is to increase company business in the to increase company business of the companion of the to increase company business and the companion of the

ness. First essage reported tentennous-ly popular with managers. Reason, of course, for Harlacker's in-terest in educating afore managers in bringo is that Harlacker Company can-(See HARLACKER-BOHACK on page 67)

How To Conduct Group Bingo Parties Successfully

PART ONE

Bingo has proved successful for fund raising and stimulating organizational interest. Churches, fraternal, military, political and recreational organizations everywhere are conducting this popular game. It's simple to play—easy to conducting this popular game. It's simple to play—easy to conduct the provided of the p

why bings is so popular and profitable.

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

Selecting a Date

An organization arranges to conduct a series of bingo parties, held weekly on a of the desired and a state of the desired and a

Appointing a Committee

In order not be prolong the direction of the bings party more than two and one-half hour it is necessary to have mough help. Appendix a committee to take full charge. Each committee member should know his duttee thereby so that every detail can be expedited as specific as possible—since he game must be long enough to be fascinating and short enough not to be tedious. Have the chairman of the committee assign the members to the following duttees:

Committee Duties

(a) An operator who operates the bingo cage and calls out numbers

(a) An operator who operates the bingo cage and calls out numbers as they drop into the cup.

(b) A marker who markes the numbers on a blackboard as they are to the control of the con

to receive the shares prize coupons.

(c) Ushers to sell special game cards and check the bingo winners by calling back the numbers marked. About one usher to 40 people.

Necessary Equipment

Special game cards.
 Lap boards or heavyweight bingo cards.

Markers.
 Blage cage complete with numbered balls or you can use a set of 75 weeden numbers that are placed in a container.
 Master board.
 Grand Award Certificates.

6. Grand Award Certificates.
7. Double admission tickets (optional).
8. Door prire coupons (optional).
9. Bisckboard (optional).
10. Pencils (optional).
11. Public address system (optional—

system (optional-depending on size of

Next week in the second installment of "How To Conduct Group Bingo Parties Successfully" Lone rells about—"Playing the Geme," "How To Call Out Numbers." "Checking the Winner," "Olf! Youthers and When To Award the Prizes," "Grand Awards" and "How To Settle Ties."



HERE'S A LETTER from an orchestra HERE'S A LETTER from an occhestra leader which we know all you folks in bingo business will find interesting. And perhaps there is senseting the senseting t

many ways.

"The chorus can be sung in any num bers drawn from a box. It can be tierd for a stage presentation, with the emico drawing out the verses and the acts singing them? singing them."

singing them."
We see a number of interesting pos-sibilities with this song. Possibly some emart operator can build it up as a theme with his bingo-playing audience. Brown is located at 188 North Main street, Linton, Ind., and anyone inter-ested can reach him there.

BEFORE HOLDING GAMES in State-BEFORE HOLDING GAMES in State-owysed buildings ops should be sure to get approval of all officials. We have learned that a local install that the contract for oling games and an armort should be supported by the state of building. Local guard officials had given consent and one game was staged before protests against holding the games in a face HINGO BUILDINGS on page 48)

Attention Operators!



The Ventriloquist Man

FULL IS INCHES HIGH

\$27.00 Daz \$2.50 Each

Let this present board item make touch move the control of the contr Send for Illustrated Price List Today!

GELLMAN BROS



Every \$1.00 Gets you \$5.00

From January 1980. Geofrich Hose Werte er alwars hare dought and when you tell present House are worked by the Hoodfird On, Est. 1884, they her with reachings. Pitchmen. Window Worker, Distra. write for law gro, petces. Best season aband.

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.

Slip-Nots

Shirt, tailoring and other direct-neelling salasmen will find it to their advantage to write to Sily-Not Te Con-pany for prices and samples on this ready-selling line, which offers every man a perfectly tied necktic. No roas-ing no mirror, no wrinkles, Sily-Not and a wide variety of olders and pat-terns.

Ciggie Lighter

New Method Manufacturing Company New Method Manufacturing Company is offering a newly perfected quick-action self-starting lighter based on the principle of a catalytic agent and air for lighting cigare, cigarets and pipes. No flint. No friction. Demonstrators, agents and salesmen should investigate.

Cleanser

For the sales agent seeking a fast-action repeat product for homes, stores, restaurants, horles, etc. Bestever Prod-ucts Company offers a cleaner of weaking, laundering and peneral clean-ing easy. Hard rubbing is eliminated and far less soap required. Hen also removes apots and stains from all materials.

Spring-o-Matic Pen

John P. Smilivan (Post-Service Smily).

New York foundatin pen man, is introducing a new pen which he feels will put new life into the pen business. He street terms the greatest rabbit of the pen business. He pens the military with the man pens. Hem introduces a new principle in folial military with the man pens. Hem introduces a new principle in folial military with the man pens. He military with the man pens. He military with the man pens. He military with the military with



14 W. 17th St., New York, N. Y.

SPECIAL WHILE THEY LAST

500 SPEAKER RADIOS

doe Werkers, Indianage of the Markers of the Sample 10c. Bert same series of GOODSIOH. 1500 West Media Box. Dept. BG-2,

\$5.75 Each Lots of 6 \$2.25 D Each Sample

Order, Ralance C. O. D., F. OMPLETES—Nothing Else To Air-Cushion Cartons

PLAYLAND SUPPLY COMPANY,

FREE CATALOG—Complete Line Not Including the Above Species BINGO JOBBERS ATTENTION!!

JUST OFF THE PRESS -- 1500 SERIES - 7 COLORS A SERIES OF 1500 GAME CARDS IN LOTS OF 42 SETS.

PER SET.

These Game Cards are packed 14 Sets to a Caston 12 Sets Each of 7 Colors).

Cards are Printed on Fine Quality Paper, and are Perfect in Printing and
SEND FOR OUR CONFIDENTIAL IDENTIFY PACE LETS ON COMPLETE LINE OF
BINCO SUPPLIES AND EQUIPMENT.

C. D. In Innovated Concern. 25's Deposit.

HOLSON PRODUCTS

WAY

Bingo Specialists

NEW YORK, N. Y.

889 BROADWAY

LOOK! IF YOU HAVE NOT RECEIVED OUR LATEST CATALOG Nº 937, CONTAINING IBO 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.

HOT OFF THE PRESS! THE NEW 1938 CHAMPION CATALOG

e Lorent Prices-Items for LEVE Wagonman-Pitchmen-Stree

Merchandise. Also Balesboards, Premiums, Notions, flumts, Garded Goods, Blades, Seast, Ballsons, Elec Gatalog and FREE SAMPLE CASE OFFER—Big CHAMPION SPECIALTY CO., 814-C CENTRAL ST., KANSAS CITY, MO.

PIPES BLENDED Per Card. \$110

the fact that the plunger operates by a substitute of the plunger operates and a the plunger of the position of the releasing the finger aprings back to be original place. Fen comes in vari-comes in various places of the plunger of the Lock-Tite clips. Sullivan is so enthica-atic over it that he feels it's a life-saver for permorkers.

Ironer

Agents should find the new ironing invention being offered by Akron Lamp and Manufacturing Company an item with good potentialities. This newest and Manufacturing Company an item with good potentialities. This newest with good potentialities. This newest signed, all chromium plated and has ne signed, all chromium plated and has no per cent free air and only & pe

Auto Glazer

There is a new auto cleaner and glarer ow on the market that actually make cleaning a car's surface easy, according cleaning a car's surface casy, according to claims advanced by its manufacturer, Barton Chernical Company. Cleaner is apread over the car, allowed to dry and then easily wiped off. No harm is done to the original finish and lister, which after application is bright and shining. Direct-selling agents should give the item the on

A clever number wave to them all it Bunny the Drum Major, a fleshy looking stuffed rabbit being marketed to the Major, being surface of the Major, and the Major of the Major A clever number which the manufaclooking aturfed rabbit being marketed by Persia Novety Company. Indications are that the colorful rabbit will be a propular form of the propular form, such as turkey red. Prench blue, pink, light green and orchid. Brass but-tons, godden epaulets, bet, shoulder atrap and other trimmings give this item maximum eye oppeal.

Pix Men

Minute Camers men and others who would be interested in entering the cansid camers field (tabling plettres of cansid camers field (tabling plettres of tabling the camers of the camers

Ciggie Filter

L. & H. Stern. Inc., is introducing the Zeus cigaret fifter holder which it claims elimined over 70 per cent of the control of the control to all smokers. Appearance of the Zeus cigaret fifter holder on the market is coincident with a large-scale national advertising campaign.

Direct sellers should find Fleur-Celo a ented sachet, a first-rate item this ar. The unusual product, consisting Seelhout racinty, as attraction reading read, The unturnal product, consisting year, The unturnal product, consisting the product of the prod is manufactured by an original secret process by Origin, Inc.

New Pony Toy

A new ed-propedling play pony has put been made available to direct aslessant been made available to direct aslessant per post of the profit. Middless simply no thru the motions of riding a real pony and, proulo, the toy glides along carrying him with it. It is a good exercise usage—points and profit is a profit in the profit is a profit in the profit in the profit is a profit in the profit in the profit in the profit is a profit in the profit in



CHARLIE McCARTHY



PREMIUM sensation that is sweep-ing America. Exact reproduction of the one and only Chorile McCarthy, expensively detuced in Real Sit Full Dress—Top Hat, White Tre, Tails and, of course, his monoclo, 310 at Key Shops and Department Stores every-when Paris Band and Novelly has where. Paris Bead and Novelty has exclusive franchise to premium trade.

Asir. No. 1001 "CHARLIE" with a 1,000-Hole One-Shot Salesboard, com- \$5.25 plete, in Lots of 12, Each Sample Deal, \$5.65

Asst. No. Figs "CHARLIE," with a 100-Hole Fush-Card, complete, in \$4.55 Lots of 12. Each. Sample Deat, \$4.95

NAME....

ADDRESS..... QUANTITY.....

SEND 25% WITH ORDERS. BALANCE C. O. D.

TEAR OUT ORDER COUPON & MAIL TO

PARIS BEAD AND NOVELTY COMPANY 305 WEST ADAMS ST., CHICAGO

HERE ARE REAL NEW CHARMS!



NEWSPAPER CARTOON CHARACTERS omething Different - Finished in Colors.

Don't confuse with cheap charms being offered. B11N78-Orphan Annie B11N79-Sandy B11N80-Moon Mullins B11N81-Uncle Willie

PER GROSS



B11N82-Kayo B11N83-Harold Teen B11N84-Uncle Walt Other Charms from 68c to 75c per gross.

Novelty Drinking Glasses—Another Hit!





Peck-A-Boos. Novelty Drinking glass cartistic reproduction of a Demure Girl in a colorful costume. Turn the glass around and the costume drops away; revealing her in na-

6 Distinctive Styles. Shipping Weight, 1/2 Doxen 5 Pounds-1 Doxen 6 Pounds. Shipped by Express Only.

Be sure to include transportation charges with order. Packed 6 Assorted in Box Per Doxen.....\$1.85 B1N101-Per Gross...........\$21.00

New Styles Peek-A-Boo Glasses

With Entirely Different Views Packed 6 Assorted in Box

B1N104-Per Gross......\$21.00 Per Dozen.....\$1.85

N. SHURE CO. ADAMS and WELLS STS.



. has given us a tremendous following . . . NOW . . challenge every Buyer . . make us prove it.

All ORDERS to NEW YORK O

HILLS SALES CO. 901 BROADWAY, New York, N. T.

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LADIES WATCHES 510 Value for premio for premiers, schemes, premetions. Attractive by brace, Each in lots of 12 for more, \$2.25.
Less than 12, each, JOS. HAGN CO



By WALTER ALWYN-SCHMIDT

Seems to me I'm finding more direct-Seems to me I'm finding more direct-selling house organs in my mail than usual these days. These miniature over, as they often contain good stuff of interest to direct salesmen. This is a reminder that I can make use of them. Any firm publishing a house organ of its own is nuited to send it to "Direct its own is nuited to send it to "Direct es Stuff" at The Billboard's New York

I'm having quite a time clipping advertsements from The Billboard to send to salesment if the gradient of the bull to the the bull to the

Salesmen should have found the January 22 issue of The Billboard an educa-tion in merchandising. It was certainly a first-class index of what is going on these days in direct selling.

"Don't quote me," says L. R. in a letter to this writer, "but I am equipping an expedition to discover the recession. Maybe it's luck, but I'm doing better since the beginning of the year with my high-priced line than I have been doing for years."

The recession is what we make it. During the last depression there were many salesmen who did better than others. I have tried to analyze this situation. It was not always that they were exceptionally good sellers or the hardest workers. In the majority of cases they were what I would call good merchan-

disers. They knew what their market wanted and they supplied it. There is always one or the other novelty that can be sold. More often it is not a real movelty even, but just a style change that appeals to the customers.

The new desk clocks replacing the The new cess course represent the usual dial by figures are an example. But all clocks have been going well since the first weeks of the year, I don't know the reason, but I understand that direct sellers have no difficulty selling them and that they fetch good prices. .

Another good item is the small radio. One salesman tells me that it is surprising how many families now have one to found in the living room and a smaller set in the befroom, kitchen or anywhere it comes handy. This man sells them by carrying them all over the house, plugging in any old light socket. Sales are made in co-operation with a local dealer, as sometimes small weekly payments have to be arranged.

After a short period of downward ad-justment prices have begun to stabilize. This is the time when good pick-ups can be had at many spots. My advice can be had at many spots. An advise is: Do not rely entirely upon the mails when looking for new lines. Go into the declers' warehouses and see for yourself. You know your market but you cannot know all the new tiems that are offered. Looking over a large sample display is the easiest way to inform yourself. the easiest way to inform your Dealers are only too glad to co-open They will meet your requirements regards prices, quantities, etc.

Virginia Rhodes writes that she is go Virginia Rhodes writes that she is go-ing south with a line of lish hosiery contacting women's workers' client should be a supported by the con-straint what you are doing. Virginia, However, take a few silk stockings along. My information is that the large hosiery mills are making one pair of lish for every 90 silk stockings. So it looks as the the Japanese boycoit was not mak-ing much of a deni in the silk goods.

Says Jep Jepson, supersalesman: "Some salesmen talk so much that you can't hear them sell,"

This column has news from a sales man who travels in a trailer with a first-class line of electrical trailer house-hold appliances, coffee pots and toasters. hold appliances, coffee pots and toxaters, When coming into a camp he arranges a regular display and invites other camp visions to come an worked out similar auccessful plans. I should be glad to hear from them. The trailler is new in direct selling but it certainly has great possibilities. Maybe some of the many trailer advertuers in 75s gillipond can furnish information on this subject. Please write.

BINGO BUSINESS

(Continued from page 64) State-owned building resulted. Armory board had planned to use the rental for the maintenance of the building, but this apparently made no difference to the officers higher up.

REQUESTS FOR REPRINTS OF OUR STORY on bings in chain stores have come in from a number of persons. We wonder put what angles these folks have in unind and we would appreciate learning them. There are no doubt have in mind and we would appreciate learning them. There are no doubt limitless possibilities for variations on the store game and we really expect to see smart operators work these out. Let's hear what you do with the idea. .

REPORT COMES TO OUR DESK that the bings played at the Hippodrome, New York, was a total flop. Only about 400 people attended, and when you get that few in the Hipp time what the trouble was. It can't be that the public's interest in the game is dying because other speta which we personally overed were all. Maybe the Hipp operators didn't get out the proper promotional material. Maybe the game wasn't publicized strongly enough. Maybe the life; because they are the same wasn't publicized strongly enough. Maybe the life; both did have been. Whatever it was, itso, better luck next time. REPORT COMES TO OUR DESK that merchandise prizes weren't just they should have been. What was, the, better luck next time.

THIS WEEK'S ISSUE sees the begin-

WATCH THE 1938 CLOCK LEADER-PENNWOOD'S





WHOLESALE ONLY Taking the coun-try by storm

Wally Crosses - and Chains -

1000 Gross in Stock

OTDERS FILLED SAME DAY.
ATTENTION OFFICIATORS.

OW PISSAN OF CONSIST OF CONTROL OF CONTR

EASTER RABBITS

SEE US FOR THE **Most Complete** Line Of Comic Costumed

PLUSH RABBITS 38 STYLES AND SIZES Pirates—Sailors—Span-ish — Cowboys — Mr. & Mrs. Peter, etc. Write for Complete

sting on Our Profit-Making Deals-WILLIE TALK-VEN.

IES CLASS PREMIUMS



SVENGALI MAGIC DECKS

Here is the finest Svengall Dock ever manufactured Made of new Cards, bridge size, all die out. Dorst S3.25; Geoss, STR.50, Sampois, Postpaid, 35 Coni-Catalog of 300 Magic, John Noretties, Party Good

S. S. ADAMS CO., Ashury Park, N. J.



Sample 50c Extra. 25% Deptell, Balance C. O. D. N. SEIDMAN, 173 Ganal Street, New York, N. T.

ning of E. S. Lowe's series of articles How To Conduct Group Bingo Parties Successfully. We hope that you like the first installment and that you will find it more and more helpful as the series it more and more negative as the termi-continues. From our own personal attiff we know the series is going to asee as a bit of correspondence anyway. All prospective operators who used to write us and ask our advice on running their bingon now need only read Lower's series. We know they'll get all the advice that

BUT DON'T TAKE THIS AS AN IN-DICATION that we aren't as anxious as ever to hear from all you bingoon. What's doing in your territory and why?

NOTES

Walter Leatherow, Eastern represents-Waiter Leatherow, Eastern representa-tive for Onk Rubber Company, is a conspicuous figure among the New York trade showing early spring fashions in the balloons. Waiter, forever optimistic, isy balloons. Walter, forever optimistic, pecicite a lively demand for his company's new numbers. Leatherow, by the war, is a thoro balloon man. Not only chandleing of balloons but is also a protectal rubber technician, having pown up in the trade in the rubber manufacturing centers of Ohio.

Several novelty items consisting of desk sets, book ends, sab trays and writ-ing sets in genuine bronze, solid cast and machined, in special designs and patterns, which are patented, are being introduced by Dolgorukov Manufactur-ing Company. Gregory S. Dolgorukov, company head, states it will be possible to place these on sale at reasonable piece and plans to distribute them sholesale thru distributors. National (atribution is planned.

HARLACKER-BOHACK-

(Continued from page 64) at do the ultimate in a fine job until is his the managers of various stores mining their own games so that Har-beter's staff of operators can go on to the next store and eventually to the rest chain.

next chain.

Wemen are still flocking to store games in large numbers, according to Shell Barrett, who has run several more Boback games in the past week.

(Continued from page 64) and interesting developments may result from the meeting.

Here is the complete roster of the men helind the Master Distributing Corpora-lion: Murray Potruch, president; Harry Jacobs, vice-president; Ralph O. Artigas, secretary-treasurer, and Jack Kirsch, sales manager.

Discasters, Inc., has lasted a warning to the trade against importing from Japan or manufacturing here any pen latter which infringes its United States design patents.

For two weeks, starting January 31, hen Maisel, of Blossom Doll Company, will hold open house at the Palmer Bruse, Chicago. He will show several of

INVENTORY CLOSE-OUT

DIXON PENCILS-No. 2. Grass. . \$1.45 65c

Paled 54. Cello. Wrasped, 1000. \$2.25 SMOELACES — Imported. 27 in. 280 SHOEL ACES American Made, Black 320

BENGOR PRODUCTS « 576 BROADWAY, NEW YORK, N. Y.

Sell VALENTINES

Share in the Profits.

Comics are in BIG demand X3485 — Comic Valentines, 144 D. Den. Sure 7:10 trollers, printed 4 culo-t networks, 1 essentialete assurtment to the trinted envelope, Packed 1 Gross in Pack m. 10-Gross Lobs, Gross (Pack-m. 10-Gross Lobs, Gross (Pack-PER CROSS (Postpold), 55c. Complete Price List Upon F

LEVIN BROTHERS

TERRE HAUTE.

his new doll creations manufactured especially for this market.

Attention, Leo Pick: Just saw your cir-Attention, Leo Pisk: Just care your cir-cular on the Gondlier and think it's a honey. We believe it one of the most attractive frems ever offered for sales-sies of the control of the control of given in the control of the control given into anything exciting on your trip? Let's hear from you.

In business for 15 years as a direct in business for 15 years as a direct importer of popular-priced watches, H.A. Jeffrey is now making a drive for busi-ness in this market. He cells new watches only, and its Hudson, DuBarry and Graud line consists of 1, 7 and 17-lewel timepieces in rhinestone, chrome, yellow and 14-carat cases. Jeffrey does not carry rebuilts.

Max Bressler, president of Paris Bead and Novelty Company, who is authorized to distribute the Charlie McCarthy dol to the salesboard field, reports that the little man wise sits on Edward Bergen's see is taking the country by atorn let up against any back bar or counter. "Set up against any back har or counter." Breaster maintains, "Charite demands of Derastors through the country are pour-ing in requests for more of these dolls. Charite is the type of premium that is here to stay and is sure to create good here to stay and is sure to create good to the best and steadest money-mak-ing operations that any operator can salk for."

Happy landing.

LINE O' TWO-

(Continued from page 62)

position, attended the farmers meaning at Richmond this week and visited his mother in this city Tuesday. He re-ported a record attendance at the Vir-ginia fair meeting. Lockett later reattended the fairmen's meetinta fair meeting.

CHATTANOOGA, Tenn., Jan. 29,— Janette Terrill, general agent of the Model Shows, was here this week en route to the fair meeting at Nashville. She announced early bookings of the shows as Athens, Gainesville, Rome and Dalton, Ga., and Athens, Tenn.

TAMPA, Fla., Jan. 29.—Floyd Newell, press agent and photographer for the Mighty Sheesley Midway, arrived here this week from Kanoas City, Mo., to take in the fair. He has recovered from a recent attack of influence.

SPOKANE, Wash., Jan. 29.—Mrs. Mon-roe Eisenman, wife of the general agent of the Patrick Shows, was taken it January 12 and was operated on at once. Since she has been improving and no fears are now felt as to her full recovery.

SEATTLE, Wesh., Jan. 29 .- Mr. and Mrs. W. R. Patrick, of the Patrick Shows, are touring the Pacific Coast on business are touring the Facilic Coast on dusiness and pleasure in their new house trailer. They will return soon to Spokane to take up the duties incident to their coming season's organization.

VERO BEACH, Fla., Jan. 29 .- Mr. and VERO BEACH, Pia., Jan. 29.—Mr. and Mrs. Joseph Stebbar and daughter, Eliza-beth, and W. Davis left Miami Monday en route to the World of Pun Show winter quarters at Manning. S. C. While a few miles out of here they had their trailer aimost completely demol-ished when hit by a car carrying a New York State license plate. None of the Stebbar party were seriously hurt; however, the occupants of the opposing our were taken to a hospital. The Steblars will remain here until their trailer is

OWENSBORO, Ky., Jan. 29.—Louis T. Riley, owner-manager Dixie Belle Attrac-tions, arrived here this week following a booking trip. He amounced a return-date booking for the Ohio County Fair. Hartford, Ky., which event will be held in September.

NEW BERN. N. C., Jun. 29,—A. J. Kaus, manager Kaus Exposition Shows, an-nounced the following fair bookings here nounced the following lair bookings never this week: Charleston, W. Va.; Galax, Lexington and Chase City, Va.; Ashe-boro, Kinston, Greenville and Warzaw, N. C., and Greenville, E. C. y, Va.: Ashe-and Warsaw,

TUPELO, Miss., Jan. 29,-8. Low an-nounced here Wednesday that S. J. Weson opened the Mississippi Pun Shows Waynesboro, Miss., January 26.

BIRMINOHAM, Ala., Jan. 29.—Harry

New! LUCKY BAG B

Give Them These Handsome, Latest Spring Style Ladies' Pocketbooks.
(You Innert a Special Prize in Each Pocketbook.)

35 LADIES' HAND BAGS (Latest Spring Styles-Finest Quality and

1 (One) 17-Jewel Yellow Gold LADIES' BACUETTE WRIST WATCH. **ONLY \$48.00**

Rush Your Orders Today! 1/3 Deposit, Balance C. O. D.
NOTE OUR NEW ADDRESS

J. C. HARLACKER CO., 104 Fifth Ave., New 104 Fifth Ave., New York, N. Y.

L. Small, last season business manager for Ralph Miller's Amusements, bas aigned with the John R. Ward Shows in the same capacity. He will leave here for Baton Rouse, La., next week to take up his work for the season.

Stein Re-Signs as Press for Tidwell

ADA, Okla.—Roy E. Stein, who recently closed as press representative for the southwestern Sun Carnival, E. Paso, signed with the T. J. Tidwell Shows as signed with the T. J. Tidwell Shows appress agent for the coming season. Stein handled press for the Tidwell show before accepting the position with the Sun Carnival

Stein said an entirely new type of publicity will be used by the Tidwell or-ganization this year intended to impress gaunzation this year intended to impress
the size of the show which he says is
the largest motorized carnival in the
Southwast, A new press book will be
prepared and a complete new line of
paper is being designed by the American
Peeter and Printing Company.

An extensive rebuilding program is being carried on in quarters in Texas. Stein further stated.

Life Memberships in Outdoor Press Club Voted to The Billboard Editorial Staff

TAMPA, Pla., Jan. 29.—At the regulsr weekly meeting of the Outdoor Press Club at the Tampa Terrace Hotel here Tucaday officers of the club, Jack E. Dadswell, Walter Hale and Frank Winchell, voted life memberships in the club to members of The Billboard edition to members of The Billboard editions. torial staff.
Those so honored were A. C. Hart-

Those so honored were A. C. Hartmann, editor outdoor departments manner of the control of the co ment.

ment. Following this action the Outdoor Press Club officers and membership pledged their unanimous support to The BdIboard in every way possible, voiding all thought of gain thru this action, individually or collectively.

Two-Week Schedule in N. Y.

SYRACUSE, Jan. 29,-Indications are SYRACUSE, Jan. 29.—Indications are that a 1638 two-week New York State fur is definitely set despite refusal of officials to confirm reports. Opening will be with Grand Circuit rating. will be with Grand Circuit racing, vaudeville, horse show and fireworks, featured for the first five days, and there will be an American Legion Day. with drum corps from all over the East, and opening of a new \$10,000 dance floor in the big Collicum. Ploor is designed to slide over the tanbark and hockey club's for equipment, and it means in-troducing name bands for night attracstore in in the second week, with Rudy said to be No. 1 choice. First y will be Church Day and second Sunday surious win so Church Day and second week will have a rodeo sharing headline spot with the dance plan. Motorcycle races will go on later and the fair will close with auto races. Naming of the nine superintendents is being delayed with other announcements.

CANTON, O. — Becent donations to municipal 200 give it the largest collec-tion in recent years, said Superintendent Carl Wets. Zoo is open daily thruist the winter. Added hotsing facilities are being installed as a part of a park WPA



REMARKABLE VALUES NEW WATCHES ONLY GRAND Ladies Wrist Watch dewelled Mores Chrome Gase, pitte with Display and Bracetet.

We carry complete line of 1.7 and 17 Jewel Watches in Rhinestone, Chrome, Yellaw and 14-K Causs. H. A. JEFFREY



Beautiful clear tone DIRECT FROM POCKET RADIO. All one unit-put live the big esta. Fits pocket earlis, Tate it with tiens required. COSTS NOTH-RATE. Brings is stations with fire Turns broadcast band. Should Music comes direct from built-in. Early instructions for using age.

Por Wee is guaranteed. (Worth have there is not in the price). For wee is MOME, OFFICE, CAMP, HOTEL, AUTO, BOAT, BED, etc. dan reference for the processor of t

PEE WEE RADIO MFG. CO. 206 W. 3rd Street, Dapt. 10-N. LOS ANGELES, CALIF.



EACH No. Stot-Date Metal, As-torice Gefore, losp or Time Pictures, Siper TEN FOR

\$6.50

Rend for New 1937 Outside

ROHDE-SPENCER CO., Wholesale House



SIOO, OO

or we shouldfully refund your money. Out a same up to 400 per used profe with the H O Flores single laughter. Brokens repeats from your fully not additional measurement or unfortuned field. Great it. Good open territories. Peasard word among high t

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



The OAK RUBBER CO RAVENHA OHIO



RINGS

te Co., Dept. 288, Sper

OLYMPIC BEAD CO

UNDERWOOD () Ipt

PLUNGERS-Special \$18.00 PER PENS & PENCILS & COMBOS

GRODIN PEN CO., NEW YORK GITT **ELGIN & WALTHAM**

IST WATCHES \$3.95 In New Cases,

for Circular, showing the Rignest Bargains in H. SPARBER & CO.

We Manufacture a Complete Line of Fountain Pens,

SOUTHERN PEN CO.

Petersburg, Va. 16 N. Union St.,

AGENTS Earn liberal commissions selling Boxed As-

sortments of Birthday, Convalescent and Everyday Cards. Write for particulars. DOROTHEA ANTEL

New York, N. Y.

ACE BLADES FACTORY PRICES. FREE DELIVERY.

FREE (Samples 10c). ACE BLADE CO.

Whitestone Workers Attention

I am overstooked with Whitestooms and need money. Will sell at \$5 per Gross the latest number Whitestooms. Have about 30 terons on band. All quarter-lend first numbers. Nears learn selled the large selled in the control of the control of the large selled with the control of the large selled in the large selled with the control of the large selled in the large selled with the large selled in the large se Bettl, with order and specify whether you want La-dies' we Men's Rings. Send Job for mampire. BID BIDERBERG. The Billhoard, Circinatti, O.

MED. MEN OPPORTUNITY Quality Pyrperations, A court years taked and Office Operat It Wholes

GENERAL PRODUCTS LABORATORIES 107 E. Spring Bl.

TCHI

A department for Pitchmen, Demonstrators, Novelty Sales-men, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office) Jim's pipe was a clipping from The Los Associes Sun-Times, which departed sev-eral pitchmen at work along what James E. Baseett Jr., staff writer, terms

Paradise."

WHAT IS A more pleasant pastime than cutting up the dough, unless it be curning it?

was hovering around the zero mark in Cincinnati last week.

WHAT CAN BE . . . gained by Just talking about ideas? Executing them is what pays off.

have commented on Joe's showmanship.

FAULTY TECHNIQUE in any profession can be improved by constant practice only.

INCLUDED IN THE LINE-UP . . . at the recent Pinellas County Fatr. Largo, Fla., were Dick Robinson, colla, and Doc Hale, his wife and son. Our scouts report that all enjoyed good busi-

KEEP CLEAN in appearance and speech and you'll have no trouble putting it over even in depression and recession times.

"WE'RE STILL . . . with it and for it and the sun is shining

on both sides of the street down here," blasts W. G. Wheatley from Mullins, S. C. "Had Fergie Ferguson, of General Products Laboratorics, Columbus, O., as

Products Laboratories, Columbus, O., as our dinner guest recently. He's the same old Fergie and reports that business in his line is looking up. Would like to read pipes from Dr. J. A. Speagle and Cecil D. Mills,"

DON'T SPEND too much time and effect

one the verestan...

t workers who are reported to have ped up on recently in Spokane, but were Bill Hough and wife, Gold. Ellis. George Peck, Boche and Ed.

AMONG THE VETERAN . .

sheet we

die Amhelm

and Jerry Trigg.

photographed wa horoscope worker.

JOE GREENSTEIN

aradise." Among those was the Great Zyrah.

SENATE BILL NO. 96 ... which was introduced recently at Jackson, Miss., would regulate the licensing of "transient venders." Sponsors of the bill predict its early passage by a one-sided vote.

A. R. ADDISON . . . former member of the knights of the tripes and keister fraternity, is conducting a bird shop in Miami.

DOC LESS WILLIAMS , who suffered a stroke last July and has been bedfast since, is now receiving treatment in a Dwight (III.) hospital. He writes that he is anxious to read DOC LESS WILLIAMS pipes from his friends.

JOE GREENSTEIN ... better known as the mighty atom of herb and strong man fame, who is working for Eddie Roee in the Times Squase sector of New York, has received wide acclaim from such noted writers as Hy Gardner, Louis Sobol and Ripley. All DID YOUR NAME appear in the Letter List last issue or didn't you look? Everybody give it a gander this week.

She it a garder this week.

J. A. MANEEP.

J. A. MANEEP.

J. A. MANEEP.

J. A. MANEEP.

J. ead northward. How about a pipe we from the boys in the Southwest?

MANY OF THE BOYS in the South will soon be starling that annual free, north. What are your plans for this season? It's up to you to decide what line of action will be most beneficial in 1938.

deep-sea fishing, Doc Ross Dyer? Almost time for you to begin your northward trek from your Florida retreat, isn't it?

HOW ARE THINGS . . . around Kansas City, fellows?

DOC H. W. SINTZ . . . and Claude McGowen are reported to be garnering a few shekels around Valdosta, Homerville and Waycross, Ga.

DOC REYNOLDS . . . and wife are reported to have worked the recent Pinellas County Fair, Largo, Fla., to good results. AL WALLTEN DOC BUD LART ... or so the control of the control o

NOTHING TENDS to cause the decline of a refession more rapidly than the selfishness of a few.

DOC STUMP working fish and abrimp in St. Marys. a., where his kiddles are attending

JIM (SCOOP) BARBER... scribes from out, Culifornia way that business in that sector has been good as far as he is concerned. Included with

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JOHN F. SULLIVAN

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MOTTLED PLUNGER \$20,00
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MARBLE GORK PLUNGER 25,50
PEARL PLUNGER 25,50
PEARL PLUNGER 25,50
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SALESMEN A REMARKABLE

If you have sold Drug Stores. Variety Stores Chain. Stores, Nation Stores, Earber Shoo and Benary Pariers, we ofter you a remork sate expectantly to sell a product that sell or sight! Write Immediately to D. J. ROMER, 20 W. 22 St., New York City



Sample 250 RADIO STROPPER CO. SANDWICH, ILL.

WOMEN

Write me today for amazing opportunity to earn extra money without canvassing. Harford, Dopt. C-184, Cincinnati, O.

The enty Pen just like a Batker, is another Bath
THE PEN THAT YOU CAN BANK ON.
PLUNGERS - COMBINATIONS - SETS



JAS. KELLEY, The Fountain Pen Ki 487 B'way, N. Y.; OHICAGO, 180 W. Ad-784 Mission St., San Francisco, Calif

VETERANS' BIG SELLERS!

AGAZINE, 167 Locard Street, New York.

COST Se (In 100 LOTS) SELL 25 c to 400 m s. "10 % trans out 50 minutes. Size 8 % "10 % signs out 50 minutes. 100 mi Send for Free Slogan List Today setta figur, 417-81, Sc. Dearbarn St., Chicago, III. gould like to read pipes from Jim Ros Mary Ragan, Slim Bhodes and wife, Chi Dark Cloud, Chief Chokee, Buck Ower des and wife. Chief and Bay Wilson."

GEORGE H. OAKLEY GEORGE H. OAKLEY
conce thru from Hazard, Ry., with some
highly laudatory remarks for the late
albert H. Haymond, who died in Richgood, Ky., January 17. Says George:
"Al always worked clean and was well
the resymbolic." ined by everybody. After making a pitch in Paducah, Ky., three years ago he collapsed and had been in poor health since. About four months ago he was metemplating taking one last trip thru Rio Grande Valley to visit the boys, of his condition was such that he was mable to make it. If there ever was a grand old man of Pitchdom, he was it."

ONE OF THE BEST POINTS in the pitchsuch the desired provided in the period of the control of the cont

RIPORTS EMANATING m Hartsfield, Ga., indicate that Doc Jumy Woods and wife, Margie, are writing that neck of the woods to some

PROFESSOR LEO NOONAN . . . b reported to be putting it over in Missouri with a convincing sales talk.

fur takes

of the Saille Hughes Walker vaudeville and picture show, scribos from Valdosta, to that the organization is working to only fair business there. He adds that Tennale (Curley) Owens has returned the program.

PITCHMEN'S SAYINGS: "Hand me that newspaper and I'll show you the act my old man used to do,"—Tommy Burns Jr.

"AM HIBERNATING have for a few weeks before heading for the South." lines but Turner from Edifadelphia. "Had an enjoyable as well as profitable holiday season working both Gimbel's, here, said Bamberger's. Gimbel's, here, and Hamberger's th Gimeers, near, he wonder Mouse, with the Wonder Mouse, recent ad in Billyboy is certainly ling in the orders. Have enlarged my fatting and manufacturing plant here with the control of the works without the control of the works with the control of the works. and am preparing for my Southern trip.
Would like to read pipes from Speed
Bascal, Ray Quiggan, Dick Ford and Red
Officer. OBrien

LITS HAVE s pipe from the veteran Professor Dan Brady, the "man with the golden votce,"

REPORTS PROM .

R. Louis indicate that Burney Oldham.

Hil Pallen and Andy McKle are registenns swell takes every time out in the Mound City.

TO A MENNANDY CONTROL OF THE PROPERTY OF THE P

MIMORIES: Remember when the boys hung strond the old Terminal Hotel in Tuha, Okta, and Eddie Mathawa exhibited his little put-ind-take game in the lobby? Remember, bewhen Eddie set up the boys to a swell chop her dinner on the night of his birthday an-threezery and the parter partook of too much are story and the perfer patrock of too much it Eddie's ligour, thun permitting the boiler or the furnace to got up hot that an ex-sistent was incessent? The boys made up a jickpot with each putting up \$1 to be paid in the fellow who went up the bighest when the boiler exploded. No, the boiler disk he boiler exploded the precedes went to be the Eddie that the precedes the precedes the patron of the precedes the boiler exploded the precedes the patron of the precedes the patron of the precedes the patron of the patr telebrato his anniversary.

ILL HOLCOMB the his crew working chain stores to a sported good business.

ALL THE BOYS at taining it easy around the Southern Sutairant here, blasts Jack (Bottles) Swer from Harrisonburg Va. "Almong Dose enjoying the coffee are Specks Sciins, Blackie Shifflett, Col. Maithand, Sli (The Kid) Dietrich, Doc Cinter, festins, Hackie candidate, Doc Custer, Bil (The Kid) Dietrich, Doc Custer, By Neff and Barrel Rodoffer. All are ding supplied with 'coffee and' by Mrs. darrier and Mrs. Helen Rogers and Bax Carrier and Mrs. Helen Rogers and Jax Carrier and Mrs. Tennary."

ONWAY & DOLLY'S working to thractory business in Georgia spots.

Pitchdom Five Years Ago

Doc A. Anderson was finding high saders and none too good business in readers and none too good business in Western Alassana. . NHA closed its store in Washington after a three-week run. . . Dapper Larry Velour and Al Leach closed their pitch store in Provi-dence and returned to New York . . . Ricton and wife were still vacationing in West Nelve Reach Pil.

dence and returned to New Yors.

Riction and wife were still vacationing in West Paim Beach, Fia. George and West Paim Beach, Fia. George and From San Phanitson, where Los Angeles as uccessful holiday season in a store.

Bill and Lady Bills continued to work sharpeners in Port Wayne, Ind., to work sharpeners in Port Wayne, Ind., to the property of the property of the Righteens Alm League, the purpose of which was to prefer the Poince Taillock was appointed a secretary of the Righteens Alm League, the purpose of which was to greate publicity purpose of which was to greate publicity in the solidary bonus.

Albert Howard was handling commelties thru department

was handling cosmetics thru department

was handling cosmetics thru department stores in Michigan to obser business stores in Michigan to obser business stores in Michigan to observe the month of the m wooda was practicing a new art, that of fancy rifle abooting, while wintering in one of Miami's auburbs. Doc Horry B. Dally was rapidly recovering from an illness which kept him confined in his Sarasota (Fis.) home for two weeks. . Mr. and Mrs. Bert Cayton and their Mir-son agin. Bert Unyon and their daughter. Form, were annoug the regulars daily engaged in the piscatory art of lank Whiton along the causesony con-necting Miami and Miami Beach. Bull Brandon, "the old reliable," was in the restaurant business in Wood River, Ill. Claude Steele had his girl crew of subscriptionists canvassing Millucrative results. . . James E.

of subscriptionists Case James E Miller Incrative results. James E Miller blew into New York from Pittsburgh, where he worked during the holidays to business. That's all. HUSTLER'S TIP: To the ladics-A line of Interest in item and accessories which make up a good-looking hand for mitady should prove a red-hot number for any fenale worker who is finding it difficult to make outside pitches and who is desirous of getting on the

hand wagon with mose who are reported to be getting the kale. If you are adopt at making a convincing demonstration on beau-iffying the hands and you make the spots where the ladies are likely to gather you should have little difficulty clicking with the band wagon with those who are reported to

EDDIE KIEHL . . . has returned to Baltimore after his yearly Christmas holiday sojourn in Charlottesville, Va.

J. BEARD A. J. BEARLY.

Lells from Huntingburg, Ind.: "Just finished two pages of puff advertising for The Ferdinand (Ind.) News and with the second second control of the first page 1. for The Ferdinand (Ind.) News and will leave here for Providence, Ky. where I plan to meet my old pal Dick Phetstier, We'll work Madisonville, Ky, on a Providence paper. Would like to read pipes from the puff boys."

R. W. WOOLEY

R. W. WOOLEY
who left Peories III. just before Christman, is now in Moultrie, Ca. Writing from Hall city, he says: "Hawer't found from the city, he says: "Hawer't found so a people of the company is difficult to find. Plan to head north in about three weeks. Would like Kentucky," by from the boys working.

FAMOUS LAST WORDS: "Can you imagis that guy thinking I want to cop his pitch?

RICTON ... "Barnum of the sticks," pens from Mershon, Ga.: "Played day and date on the same grounds with Bigs stress and Merabon, Ga.: "Played day and date on the name grounds with Bick Sisco and Oscar Bobinson's Central Amusement Company and both shows did an A-1 business. Both units exhibited an abaindatice of friendliness. Doe Stump visited us recently."

TOM SIGOURNEY . . . after more than 40 years "with it and

WORK JEWELRY SALES-THEY'RE BIG

Write for Octaleg No. 21 sheeing n

CAMEO RINGS CENGRAVING ITEMS HARRY PAKULA & COMPANY



for it" in Pitchdom, pipes from Houston. Tex., that he has decided to retire from the toad forerer. He reports that a farm which he had transferred to his son and daughter before his bankruptcy in the "Florida boom" will keep him busy subdividing and selling as lots. Tom recalls that during his time in the business he covered 25 different countries and adds that he enjoyed every bour of his meanderings.

ACCORDING TO REPORTS drifting in to the pipes desk from St. Louis, many of the boys and girls are working Sixth street there to some working Sixth street fugrative takes. Thos

discrative taken. Those sighted during the last few months include Charley Ross, can openers; Sim Rhodes, Jam, and Mas Lithgow, eyeglass clemer,"

WOODROW WILLIAMS and his witty co-worker, Hobby Mathews, have been accumulating the shekels in territory, according to word from that sector

NEIL AND GRACE BRODEY in val-are reported to be hibernating in Val-dosta, Ga., and polishing up their jay-out for the spring and summer.

TRIPOD OPININGS: Wonder what a pitchman or sheetwriter is thinking about when he trims a sucker. Does he ecalize what may happen when he runs into the same sucker again, possibly at a time when the pitchman or sheetle needs money badly

PAUL WILSON iks from Atlanta that he has reopened lot there on Decatur street.

DOC GEORGE HOLT

DOC GEORGE HOLT...
after a long silence, pipes from Hot
Springs, Ark.: "A recent pipe wherein
Trom Buller susked that I was his choice
Trom Buller susked that I was his choice
ston must have been read from Cosat
ston must have been read from Cosat
to Casat, because that's all I've been
learing in the last two months. It seems
that some of the boys down here are
learned to be the boys down here are
to be been read from Cosat
to Casat, because that's own here
learned that some of the boys own
that summer the boys are
loo, believe they are cuite. So take surning, Tom, if you come south dou't come
thru Illinots, Missouri. Arkansae or any
Southern State, as some of the follows Southern State, as some of the fellows are guarding the highways looking for you. Thanks for the compilment anyway, My old buddy Tom Smith and his wife are here and, incidentally, I'm the champion pinochle player."

CHIEF WILD WOLF CHIEF WILD WOLF ... whose Rain in the Face med show played to successful business in Detroit last season, scribes from the Metor City that he has opened a store and office there for the winter. The chief ways his organization will take to the road this year under the tible Indian Herb Medicino

WHY ENTERTAIN "burn happy" thoughts? There's still plenty of money to be had if you are smart enough to know how to pry

is clicking handily with his med or-ganization in Indiana territory, according to reports emanating from that neck of the woods. He is reported to have in-creased the size of his show consider-

DAVE WINNE pipes from Milwaukee that the store there is still going strong, i additions, says Dave, are Johnnie Vogt and Herm Williams with herbs. Dave advisss that anyone dearing to work the town should contact the United Shows Workers of America there.

HERMAN KELLEY is reported to be wintering in Welch, W. Va.

southern territory we are now in quarters here preparing for next season. In-cidentally, if 1938 turns out as well as 1937 I'll be satisfied. Little Chief Boar-

20,000,000 DREXEL BLADES

The Rillhoard

Sold in 1937 50,000,000 Will Be Sold in 1938



to Package-20 Packages to \$6.50

69c | Oartons, \$6.5 78c \$6.90

1/3 Cash With Orders Balance C. O. D. Send 10c for Barnole Blades. zolusive Territory for Distributors.

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Joseph 18 Size, In S. Engraved Cases, at Send for Price Lot. Movey Back St Not Satisfied, CRESCENT CITY SMELTING CO.

CANDID SNAPSHOTS

ry Taking Condid Snapshots of Persons on the Streets. Returns from \$10.00 to daily, Scoody Income, Easy Work, Indi-quioment, Was supply corrything necessary, for full information regarding this Ele-

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CARTOON BOOKETS

CARTOON BOOKETS

BEFORE SHIPMER A SHIPMER SHI

foot has taken over the management of Ka-No-Ho Med Company and is carry-ing on as mear as possible the plans issil out by the late Chief Bearfoot. Plan to have the abow in A-1 shape and hit the rond as soon as weather permits. Would like to read pipes from Dr. Hathaway, Harlands, Bertha Disne and Charley and Katherine Clark."

Heth Bros.

freedland, Ala. Week ended January 20. Auspices of city. Location, down-town. Weather, cool. Business, fair.

O. G. Carter and wife and another rider. Speedy Thompson, joined and chipped their new silodrome and ma-chines to writer quarters. Their drams and semi-trailer and truck will be re-painted before opening. Joe J. Williams and wife joined with penny areade. They have a new front. This winter unit will hold out until the big show opens in March at Enterprise, Ala.

PLOYD R. HETH.



A Great and Good Man

NEW YORK, Jan. 29.—With the passing of Carl T. Hathaway the Ringling-Barnism show lest one of the greatest and most lovable figures in all circusand most lovable figures in all circus-dom, Quiet, unassuming, intelligent and invariably the gentleman, Hathaway was a friend to all—an executive loved and respected by the entire industry with which he was connected. His devotion to his work and to the dircus be-moved: his intense ambitton

improve all



able ability to cope with almost any problem un-doubtedly served as tremendous inspiration to ntire personnel of The Greatest Show on Earth. Bothered by danailments in recent years, Carl con-R. S. Littleford Jr. years, Carl con-

ed and long as any ductor's orders to rest

could not stop him. could not stop him.

As we look back to the days when we worked for him and later when we sought him for advice and news of the departments he handled, it's easy to realize that Cart Hathaway departed from this world as probably only he would with—building another edition of would wish-building another edition of the Hingling Bros, and Barnium & Bailey Combined Shows. Carl died at his desk, of a man who will develop into circus legend—a beautiful story of one of the bardeet working, most capable circus assecutives of the generation—e circus assecutives with the wonderful distinction of having not an enemy in the world.

Midwinter Mutterings

John Benson was correct. The operator of that famous wild animal farm near Mashua, N. H., predicted last full, as he always does, that this winter would be severe altho comparatively short. One of the better publicity stunts, Benson each fall inspects his fur-bearing beasts each fall inspects his fur-bearing beauts and from the character of their winter coats foretells the general type of weath-er in atose for the approaching winter. The public prints usually eat it up. Three weeks ago apringlike breezes

Three weeks ago apringuize orceres and warmish sun indicated that possibly the master of "The Strangest Farm on Earth" had missed his guess, altho he suddenly hurried off to Europe and its sever none too severe winter weather sefore he had landed on the other side however, old Jack Prost arrived in a lated rush and has been making up for lost time ever since. It's been cold here, friend Benson, too cold for one who must walk the bleakest part of all New York—the wind-swept World's Pair

And along the Stem-Capt. Rom Procke's trained tigers are one of the solid hits at Billy Rose's Casa Manana (formerly French Casino) and prove that (formerly French Casino) and prove that just about any sort of and is potential night club material. ... Earls Reynolds, that veteran of the skating world. In the control of the state of

where the show opens February 2.

"Sibbs' (Sonja) the greatest box-office attraction of the day," says Bob, and be's positively correct, the state of the Brookeds Zoo, Cleveland, in for a visit between calls on local antinal dealers. . J. H. Weish, who's been connected in the past with Fred Thompson, J. J. Donovan, E. W. McConnell and others at nost of the byle expectitions. a visitor to discuss World's Fair prob-lents. . Lew Dufour, of Dufour & Rogers' Attractions, happy to be back in the Big City and as busy as ever.

the Big City and as busy as ever.

Latest reports have it that Milt Robbins will manage the side show on Code Bros. No. 2 unit, which will probably take to the road this spring under

the Robbins Bros.' title. . . , Butch Burk-

hart will have the front door or same show, while Billy Cronin moves to a similar capacity on Barnes-Sells-Floto. . Dorothy Merbert, who will ride for Adkins and Terrell this season, will prob-Atkins and Terrell this season, wall pron-ably make a Paramount picture following the close of the season. . . . Con Col-leann, tight-wire artist supreme, on route to these shores from Australia. He hasn't worked in this country for more than two years and should be ready for a retwo years turn tour.

Buck Busy
Arch Clair, manager of Norumbega
Park, Auburndale, Mass., writes that he
is sorry he could not be with us at the
recent Massachusetts fair received. Massachusetts fair mes Will be in New York Boston. . T. A. Loveland, who manages
Prank Buck Enterprises, reported doing
excellent business with circuses and one
nivals this winter.
Max Gruberg, World's Exposition

Max Gruberg, World's Exposition Shows impressito, an office visitor this week. Has been in town on combined biz and vacash Jaunt and bought some ors and vacash jaunt and bought some free acts from George Hamid. . . Gerald (Dec) Snellens, contracting agent for World of Mirth, a periodical visitor. He's being congratulated on all sides for the excellent show mag introduced at the

cisco that everything's fine and

It was one of the East's most successful dates last year. And at be again, . . Dick Smith and Graves, Ringling-Barnum ticket me And should for a chat. . . . Speaking of Big Show tickets, it looks like Lew Woodruff, yellow wagon last year, will have the yellow wag-front door.

ATLANTIC CITY-

musical director of Steel Pier, is re-cuperating after severe illness. Capt John L. Young, Million-Dollar Pier, is John L. Young, Million-Dollar Feer, said to be recovering from illness at his Palm Beach (Fla.) home. Harry Vollar publicity director of Steel Fier, closed his piace here for winter and headed south. Ada Taylor, p. a. of the Claridge, has been named vice-chairman of USAAU men's swimming committee.

Lucky Teter may do a week-end in the Lucky Teter may do a week-end in the Auditorium. Bees Reeves has thrown in the sponge at Garden Pier. George Ruty. Abe Simms and George Miller, locals, are promoting boxing in Miami. Rutys radio parior is still going here. Harry Dobkin has taken his ork to Miami for the season.

MIAMI FUNLAND-

(Continued from page 47)
willing to act as treasurer of the organization without salary. anization without salary. Leo Carrell and his pet, Susie,

chinp, attract great crowds when they go awimming at Miami Beach.

Miami Trailer Camp Association held a big outing in Funiand Park with greatest crowds of the season. First Conference Church of Miami ex-

pects more than 2,000 members to at-tend its outing on February II. Outing of students of Edison High School, students of Edison High School, iams, will be the largest of the season. In spite of four cold spells the park sould show a good profit.

anguid snow a good profit.

Matthow J. (Squire) Riley: entertainment chairman, was missed for several weeks white on business trips as general agent of Endy Bros.' Shows.

eral agent of Endy Bros. Shows. Jean Delmoo, park director of public relations, has put on so much weight that he can double in the side show unless he goes on a dict. ier, who is working on a Havana to Miami swim next month, is a big draw with his under-water show in Punland.

LIABILITY OF-

(Continued from page 45)

relations, the international bridge or lack of such. Personally, I need no more appending precedent. "Responsibility of Owners"—responsibility to whom? I have chosen to touch on your responsibility.



LOS ANOELES, Jan. 29.—Large at-tendance at the regular scheduled meeting Monday night, 123 present. C. P. Zeiger was out of town and Pirst Vice-President Harry Hargraven preside Other officers present were Second Vice Other officers present were Second Vice-President Ted LeFors, Third Vice-Presi-Mark Kirkendall, Fourth Vicedent Murk lings, secretary.

Usual business procedure of reading and approval of minutes and bills or-

nunications: Long en route letter dated Port Said, Egypt, from A. B. Sal-gara, who is coming to the U. S. asking about requirements for membership. Note from Mrs. William Greatery thank-

not to your own public, great as that is, but to the public as a whole, or and my responsibility to make den On your responsibility to do your work. On your responsibility to do your rull part to make democracy work not only for your own sakes, not only for the bounded one grievously laboring world for whom we, you and I, the people of these United States, must make democ-racy work. It is this responsibility that is nearest my heart."

Address of John Logan Campbell, Bal-timore, leader in the public liability in-surance plan adopted by the National Association of Amusement Parks, Pooks and Beaches at the annual convention in the Hatel Sherman, Chicago, on November 10.

ber 19.
You have heard a lot about public liability insurance and I am quite post-tive that there is no one in the room who is not familiar with our plan and who is not taminar with our past and the many benefits to be derived by in-suring under it. I appreciate the op-portunity to try to get over to the mem-bership the question of what we are all battling for in business, and that is the matter of independence. I have been doing this for the last it or if years. It

doing this for the last 14 or 15 years. It affects me and it affects you equally. You have thought about it. I am positive the property of the property of the form of fact. I have thought about it on my pillow at night for many hours. Independence, gentlemen, we must have if we are going to solve out problems, if we are going to solve out problems, if we are going the problems in combat the elements of adversity to combat the elements of adversity, and if we are going to stain that goal of success for which we are all striving. In attaining a position of independence we must also recognize that we must have one thing—attength. Another thing we must have is power, and in another plasse of it we must have infituence.

Value of Organization

Value of Organisation
Today, when we are thinking of the
millions and billions of dollars that are
spent, it is a question when the
spent, it is a question when
the power of the financial
strength to act alone. We certainly have
not the courage, as is represented in a
totions. But if we combine agreement
totions. But if we combine agreement and tuttons. But if we combine strength and power and courage, plus our collective finances, my goodness! we have got an influence there which the elements of influence there which the elements of advently have little chance of downing. Certainly your troubles can be overcome by your getting together. I have preached that over this country. From presented that over this country. From our little meetings here in our association a lot of the members of the industry have said to me. "why pay \$50" And in the old days, I think, the membership for was as high as \$000. "Why abould we pay this just to belong to the national association?"

association?"

If you just quit thinking that far and go no farther, I agree with you. You should not pay 85. But when you get down to analyzing the subject of what you are after, success, the only way you can get it when you have national problems to solve is by your attength. power and influence. You're going to get it only thru a trade organization. Our railroads over the country, steel industry and textile industries, all of them have done this for years, and they have got-ten somewhere. Why should not amuse-ment park men do the same thing? Why should there be any question of \$5, \$50 or \$300? In my estimation personal knowledge of what from my ation has done in saving individuals' money, I would say that \$500 member-ship is not too much. (Continued next week)

ing for service rendered at the time of

ing for service rendered at the time of ceath and the taking care of and burish of her husband, william Ferd Greaters. New members; Albert M. Miller, credit to Sol Grant and John R. Ward. A. Anderson, credit to John T. Backman and E. N. Workman. Leo LeDoux, credit and E. N. Workman. Leo LeDoux, credit to Clyde Gooding and L. A. Godfretsen. John Wilson, credit to Louis Manley and Eddie Gamble. Philip Bertone, credit to Clyde Gooding. Ben Duggan, credit to Jack Linn and Will Z. Smith.

Jack Linn and Will Z. Smith.

The subject of the annual Hi-lines was taken up. Ted LeFors is chairman, with Chaudo Barle in charge of floor show. There will be a long program of dancing. These sales were reported as most satisfactory. The profits from the event will go to the emergency sick and relief fund. This fund has grown steadily and many asset of the needy breadly and many asset of the needy many and a matter of report.

The matter of prizes for the membership drive was discussed. Dr. George W. T. Boyd in a telling talk advanced a plan for the purpose of getting reinstatements and to give prizes for reinstatements as well as new members. Johnny Branson, as per past custom, made the offer of a life membership to the person getting the most members Then came quite a few forward offering prizes for both new memberships and reinstatements. It is the intention to make an intensive drive for new memand reinstatements and for once the chair appointed the follow-as chairmen on the several shows a which they will be associated k Kirkendall. Al G. Barnes-Sellswith which they will b Mark Kirkendall, Al G. Ploto Circus; Charles Albrig Ploto Circus; Charles Albright and Cipde Gooding, Foley & Burk Shows; Ted Le-Pors, White City Shows; Joe Steinberg Clark's Greater Shows; Skinny Dawson, Cole Bros.' Circus; Leo J. Haggerty, Pederal Theater projects; Pickles Picard. Pederal Theater projects: Pickies Pickies Crafts Shows: Joe Kruis, 20th Century Shows: Joe DeMouchelle, West Coast Shows: W. E. Oroff, Ben H. Martin Shows: John R. Ward, Ward's Beach Amusements: Prank Porest, Long Beach area; Mel H. Smith, Hagenbeck-Walkee Circus; William Hobday, Crafts Golden area: Mel H. Smith, Hagenbeck-Willoc Circus: William Hobolay, Crafts Golden State Shows. L. J. Schopplin, Western State Shows. L. J. Schopplin, Western State Shows. Charles J. Walpert, West Monte Young Shows George Wile. Prank W. Baboock Shows, Mill Runtis, United Attractions: Charles Orders. Punk W. Baboock Shows, Mill Runtis, United Attractions: Charles Orders. Vanishity State Pair Shows: Frank Wast. C. F. Zeiger Shows. First Vice-Presided Hargraves stated plainly to those with the Country of the Country of the Western Shows. Proc. Vice-Presided Hargraves stated plainly to those with the Western Shows. First Vice-Presided Hargraves stated plainly to those with the Western Shows. Proc. Proc. P. Zeiger Shows. First Vice-Presided Hargraves stated plainly to those with the Shows. Proc. Pro

Also noted was the regular weekly meetings of the board of governors. This governing body is doing a highly creditable job of administering the affairs of

Chair then introduced Meyer Schlott or a brief talk and also Eddie Tait, in for a brief tal

There is a fine get-together spiritely manifested. C. F. Zeiger, as a being manifested. C. F. Zeiger, as all other presidents have, inherits, as pidde ouner presidents have, inherits, as Eddie Brown always states, a most important ardious task in doing as well of be-ter than his predecessor. C. P. Zeis-stated previously he was fully aware of stated periously he was fully have to what would be expected of him and that he came to the position with ideas that he had planned and which would be worked out during his administration also that he felt assured that their ideas would make it possible to measure up to the fine work done by his prece-

Charley Albright came in late but will Charley Albright came in late but us introduced and made a talk on the Price & Burk Shows and timely topics. W. S Groff made his first appearance is some time and gave an interesting tal. Weekly award went to Irwin Latimort. Befreshments and buffet lunch uses

reved after adjournment.
Trouper folk, you have a plain duly
or 1938. Get affiliated with a shownen's organization.



Notes From the Crossroads

THE sensational circus ness of the week was the sudden and untimely sing of Carl T. Hathaway, manager of garging outness with solin sourch sind garging outness with solin solin solin single garging in the garging season. Altho we observed at max time that he did not look so well, and the solin solid so soon. But life is like that! Satisaway was a lovable character with legons of friends. He knew the circus to be solid t

furl's passing wonders who will are pilot of the Ringling show.

An interesting letter from the other an interesting letter from the other set of the world comes to the Cross-mode deck. It is from Albert and Chickle best of the world comes to the control of the letter of the letter of the lingling show, was engaged to play the lingling show the li most, not serious but bad enough to prevent his debut in Hello, 1938 at Melbaurne on December 20. As the letter resurrities he rapected to go in the show the resulting his serious properties of the serious constitution of the work, but in the meantime we use fosting all those weeks," writes to two worty, but in the meantime we use fosting all those weeks," writes of the word of the serious continues, "we may be a serious properties of the continues, "we may be a serious properties of the serious properties," and thurwyn and the Demnatt bosque to join the Okey for Sound show as Williamson-Tail. And for the Tiroli diamon and Adams, sisters, Bar-Barting than a serious properties." fanco and Adams, staters: Bar-Barina lves, so what a marvelous time Besides we made friends with whall Besides we made friends with immie Lete, American lighter, on his wy here to light Jack Carroll. The A. hy here to light Jack Carroll. The A. with the week of the history and witing this week or and they are witing this week or the history of the jover here. Con Collean is salling on be same boat on which this letter is supp—the S. S. Maripoes."

Capt. W. H. (Bill) Curtis soon will be capt. W. H. (Bill) Curus soon will be adding from his pecan plantation in Emissippi for the Barnes winter quarter for another season with the Coast bay. . . Robert Emmett Hickey post-tids from the East that he's having a anvelous tour with Senja Henle—sellaversus tour with Schin Henie-Sell-in an immal trainer, who died at Roches-tine, a week ago, was ladd to rest 'Showmen's Rest, Chicago. . . John cey, who will again be with Cole to: Circus, spending some time in St. . . First domation for the proposed t in which the trainer is said to march the time the trainer is said to march the lions into the arena in military

fashion and put them thru maneuvers fashion and put them thru maneuvers with uncampy precision. Gardner Wilson stopped over in Chron his way pross man on the Barner show. . . Walter F. Driver, who is nothing if not there in whatever he undertakes. Is already mulling over plans for the spring show men's League show of which he is chairmen's League show of the league show of the league show of the league show the league show of the league show of

BLUE RIBBON-

(Continued from page 54)

Continued from page 54)
couppment. Pope Hodgins writes from
Minni that he and Mrs. Hudgins returned from a two weeks fishing trip
at Key West, Pia. A daily visitor to
quarters is Felly Sentins, secretary and
manager of the Chattahoechee Valley
Pair, Columbus, Cos. He seems to enjoy
Pair, Columbus, Cos. He seems to enjoy
ment. Mickey Martin and he had Bidment. Mickey Martin and he hell Ridment. Mickey Martin and he hell Ridment. Mickey Martin and he ing and painting the Blue Ribbon equip-ment. Mickey Martin and his Hell Rid-ers stopped to visit while en route to Port Benning, Ga., army poet, where they stopped last Sunday. Jerry Burrell, of Wild West fame, drove up from Plor-ida for a business talk with the Rotta.

idn for a business talk with the Boths. There is no doubt that the present plans of the Roth organization will be carried out to make the Blue Ribbon Shows one of the most modern and beautiful motorized carnivals extant. Reported by Art Alexander.

B. & G. GET-(Continued from page 54)

troduce a distinct novelty in posing productions, he stated, Vogstad has long been prominent as

Vogstad has long been prominent as an illusion builder and he intends to exceed all his mysterious acts of former years in the other show, a mystic revue, as yet untitled.

as yet untitled.

In the company of his wife, Vogstad has been enjoying a vacation in and around Maini and at Sanzota Springs, and the state of the decision o

Mr. and Mrs. Jack Halligan, mentalists, re among other Beckmann & Geretyites Mr. and Mrs. Jack Halligan, mentalists, are smong other Beckmann & Geretyites wintering in Florida. Al Reese, candy concessioner, letters from New York that pitching the old oil is lucrative enough, but he yearns to hear Nancy Miller, of girl show fame, sing out again, "Bally, girls!" Reported by Walter Hale.

C. F. COREY-

(Continued from page 54) special agent, and Claude Renner, lot superintendent.

superintendent.
The office used by the Hilderbrand
Shows hast season will be installed upon
the property of the property of the property
and the property of the presental desirable of the presental Mr. and
Mrs. C. F. Cocey sold their housecar to
O. H. Hilderbrand and ordered a new
which will be ready for delivery Februs. O. H. Hilderbrand and ordered a new one to be constructed by H. A. Growe which will be ready for delivery Febru-ary 15. The new car will contain all modern facilities and conveniences and will be 16 feet in length.

At quarters all riding devices are being developing and resident. The headers

At quarters all riding devices are being overhauled and painted. The booking of additional rides will augment the show to twice its former size. The lat-eat ride contracted is an Octopus, owned and operated by Bud Cross, of Silverton, Ore. Cross will also have some conces-tions.

A circus-style cookhouse has been installed and the workingmen seem happy with this innovation.

deneral Agent Arthur Hockwald de-urted on booking tour. The color thems this season is white, trimmed ith blue. The serial team of Marlo with blue, The serial team or mark and LePors has signed again for the '38 senson. A new marquee has been or-dered and will be surrouded by a unique and attractive entrance especial-

unique and attractive entrance especial-y Gesigned for this purpose. For the properties of the company of the coming season. C. F. Corey views the many innovations taking place on his show with optimism. He said music and the company of the company of the company that the company of the company of the said was the company of the comp ing the evening performances. A Holly-wood kielg lighting system has been ordered to bring out the spectacular features of the free attractions to be

carried.
"I sm looking forward to the best season in the history of the White City Shows," said C. F. Occy, "I feel confident the new personnel installed will greatly increase the progress of the show, or the conditions that prevail at this date conditions that prevail at this date con-

ALLAN HERSCHELL COMPANY'S

New Fun House "ROLO"

IS MEETING WITH MARVELOUS APPROVAL AT TAMPA FAIR

pts exceeding all expectations by enormous margin. Public and Showmen acclaim it a GREAT SUCCESS. Get particulars quick to assure early

Allan Herschell Co., Inc., North Tonawanda, N. Y.

WANTS-J. F. SPARKS SHOWS-WANTS FOR 1938 SEASON

SHOWE-Ten-in-One, Blesiens, Mer. Sat. Cod. Menter Circo. Ble Scake, Sen Hoose, Talken and Glint for Gill Shoose. New coderfits. Will, EDOKK OR BUY Smill Merry-Co-Recode, must be first elses, no just warned. BOOK Rider-O, Loopon-Plane, Octopus, Kiddle Blete. Exclusive interpretation of the Committee of the Commi

tinue thruout the season the prospects timus thruout the season the prospects for a banner season will result thru their combined efforts. Each member of my personnel has been specially chosen for his department, and if past records are any criterion the White City Shows should go to town in a big way during 1038." Reported by Walton de Pellaton.

International

Showmen's association

MARYLAND HOTEL

ST. LOUIS, Jan. 29.—With the moving of the Missouri Show Women's Club to the Maryland Hotel, where it has established permanent clubrooms, the entire side of Ninth street of the hotel is now occupied by showmen's and women's clubrooms.

clubrocens.

New members elected at the last meeting were George Davis, Johnsy J. Jones Exposition: Elmer Day, Dodson World's Fair Shows; A. P. Rauer, showman and Joe (Lättle Joe) Miller, concessioners. A dance will be held the latter part

A dance will be held the latter part or March and the committee in charge was instructed by President John Francis to secure one of the best orchestras and floor show entertainments for the event.

The clubrooms are fast becoming the mees for all visiting showmen, and daily one can find quite a gathering in the clubrooms. Charles T. Goss has furnished the club with a radio, and with the several donations received from with the several donations received from the Missouri Show Women's Club the enhanced immensely. Many members donated "show" photographs, which are all being framed uniformly so that the an being framed innorms so that the rooms are fast assuming a showlike at-mosphere. William Luck, fight and wreatling promoter, formerly with vari-ous carnivals, donated a big number of celebrity pictures to the club also. Regu-lar meetings are held every Thursday

St. Louis

ST. LOUIS, Jan. 29.—Max Goodman, of Goodman Wonder Show, passed thru Tuesday, on route from Chicago to Lit-tle Rock and Hot Springs, Ark. tle Rock and Hot Springs, Ark.

James C. Simpson, general agent of
Johnny J. Jones Exposition, was among
The Billboard office visitors. Monday,
Grant and Spring and Spring and
Geparted asme night for Birmingham.
J. C. McCaffery, general agent of Beckmann & Gerety Shows, was in the city
this week in the interest of that organi-

Dee Lang and his general agent, Elmer

Dee Lang and his general agent, Elmer Brown, departed Wednesday for Dallas, Rown to Pairs meeting, They returned Monday from fair meetings at Minneapolas and Pargo, N. D., newly appointed general agent of the Goodman Wonder Show, was in the city. He had a coarerned to the Goodman wonder Show, was in the city. He had a coarerned per with Max Goodman before even the Max Goodman before the coarse with Max Goodman which will be coarse with Max Goodman before the coarse w

he departed for points south.

Eddie Vaughan and brother, Norman
Vaughan, were among The Billboard ofce visitors on Monday, when both were i the city visiting their aged mother. Charles T. Goss, of Standard Chevrolet Company, of East St. Louis, Ill., returned

W. E. WEST MOTORIZED CARNIVAL

Bigger and Better,
OPENING APRIL 2.
Man and Wife
Decid for Khail 2. serful Propie for Khova, and Coronasions, Wile for thirth Shows, Blub Help that can obla, also Promass for Merry-Ro-Bassad, and Promass for Merry-Ro-Bassad, the death condition, with or without Busspertie LNF one or two Prools for Blub Free Act and be within ranons. But Enter-Blue waste or Ricce Minne, Nove booked with free Propies of the Pairs. Winter Quarters, Coronasion with Pairs. Winter Quarters, August to November with Fairs, BOX 175, Cherryvate, Kan.

WANTED

ALL KINDS RIDES AND CONCESSIONS entablished Park with a large Swinning Pool accellent locations for Bides and Concessions. Park within a 50-rolls ratios. Right in the of the hubantical section. For further informa-

Johnstown, Pa. MILAN DIKLICH, Manager

LARRY P. REECE

E. S. YOUNG Apt. 304, 3664 Washington Ave.

WANTED

TRAINED DOG

and Bird Part given perference. State all an price. CAPT. BILL, 1148 Haywood Road, Ashrailis, N. C.

WANTED FOR Krause Coney Island Park

Result Two-Abread Merry Go-Brand and Riddle Bides. CAN PLACE say Mayer Earls not confirst by with what I have. Address SIMON KRAUSE, Manager Goog Histal Park, Key West, Plac.

BEGODE Chee Hand SHOW PROPERTY FOR SALE 5 1.70 MILES TO STATE THE STATE SHOW THE 21.25 INTEREST WITH BUCKETS SHAE BROWN All SIEST WITH SHOW CHEE, FIRE COOSILY, All SIEST SHOW THE SHOW CHEEN SHOW 150 Ex. PRO'NT Flag on allowance, Sheet for Catalog Generica African Sheldin, Spean, Toot Toron, Sall AND OFFICE SHOW THE SHAPE SHOW THE SHOW AND OFFICE SHOW THE SHAPE SHOW THE SHOW CHIROSTY AND TO SO, AS SHEET, SHEET,

Island Manor Shows

MARGO, 125 Franklin Street, Elmont, N. Y.

home Sunday after attending the Michigan fair meeting, Detroit, last week,

Philadelphia

PHILADELPHIA, Jan. 22. — South
Street Museum this week has Billy Cormell's Colored Revue of eight people;
Winnie Wilmon, fat girl; Jacob Olluck,
mechanical man; Leo, sword and neuntube swallowing: Dr. Biliss and Mme,
Camilla, mental act, in annex, danctug

giris.

Eighth Street Museum presents the following: Naif Oceey, councily magician; Jack Garrison, glass blowing: Congo, South African bushman: Tattoced Van, Spidora Ilhusion, poses plastique, Daneling girls in annex.

George Dixon closed as talker at the

Eighth Street Museum and is preparing to leave for the Pacific Coast to join a

graval.

Sam E. Prell, of the De Luxe Shows,
as a visitor during the week.

All Pasha Zsuray was in the city lookver some locations for some of his

attractions.

The Billboard Los angeles

LOS ANGELES, Jan. 29.—Lots of ac-tivity among the carnival folk and 13 organizations are making ready for open-

ing spois.

J. Ed Brown, back from the San Francisco meeting of the fair managers, recisco meeting of the fair i

The Paim Springs Society Rodeo will have the screen folk as well as profes-sional cowboys and comptring for prizes. This is a big annual affair. O. N. Crafts will have the rides and Walker and Lloyd the concessions. Joe Krug and crew left for Imperial, Calif. Krug and crew left for Imperial, Culif., opening stand of the Krug ghow. Frank J. Mergan will be with this abow. H. Hanewinkle. Flo Appel and Whitey Ol-sen will have concessions at the Imperial

C. F. Zeiger left for Billings, Mont, and goes from there to the quarters of the abow. Mrs. Zeiger leaves next week the anow. Are, Zeiger teaves heat wook for Phoenix. Mr. and Mrs. Bob Window will have three shows with the Zeiger. Bill Helping goes with A. J. Budd to New Zealand, under contract with Arthur Greenhalgh, of the Greenhalgh Zeiger. Meyer Schlom is in from Texas and

recuperating from a long illness.

Al Pisher back in town. Will remain on the Coast for balance of the winter.

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CARDS CARDS
Of wary size, hardful ste.
for occurrent wareful ste.
signs for your show-good to sure
signs for your show-good for samples.
WILLE COMPANY TETROPOLITAN TEL VINE ST . PRILATE

Royal Midway Shows, Inc.

WANT Blife Help, Man for Strake Shore, Man for Citize Shore, Must be holong gettern. W. Comment of the Citize Shore, Man has poor 18 to 18

ROYAL MIDWAY SHOWS, INC., Magnetic Street, North Little Bock, Ark.

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Write SHOWHOAT, over Simboard, 1984 Broadway, New York.

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WANTED PARTNER

PRUDENT'S AMUSEMENT SHOWS

BARNEY BROS. CIRCUS

WANTS

Capable Demestic Animal Transcr.
succeed for capable parties, Persy boys and worldbe trainers won't last here. Have just unbeded,
Advens BILLY DICK, Box 5653, El Paso, Yes.

Harry Sussman and Joe Glacey are working out details for a new promo-

ion.

Eddie Tait with Harry Hargraves lookroom rides with no definite announceing over rides with no definite announce-ment as yet. Jack Bigelow, concessioner at Zoo Park, is recovering from recent

Iness. Mr. and Mrs. Sol Grant taking four Mr. and Mrs. Sol Grant taking four Mr. and Mrs. Sol Grant taxing rour concessions to the opening of the 20th Century Shows at Imperial, Calif. At the winter quarters of the O. H. Hilderbrand Shows Fred Stewart and

Hilderbrand Shows Fred Stewart and his men are about ready. Manager George Cos staked that when the above Joe Mettler and C. C. Leasure will operate concessions this season. Harry Harpaves, of the American Harry Harpaves, of the American concessions this season. Have the working on equipment at Venice, Calif., and Santa Monica Beach. He stated that week-end business at the two piers seed of the concession of the control of the season of the control of the control of the season of the control of the control of the season of the control of the control of the season of the control of the control of the season of the control of the control of the season of the control of the control of the season of the control of the control of the season of the control of the control of the control of the season of the control of the control of the control of the season of the control of the control of the control of the season of the control of the control of the control of the season of the control of the control of the control of the season of the control of the control of the control of the season of the control of the control of the control of the season of the control of the control of the control of the season of the control of the control of the control of the season of the control of the control of the control of the season of the control of the control of the control of the season of the control of the control of the control of the season of the control of the

Mr. and Mrs. Johnny Branson and their new de luxe trailer are located in Culiver City, Calif. Branson sold his lions

Chilives City, Calif. Branson some Con-trol Eastern parties.

Bob Marshall, of Sydney, Australia, assisting Arthur Greenhalph getting in assisting Arthur Greenhalph getting in nitpodes. Matter of passports is slow in being secured. However, Arthur Greenhalph stated that all passports could be ready not be contracted. would be ready next week. Jolly Josephine is the latest to be contracted

sephine is the latest to be contracted if the trip.

Ben Goldfarb is heading a novelty impany in Los Angeles.

Archie Clark, of Clark's Greater Shows.

is back in town and at quarters every day, where a crew is getting the shows ready for an early opening. Roy E. Ludington is in town for Roy E. Ludington it in town for short stay. He said the largest force was at workin nuarter in history of the Courts were supported by the court fourth unit cetting ready. Bill Hobidsy stated be was looking attractions for Crufts Golden State Side Shows. Roy E.

Will Wright, of Wright's Golden State hows, stated he had booked some choice

Milt Runkle is getting the United At-Milt Runkle is getting the United At-rescitions reads. At the White City Arthur Bockwand, of the White City Arthur Bockwand, of the White City Argent Bockwand open near Los Angeles and that everything in way of physical equipment would have a lost of eye appeal. Frenchy Belmont will be with C. F. Zeiger's Shows.

Attractions. Attractions.
All local outdoor spots are getting an unusual winter business. Gay's Lion Farm is attracting large crowds. Griffith Park, Park Zoo and recreation grounds

Park, Park Zoo and recreation grounds are attracting business, act are stated and concessions at Griffith and Lincoln City Park, reports big week and crowds.

Doe Hall is considering several ofters that he would likely be engaged in independent promotions. Has two Utah spots contracted.

I MET HYATT-

(Continued from page 45) The mayor laughed good naturedly

it." The mayor laughed good naturedly at Hyatt's sally, "Mr. Mann is the agent of a d— good circus and we want him to make this town. We wouldn't charge them any license, would we?" "I don't know about that, I suppose

that we have an ordinance covering a

"And you don't know what it is!

You're a h--- of a mayor."
"There hasn't been a circus here since I was elected mayor, six years ago, 60
I have had no occasion to look it up,"
"See," said Hyatt to me, "the town is fresh."

think a circus would do well here," the mayor. "It would be some ex-

"I think a way." "It would be some expense to the city."
"In what way?" asked Hyatt.
"We would have to hire a couple of extra police."
"What for?"
"what for?"

"There would probably be some drunks that we would have to take

BROWARD COUNTY

FULL WEEK, FEB. 14th

WANT SHOWS AND CONCESSIONS, FOUR MORE FAIRS TO FOLLOW.

american Carnivals Association. Inc. By MAX COHEN

ROCHESTER, N. Y., Jan. 29.—We are at this time taking our annual respite from the activities of the association for a week or two in preparation for the New York State Fuir meeting to be held at Albany in February. The news of the association in this column will con-tinue after the expiration of this brief

ROUTES

(Continued from page 35)

Marquis Co.: Richmond, Mich., 2; Cass Ony 3-4. New Orleans Minstrels: Tuscalcosa, Ala., 1-5; Northpoot 7; Gordo 8; Brownsville 9; Pay-ette 10; Breut 11-12. Histon's Show: Coffee, Oa., 21-Peb. 2; Baxley 3-5; Serven 7-9; Surrency 16-12.

CARNIVAL

outes are for current week when are given. In some instances possibly mailing points are listed.)

mailing points are listed.)

Files Bidge: Cooner, Chair,
Cooner,
Co

CIRCUS AND WILD WEST

Davenport, Orrin: Grand Rapids, Mich., 31-Peb. C: Detroit 7-00. VPA Pederal: (Brenz Collissum) New York, N. Y., 3-6; (Btauch's Arena) Consy Island 11-12.

Additional Routes

(Received too late for classification Arthur, Magician Lowery, Ala., 2-3; King-ston 4-5. ston 4-5.

Tovelfy Show: Sommer, Ga. 31-7-bb. 5.

Tovelfy Show: Sommer, Ga. 31-7-bb. 6.

Evally Variety Show: Marion Station, Md.,

31-7-bb. 6.

Evally Variety Show: Marion Station, Md.,

31-7-bb. 6.

Evally Variety Show: Backton-Ca. Va., 31
Valker Pamily Show: Haydow, Ca., 31-7-bb. 5.

Schitte, on Parade: Birmingham, Alm., 31
Schitte, on Parade: Birmingham, Alm., 31-

Feb. 5.

care of." What would them tin-star bulls cost?

"Two dollars and fifty cents each."
"All right, we will pay \$5, won't we,

Harry?"
"That will be okeh with me." Lot and license at a total cost of \$15—pretty soft,
"You make out a license contract for \$5 and Joe will sign it."

so and Jee will sign it.—
"It might not comply with the bylaws," said the mayor.
"Look here, Joe, we raise a couple of
hundred to hire a band and buy some
freerackers to draw a crowd to town
and spend some money here. This circus will draw 10 times as many people as our hinky-dink jamborees. to give them a couple stead of charging them "I guess you're with uple of hundred in-

"I guess you're right, but a mayer has to comply with the ordinances."
"You sign that contract, I san a mem-ber of the city council and if any of the other members start to squawk I'll throw 'em out."

m out."
"And if any of them come to me with squawk I will send them to you,"

said the mayor.
"Good, I will tell them where to head in at." The mayor signed up with a wince.

Mr. Prost then drove me out to his farm. There was a large Cotonial mansion and a long string of harms which had been headquarters for the Frost & Van Amburg Circus years before. Frost & Van Amburg Circus years before.
The front of the hores barn had a large
room fitted up for visitors and a lozing
walts were covered with an order of
"The Oreat New York Circus, Mussuum
and Menagerie." dating back to 1850.
They were framed under glass and were
cally chromose, done by Currier & Ives

in their elegant style.

Hyatt Frost was one of the real old circus geniuses, one of the ploneers who circus geniuses, one of the pioneers who developed and made the American circus the great, world-famous institution that it is today. To him we owe many of the things which are recognized as the necessary features and policies of the great exhibitions of the present day.

Do YoU have a penchant for beauty, especially the pulchritude exemplified by womankind? Do you like to indulge in the demolition of laughing liquid, otherwise known as liquor, known in more polite circles as just plain booze? In other words, and to come right down to it, are you a skirt clear and/or booze hound? If you do there is one show which won't have anything to do with you. You are an outcast, that is, tan, renegade, beast, viper, male mins, cad, lout and just no good. This show has admitted it.

The head of the show in question has are need of the show in question passent a letter to a person he had contracted verbally for 1938. In the letter it is stated that the man's inclination toward the aforementioned activities toward the aforementation

This is not a very new wrinkle, but the manner in which it is put, bluntly and unushamedly, makes it refreshing, but in a distinctly foul sort of way.

The same outfit may wink at or even indome and advocate grift, come-ous, sucker games and certain types of concubinage, but the urge for feminishly and the giggle gas is out.

The same outfit may and probably does have at its head and as top per-sonnel gentlemen who may be and probsome gentiemen who may de end produced aby have been seen with other winner whilst either or both are in a state of matrimony, but the same yearning and practice in its rank and file, even the these rank-and-filers be not matrithese rank-and-filers be not montally encumbered, is banned

The heads and top personnel of the same outfit may go blotto at a moments notice, or without notice at all, but these same people have no computation about blasting and thus prejudicing the about blasting and thus prejudicing the future of a prospective employee who, by reports whether well founded or not, walse to do the name in a nation whose constitution provides for life, liberty, pursuit of happiness, freedom of spechapress, assembly and the other admitted removated virtues exerted by, in and under a democratic virtues exerted by, in and thanked.

thanked.

Two destrive conclusions leap out like a jack in the box as a result of the indulgence in petty priffer (1) that the head man of the works destrea the exclusive on any auch women who are around the show or from the locality and (2) that he also destree the exclusive on the land of the show or from the locality and (2) that he also destree the exclusion of the would not do to have any underfine best him at his own same. est him at his own game.

Since when are shownen of any branch or any class of whatever race, cored, color or religion so pure and so temperate and so moral that they call direct or attempt to direct, influence, and morals of their hired, influence, and including their properties and riversal a lovely moraled that their behavior. and establish their competence and re-main loyal, provided that their behavior along the line, whether under the in-fluence or women and/or the womin atuff, measures up to certain accepted standards, their obligations to their em-ployers cease, have been met and ful-

Not being much of a drinking of ladies' man himself, your correspondent cannot be justifiedly accused of defending the state of the sta

Make mine Scotch and soda with a

MEN WORKING FOR DINTY MOORE

BERT MEYERS, Decorator, Central Hotel, Ma-

Show Press Club Honored

James E. Malone of Florida Fair honors OPC membership cards for the grounds

TAMPA. Fig., Jan. 29, - James E. Malone, assistant manager of the Fausa-State Pair, now in progress here, is ex-incing the courtesies of the exposition to visiting members of the Outdoor inding the courtaites of the exposition of usiting members of the Outdoor Pros Club. Malore, who is second vice-present of that organization, requested put tenders to honor Press Club membership cards at all times, which they are obing now and will continue to for the duration of the event.

Frank Willord, creator of the com Frank Willord, creator of the comic-grip character "Moon Mullins," was mined new members listed at the club's Tampa Terrace Hotel headquarters, and Poyd Newell, representing the Mighty Speciely Midway, was issued a membercip and appointed official photographer for this press clan.

for this press claim.

Cost Fritz, popular publicist of Radio
Sation WFLA, Tampa, gave the club a
ony numretous send-od on a recent
ony numretous send-od on a recent
persance of the Sumahine State to the
outdoor show world and atressed the
fact that the scribes are making their
autional headquarters where more show

proper are wintering than ever before in the history of the State. New members listed by Treasurer Frank Wintchell are Sam Melson, former sociated Press editor of Jecksonville, who is now conducting an advertising and publicity office in Jacksonville; Jack and publicity office in Jacksonwille, Jackson Edmock, secretary to the governor of Madasippi and publicity director of the Cartly, publicity director of the Cartly, publicity director of the Cartly, publicity director of the Cartly Rottin Exposition, Orlandor, W. R. Rottin Exposition, Orlandor, W. R. Schiller Owens, publicial for Bol's Liberty Sovies, Caruthersville, Mo., and Billie B. Bolts, of the Royal American Shows,

Beckmann, co-owner and manser of the Beckmann & Gerety Shows, was among prominent showmen who occuratelated the officers of the club secretains of the officers of the cith shortly after amount cenents of its inception had been published in The Billbord. "I am delighted." Beckmann and in part, "that you pencil pushers have formed an organization of your

A meeting has been called for Pebru-ry 5. President Jack E. Dadswell an-owned today. Reported by Walter

FINAL CURTAIN-(Continued from page 33)

ged Leader and Littleton theaters in Philadelphia and at time of his death was suppoyed as projectionist at Ogontz The-ster, that city. Survived by his widow. See Kleiser Marx. Burial in his home

See, Kleiser Mars.

Sum Lebanon, Pe.

MICHAELS — Morris, 59, cookhouse
perstor with carnivals and at fairs in
the Fast, January 23 at his home in
Talindelphis of cancer. He had been ill
for over a year. Survived by his widow,
or houseless and three brothers.

Failadelphis of cancer. He has been suf-for over a year. Survived by his widow, a con, a daughter and three brothers. MORRISON-Priestley, 69, actor, the-letted producer and director, at his wide of Cancelon, Gueens, N. Y. Managar 26 of Cancelon, Gueens, N. Y. Managar 26 of Cancelon, Gueens, N. Y. Managar 26 of Cancelon, Gueens and Managar 26 of Cancelon, but he Haltimore, Morrison went on the Green with and and after playing in a seen in gattingere, Morrisson went on the face in 1894 and after playing in a finited, Little Christopher, in New York bured with a traveling repertory com-puty for seven years. After that he hity for seven years. After that he have stock in many cities until 3. C. Williamson, of Chicago, sent him to anutralia in 1968 to produce and direct saturals in 1908 to produce and direct flavs there. Morrison returned from dataralia, in 1910 and directed the Fincess Stock Company, Des Motines, is, for seven years. In 1917 he returned to New York to direct The Chatterbox, in the next 20 years saw him become a ind the next 20 years saw him become a shikmown fleure on Brondway, where he directed and produced a score of property with such harmes a func Cowl. Description of the control of the Saudette Colbert. At the time of his sath Morrison had been playing in the bad company of You Con't Take It. With a company of You Con't Take It. With the Company of You Con't Take It. With a company of You Con't Take It. With a company of You Con't Take It. With a company of You Con't Take It. With the Company of You Con't Take It. With the Payers, Survived by his videou, fex. Many Horne Morrison; a son, J. William Morrison III. of Oakland, Chill; The brothers and two slaters. Services Minary 28 in Kow Gardens.

PATE—Mayon, 22, actor, January 27 in General Hospital, Cincinnett, of a cerebral abscess. He was a member of the Pederal Theatter Group in Cincinnett, of the Pederal Theatter Group in Cincinnette Welfson's Eventurion at Energy Auditorium, and shortly before his death had been in rebarsal for the role of Robert Law in Boy Merit Girl. Pate had been in New York Collewing graduation from Georgio Tech and the Peorgan School of Drams, New York Collewing Graduation from Georgio Tech and the Peorgan School of Drams, New York. He had been usedual to the College State of the Peorgan School of State of the Peorgan School of State Original Review of the Peorgan School of State Original Review of the Peorgan School of the Peorgan Slinkespearean dramas before joining the Pederal Theater Group several years ago, Proofest Theater Group several years ago, Survived by two sisters, Mrs. E. A. Eggleston, of Atlanta and Mrs. C. J. Baker, of Hapeville, Ga., and two broth-eta, T. D. Pate, of Atlanta, and G. B. Pate, of New York. Services and burial

PINCHOT — Resamond, 33, netress, suddenly near her home in old Brookwille, L. I., N. Y. January 24. Internationally renowned for her portrayal of ballonally renowmed for her portrayal of the num in Max Reinhardts production the num in Max Reinhardts production most difficult roles in theatreah history, she had found it difficult to find any other part suitable to her apectal talents and build. Mass Phitchot was born of a and build. Mass Phitchot was born of a naive for former Governor Glifford Plu-chet of Former Governor Glifford Plu-chet of Pennsylvania. She sot the part of the num by secident, without having any previous theatreal trailing or havany previous theatrical training or hav-ing ever showed any stage inclinations. For four years she tourred in The Mirzele. For four years she tourred in The Mirzele. Of A Mideisonmer's Night's Dream, Pap-mailion and Galatee and Danton's Tock, Her husband. William Gaston: the father, mother and a brother, Cifford Throcket, Of Gerndale, Calif., survivo.

Panchet, of Girndale, Calif., survive, RATLLFF—Art. 99, former showman, January 20 in Melbourne, Fia, of pneu-monia. He had been with carmivals for 35 years and at one time toured with the Wade & May Shows. For a time he operated a tourist camp in McGourne, retiring 10 years ago. Survived by his widow, Helen, and a daughter and aster. Bursal in Melbourne January 23.

BAYMOND—Albert H. (At), 76, vet-eran pitchman, at his home in Rich-mond, Ky. January 17 after an illness of three years. Burial in Richmond of three years. Bur Cemetery January 18.

READING-William W. 63 one of the READING—WHIRM W., 6S, one of the founders of the Theatrical Brotherbood Association and a veteran stagehand, in a Lancaster (Ph.) hospital recently of a fractured skull and other injuries au-sained in a fall. Reading began his stage work when 14 at the Pulton Opera House, Lancaster, as property boy, was a member of IATSE No. 247.

REEVES-SMITH-H., 75, for 40 years a textvv28-8MTFH--H. 75, for 40 years a matinee idol to American audiences, in London January 29. He first came to the United States in 1681 to portray Adolphus United States in 1681 to portray Adolphus was last seen here as Augustus Merzick in Was last seen here as Augustus Merzick in Was last seen here as Augustus Merzick in State from Count to Coust and appeared States from Count to Coust and appeared States from Count to Coust and appeared. with such prominent actresses as Mar-garet Anglin and Ethel Barrymore. He was a member of the Lotes Club in New York and for a time had made his home

there.

ROCERS—Charles W., 64, organist and composer, January 25 of pneumonia in Leroy Santharium, New York. During the World War he wrote many war songs and staged entertainments for soldiers. Recently he had conched several operation conduct thinger. Services January 28 in New York.

in New York.

SONNTAG—Mrs. Louise, 4d, wife of
Adolf Sountag, employed by Warner
Bros. in Staten Island, N. Y., January
24 in Will Rogers Memorfal Hospital,
Saranae Lake, N. Y. Survived by her

24 in Will Roogers Memorial Hospital, Saranna Lake, N. Y. Survived by her Husbard and son.

SWAN—Roosel Lean, plantst, in De-Swan and the sales of the sales of Cecil Lean, the playwright and actor. She was born in London, Ont, but lived most of her life in Detroit, Survived by two shaters, Caroline Lean, of Destruk, and Adelaide, of New York. Burial in White Chapel Memorial Cemetery, De-wither Chapter of the Commercy, De-

TITZS-Mrs. Pauline, 52, wife of The dore, of the Ritz, accidentally in her home in New York January 20, VANSTONE—Thomas J., 77, trick cow-

VANSTONE—Thomas J., 77, trick cow-boy rider, January 25 in Clarkson, Ont. Professionally known as Texas Jim, Van-Processionally known as Texas Jim, van-stone was born in England, came to this country when 15 and got a job as cowboy on a Texas ranch. His bersemaniship won him an effer from Buffalo Bill Cody and he joined Cody's Wild West Show and toured with it as a feature for many

STATE FAIR SHOWS OPENING FEB. 26 - EL PASO, TEXAS

WANTED WANTED

Ride Foremen and General Ride Help for all rides, Electrician, Talker for Girl Revue and Posing Cirls for same. Will book Organized Minstrel Show with Band-salaries to be paid out of office. Will also book any Shows of merit in keeping with the standard of this outfit.

All address STATE FAIR SHOWS, P. O. Box 1108, El Paso, Texas.

WANTED FOR DOWNIE BROS. CIRCUS

Circus Acts, Wild West People, Clowns, Menage Riders, Side Show People, Bosses in all departments. Motorized Show People preferred. For Sale-Two Female Performing Elephants, Camel, surplus Trucks and Trailers. Address DOWNIE BROS," CIRCUS, Charles Sparks, Manager, Macon, Ga.

CHRIST UNITED SHOWS WANT WANT

ate Concentions of all kinds except Corn Gases and Dispers. Good with one certifie. Girl Serve, Natlet, Achletic, Grek, Fun House, ave yor? WANY Art Wheel Man said Ride Mon that rain drive t. Show eggen in Oats hat work in April. Address all mail CHRIST UNITED SHOWS, Springville, N. Y.

J. J. PAGE SHOWS WANT

Meeror gettling them such as Ten-in-One, Minstel Show or any other meers gettling attraction that we haven't occasion of the meets gettling attraction. By the weather than the Apple answer. Can pitter one mark flot Ride, pecterably Caterpilly: Lindy Loop or Catepus. Also one more Kidds Bilds. Good contring for real up-the-date Cockhouse and Octopus. Also one more Kidds Bilds. Good contring for real up-th-date Cockhouse and also Celevad Mexican and Performers. Onessing about Isst week in March in Augusta, Ca. Persondory Jodies. J. I. PAGE SHOWS, DOX 331, AUGUSTA, CA.

VELLOSCO-Stricture Carcia, 28, play-wright, and founder of the Argentine situally as Mary Carcoline Strain, National Theater, amounty 27 in Busines pursuousla January 27 in Monteliore Hos-Aires. He was former president of the Argentine Society of Authors

Argentine Society of Authors.

VERNON—Frank. 6. widely known provided to the scatter, following a fong in Self size of City, Utah, January 50. He was born January 2. HFZ; in Whreeling, W. Va., and his sketting career besand when he was born January 2. HFZ; in Whreeling, W. Va. and his sketting career besand when he was his present the same provided by the same pro L Main Circus, 1888; Rinsling Broo.* Circus, 1889-90. Sparks Circus, 1907-96, and
played in vanderellio on the effective of
played in vanderellio on the effective of
pheum, Keith, Junice Orpheum and Gus
Sun. He had been a member of the Elax,
Eagles, Modern Woodmen of America,
White Rats, Vounterille Managera Association, Professional Statiers' Association. Prostand Western Shating Association. tails of funeral later.

talls of tuneral later.

VETTER-Judson K. 65, theatrical
agent and former owner of traveling
stock companies, January 25 in the
Alamo Hotel, Kansas Gity, Mo. He had
been ill severial secks. He was a number
been ill severial secks. He was a number
Just year he worked as agent for the
Just year he worked as agent for the
J. L. Landes Shows, operating out of
Chopman, Kan. Services from Beegmack Mortungy, Kansas Gity, Bursal
delayed pending location of a brother
ill
WHITE a. Dock 62 January 5 in

WHITE - Jock 62 Laguna Honda Home, San Francisco, of diabetes. He was formerly a six-horse driver on the Hagenbeck-Wallace Circus.

YOUNG -- Mrs. Edith Christine, 48, wife of Edwin S. Young, owner of the Central and Roanoke theaters, Kansas Central and Roanose theaters, Ransas City, Mo., January 19 at her home in that city. Survived by her husband; a zen, David E. Young; a daughter, Mrs. Henry M. Pack, and a sister, Mrs. J. E. Apple. Services January 21 from Preman Chapel, Ransas City.

YOUNG-Amy Marion, 71, former secre tary of the Philadelphia Civic Opera Com-pany, January 21 of a heart attack in Philadelphia A native of England she was one of the organizers of the Philadel-

was one of the organizers of the Fishadel-phin Operatic Society and the Robin Hood concerts of the Philadelphia Orchestra. YOUS—Don, operator of the Adolphia Theater, St. Louis, in that city January 12 after a long illness. Survived by his

ZDRAVECKY-Mary Caroline, 31, Pitts-

Marriages

PENTON-BENSON-ENT Penton, film actor, and Jersidine Benson, South Bend, Ind., in Beverly Bills, Calif., recently.

FORREST - DAVIS — Harry Forrest, Chair-o-Plane ride foreman in Funland Park, Miami, and Doris Davis, Springer, Ga., in Miami January 26.

Cas., in Missini January 26.

HILLPOOT-REACHI—Billy Hillpot, director of the NBC Artists' Bureau, New York, and Rosita Reacht, of the team of Ramon and Rosita, in Metuchen, N. J., January 26.

JONES-WILHITE-A. B. Jones, owner of the Crawford Hotel, Crawfordwille, Ind., who trouped with Hagenbeck-Wal-

lace Circus several years, and Effic Lee Wilhite in that city January 22. MATTHEWS-WALSKA -- Harry Grindell Matthews, nenpro, and Ganna Waiska, concert singer, in Paris recently.

NOVIS - BRADSHAW - Donald Novis. singer, and Derothy Bradshaw, actress, at Sky Harbor Airport, Phoenix, Ariz., January 27.

SMITH-HOLMES—Claude Smith. San Diego oil man, and Helene Holmes, double for screen setress Alice Paye, in City Hall, Los Angelos, January 22.

WALLACE-SCOTT-Neil Wallace, nouncer and news commentator for Stanouncer and news commentator for Sta-tion WEEL Bookon, and Evelyn Scott, Brockton Mass., secretary to Del Cas-tillo, production man for that station, in Artington December 28.

Births

An eight-pound daughter to Mr. and Mrs. Ben Gibson in Chicago January 25, Pather is the catcher in Fisher's Peerless Flyers' act.

An 8%-pound son to Mr. and Mrs. Alfan Jones at Brentwood, Calif. Janu-ory 14. Father is actor and mother is actress from Hervey.

An 11-pound son, Clyde III, to Mr. and Mrs. Clyde Le Vee Jr., in Mercedes, Tex., January 25. Farents are members of the Silver State Shaws.

A daughter to Mr. and Mrs. Morris Aguer in Miami Beach recently. Pather: is a concessioner at Dreamland Park, Newark, N. J.



Hartmann's Broadcast

ONE of the best versed men in midway amusements at world's fairs and large expositions is Walter K. Sibley. Because of this and the fact Sibley. Because of this and the lact that there is no more widely discussed subject in the show world today than what will be offered in midway amuse-ments at the New York World's Pair ments at the New York World Par-and Golden Gate International Exposi-tion (San Francisco) in 1939, we this week turn this column over to Mr. Sibley as guest conductor. What Mr. Sibley writes is not intended to be controversial, nor is it his purpose to try to tell the men at the head of the amusement divisions of these two great American events what sort of pay at-tractions - rides and shows - they should have.

Mr. Sibley says he has been reading quite a lot lately about some of the attractions that they are NOT going to have and he is wendering what they ARE going to have to entertain and amuse the people THAT IS NEW. Mr.

Sibley:

It seems to me that virtually every motion that could be embodied in a riding device has been used and that just as soon as a new riding device proves itself as safe and a money carner the as scon as a new riding device proves isself as safe and a money carmer the up-to-clate carmiv also more than the the color of the carmiv and the carmiv is the Roller Coaster, which, by the way, is almost as old as the bills. As inventors have used all of the motions possible to incorporate in an annuscement riding de-base all of the present riding de-bas all of the present riding the has all of the newest rides, the great expos will either have to have carnival rides or none. To my mind an anuse-ment zone without any fun-giving rides

ment some which any fun-going reco-would be rather a sad place.

Most naturally these rides should be dressed up to suit the occasion, and the general scheme of the exposition as far as backgrounds are concerned, lighting effects, etc., would have to be carried out effects, etc., would have to be carried out with the devices whether old or new

with the devices whether old or new.

To show the possibilities of greating at standard riding device to a decading a standard riding device to a standard riding device to a standard riding device the standard riding and the standard riding and the standard riding at the sta the gorge effect was produced on both sides of the device. The cars ran thru a sides of the device. The cars ran thru a tunnel apparently under the falls. Porty k.w. of concealed lighting lituminated the falls and gorge, and more reading the falls and gorge, and the reading cataract to give the effect of moving. The consensus was that the Catapuit, the name given the ride, was one of the cleverost frame-ups at the expo. Upframe-ups at the expo. of da of 300,000 people rode and enjoyed of This notwithstanding that our local was on the "island," where we got the control of the only 25 per cent of those who came thru

only 20 per cent of those who came thru the main gate one to make much diff. It does not been to make much diff. It does not been to person the main gate they already have seen or enjoyed sunusements provided by the management. When a person goes to a great expound that the main person of the Eliza of the Eliza or the Shirton at home. Those affairs are local. He doesn't have to the the control of the Eliza or the Shirton at home. Those affairs are local. He doesn't have to the the light have the control of the Eliza or the Shirton at home. to have a pocket full of money to be there. He hasn't saved any money to be spent for amusement. He has plenty of fum by just walking around meeting old friends—a sort of an Old Boys' Re-

union as it were. Consequently he often union as it week. Consequently he over attends carnivals and even the local park, spending very little money for rides and shows, taking his enloyment by mingling with the crowds, listening to the ballyhoos, etc.

But when this same person attends an expo he is in an entirely different frame

expo he is in an entrety discretization of mind. He tausuity has motively daysend. He is away from house and does things he would not do at home. He lays adde his closk of dignity—be inight be the local hanker or even the preacher—he turns himself loose, because he came to this place to enjoy himself, away came to this place to enjoy himself, away, from prying and spring cree, and probably for the first little shows, gets himself weighed, eats not dogs and has a general good time. Whether the rides and shows are old or new makes no difference to him—he has been enjoyed them before on they are NEW to him.

Let me illustrate this point with an-other story: There was a Roller Coaster in disuse in a park in Birmingham. Ala. In discost in a park in extraingulation, size.
It was in good physical condition even the tible, as it was built entirely of steel. It would cost more to demantle than it was worth for old iron. A Centry of Progress comes into being, A group of smart operators bought the Coaster, dismanthed it, re-crected it as the expo and grossed upwards of 8250,000 with it in the two seasons. I was located in the space next to this ride the first year of its operation and saw many people from Birmingham with whom I was acquainted riding the device. THEY HAD NEVER RIDDEN IT IN BIRMING-

Here's another one: The greatest suc-Here's another one: The grantest suc-cess of all the single-antimiston attrac-tions at A Century of Progress was the Ripbey Believe It or Not Show. We'll admit that the name of Robert Ripley made it, but the original idea of this show emanated from a carnival man-Bill Rice. There was absolutely nothing new—just an ordinary everyday freak show. But with a beautiful frame-up, costing probably \$75.000, and a dignified

show. But with a beautiful frame-thycosting probably \$75,000, and a dignified
costing probably \$75,000, and a dignified
the public 40 cents for a 10-cent show,
the gross was over \$1,000,000. About
one-third of the attractions probabled
at different itmes, so they were not new
in any sense of the word.

A Century of Progress, probably the
A Century of Progress, probably the
other times, with "all the money in the
world" to play with, with the master
minds of the business world and army
and to get the thing together, had but
two unusual anusement attractions on
the whole grounds—the Begian Village
and Wings of a Century. Practically
a new dress, operated by a carmivalite
or some silinate.

**Language of the property of the whole grounds—the Begian Village
and Wings of a Century. Practically
a new dress, operated by a carmivality or

*Language of the property of the

I have heard that the New York World's Pair management is not very world. I have also heard from two or three people who had contacted the powers that be that the midway is not so much the people who had contacted the powers that be that it have heard this statement before in relation to a great exposition. I wen walking up and down the corridor of a hotel in Chicago with exposition. I were waiteling up and down the corridor of a hotel in Othcago with Rufum Dawes, who was president of the Corridor of the Corrido

expo might have been a flop.
It has also been said that the almost fabulous gross of the Streets of Ports in 1983 was not on account the 1813 was not on account the 1841 of Science, but it is a fact, so they say, that thousands upon thousands of people visited the expo to see Sally and her fans at the Streets of Ports and, in electrally, paid a visit of the Hall of Science.

So it appears as the the midway is also your Wit Parade quite an adjunct to even a worst's last, And further, it doesn't seem to be so much the QUALITY of attractions, pro-rided they have ENTERTAINMENT value and are capable of getting publicity.

You all know A Century of Progre was a financial success. Statistics of was a mannoist success. Statistics prove that a greater proportion of the pay attractions at the 1933 fair made money than ever before at an expection. Most of these financial successes were operated by ex-carnival people. The sec year, after the carnivalites had b given the "bums' rush" and the inste grabbed the prime spots, promoted and built every imaginable kind of "Village" built every imaginable kind of "Village"
—with the other fellow's money—the
noise of the flops was almost desfening. with an attendance of nearly

I have heard it said that the New York fair would send agents to Europe to bring back new and novel attractions Your fair would send agree to bring her new and novel attractions for the midway. THIS 18 TO LAUGH. I spent him months in Continental Europe, mast of this time at one of the cree held on the Continent—at Brusslies, the cree held on the Continent—at Brusslies, Belgium. The amusement attractions are the continued to the continued to the continued the continued to Beigium. The amusement attractions were in such great number that two amusement zones had to be arranged. were so many shows and r There were so many shows and rades that I never did complete a count of them. The Bruxelles expo was open to the world, not only for exhibitors, but for amusementa as well. It was widely advertised that the concession space advertised that the concession space would be reasonably priced, percentages would be fair and equitable, building rules were based on the fact that your structures were only to be temporary and there would be no enerous supervision by officious and cheaty inspection. The objection management evidently realized that concessioners would not go to Bruxelles just to help complete the pleture—that they would go there solely to make money, so they let itself of the solely complete the pleture—that they would go there solely considered to the solely considered to do that," "you must get an order to do that," "why, this is against the rules," "you must part and principle of the solely considered to do that," "why, this is against the rules," "you must have that sign okehed by the art department, some manager and 17 other impectors." The fact was that they intended and they DID tend their assistance to those that paid good their assistance to those that paid good and all prospective concessioners know this The exposition management evidently everyone to make money and ally now all prospective concessioners know this in ndvance. Besides all the foregoing facts, every showman in Europe that knew his business was aware that every knew his business was aware that every expo held in Belgium had been success-ful these was a success-ful these was a success-ful the success of the success-ful the success of the success-olded road provided by the fair, there was not one pay attraction on the two midways that would have been con-midways that would have been con-tiful the success of the success-ful the success of the success-ful the success of the success-ful the success of the success of the riding device was American. The business of the success of United States. Practically every major riding device was American. The best riding device was American. The text room the States. The largest and best Consters were built by two Americans—Charles Faige and George Baker proceedings of Heaver Palls. Pa. The only real exposition show frame-ups worthy of being at a great fair were those of the Americana.

There was one notable exception, Old Bruxelles. This was a "rillage" costing hundreds of thousands of dollars to frame. It was supendous. But apart from its architectural beauty, which took one back 400 years, the same old stuff was on the inside.

was on the inside.

I am despiting all of this space to Bruselles because this was a OREAT expectition. It had an attendance of 20,000,000. It was most ably managed, it had all the earmarks of success before it opened. It was admirably located in the center of the great hations of

special effort was made to attract A special effort was made to attract movel and entertaining amusements from other countries. Louis Berni's straction that I had never seen before, and so it was one of the top money shows I arranged with Mr. Berni' to bring it to America. Later I sold the idea to Worth Centennial for a seriect flow. This show nesse, who produced it at the Fort Worth Centennial for a perfect flop. This show at Fort Worth could not buck the Nudist Colony with its 20 nudes and Sally Rand. This one show was the only one that I thought might catch the fancy of Amerithought might catch the latey of Ameri-can showgors. I had responsible agents in France, Holland. Germany and Eng-land on the lockout for novelties but never had one submitted that I thought never had one submitted that I thought was worthy. Kindly keep in mind that I am referring to organized shows or

By W. ROY MILLER

THE MICETRO SHOULD KNOW The MICETRO SHOULD KNOW
The clown band was in the midst et playing 'Mickey Mouse's Birthday Party' when suddenly the music want all olikey and abruptly ended. The band leader turned to the audience: "I am serry we will be unable to continue with this number due to the fact that Mickey Mouse got caught in the TRAPS."

STEELING HIS STUFF Old Trouper: "Where do you think you're going in that suit of armor?" Roommate: "I'm substituting for Albert the Robot—the steel company foraclosed on his stomach."

The only difference between a hypnotist and some comedians is that the hypnotist TRIES to make his subjects fall asleep.

A PERISCOPE WOULD HELP Big Shot: "Have you seen the fat lady around?" Midget: "Well, not COMPLETELY."

AIRILY WE ROLLER 'LONG Skate Salesman (after demonstra-tion): "Well, what do you think of the balloon tire model?" Pro Skater: "It's the first step in inflation."

STRANCE FOLKS The man who put \$2 worth of nickels in an automatic phonograph waiting for the jackpot.

COFFEE AN' HOW! COFFEE AN' HOW!

The young man behind the counter handed a sandwich to the hard-looking customer. From the corner of his mouth he queried: "Coffee, mug?"

"No. tanks. I'll drink it outs me saucer." came the reply.

TELLING THE TELLER
Bank Teller (examining check):
"Have you a personal account here?"
Slamese Twin: "No, my sister and
I have a joint account."

MAYBE A CIGARET GAVE HER A LIFT She (watching illusion): "Just look at that girl's head without a body!" He: "It's astonishing what can be done with face-lifting."

WANT AD WANTED, by Ventriloquist, one Good Used Dummy. (One hundred grass widowers answered the ad.)

ideas from which shows could be built Of course, there are quite a few Of course, there are quite a sew acts in Europe that have not been shown in America, especially acrobatic and animal but most of these are only suitable fre circuses. So it doesn't look as the outgreat workly fairs are going to get any attractions from Europe.

We have many of the world's We have many of the world's greated showmen in America, from the little fellow who builds and opprate some super them on to greater efforts is pat on the back, a contract that give them a gambling chance to make a little money out into the field and doing a little promoting to get the beccasiful money for the frame-up (for who see heard of a showman having any contract that the property of the state of the seed of the showman having any contract the seed of the seed of the showman having any contract the seed of his own?) and the hearty co-operation of the midway officials.

I predict that most of the shows and

rides that the fair authorities now as they will NOT have will be composed parts of the midway when they ope their gates. I also venture to say the their gates. I also venture to say that the NEW shows and rides that are per of the world's fairs of 1800 with the NEW shows and rides to the new the new that the new the new that the new the new that the new the



KANSAS CITY, Jan. 29.—During the shence of President Abner K. Kline from the city Brother Art Brainerd, sec-

ince the city Brother Art Brainerd, sec-ular vice-precision, has been conducting the meetings of the club.

Many combines were present and an interesting meeting was held. The prin-cipal discussion by the members was star the club should do and how to make the club should do and how to make the club should do and how to come in your club to make the dues 87 for 1008, the extra dollar to be put in a scential Yuuf.

Bospital Pund. President F President Kline announced that he would offer prizes for the winners of the membership drive for '38, and stated the membership arive for 36, and stated mat he would give out the list at some other meeting. Everybody has an equal channe to win in this drive and all ther have to do is get new members and grid in the dues. Application blanks will be mailed to all for the asking. will be mailed to all for the asking. Members who have just joined and those that have sent in for their 38 cards are: Gerre M. Bush. Dr. Leo M. Allen, Chandos G. Laube, Art Kern, E. John-min, C. I. Levin; P. B. Joerling, of The Jupidocard; Tudie Spalle and Percy M.

Notes.

Yutitors in clubrooms past week were:
4. Chould, one of the owners of the
Western State Shows, and C. G. Buton,
Western State Shows, and C. G. Buton,
which is the control of the control
support of t seon from the University of Kansas Hos-sidal, where he had been cendrard for the gast 10 weeks. Liggette underswent a strain the second of the second of the manufactions. Members of the club were its donors except in one case, which we during the operation. Liggette to-wa Guring the operation. Liggette to-say to health again. Sad news struck the club members had been struck the club members of the second of the second of the viter was found dead in his heels com bonday morning. January 28. Heart fittee was the cause. Buriat in the Skewment's Poul, Memorial Park.

Ladies' Auxiliary

On lest Friday the regular social needing of the auxiliary. Hattle Howk, the re-elected chairman of the enter-biliment committee, called on her new committee and they actived the year off with something new, at least it was new by the ladies here. Busno was played to the ladies here. Busno was played for the first time by the club members.

It proved very entertaining and those who did not play cards were able to join in and take part. There were four tables and prizes for each table, which

in the second of the second of

HELEN BRAINERD SMITH

Judge Joe Cabell Davis, secretary-manager of Dilion County Fair, Dilion, S. C., announced the Marks Shows have been contracted for the 36 event.

W. R. Harris Heads Two Carnival Units

VALDOSTA. Ga., Jan. 29.—W. R. Harris, general manager of the Model Shows, will be director general of two carnival units this season, having closed a deal with W. E. Franks, of the Franks

a dear with W. E. Franks, of the Franks Shows, now wintering in this city, to handle that unit also.

The Franks organization will be re-titled Modern Exposition Shows and will open the season in March in South Georgia. The Model Shows, how in

EARN \$1500 AN HOUR . . . with Moto Scoot- and the New PORTABLE TRACK A Novel way to make

Real Profits. Write for Details MOTO SCOOT MFG. CO., CHICAGO, ILL.

W. G. WADE SHOWS

Open Saturday. May 30, in One of the Busiest Manufacturing Centers in the Detroit Area.

Can place legitimate Concessions of all kinds, including Cook House, can place legitimate Concessions or all kinds, including Cook House. Rea-sonable rates. Can also place one or two more Attractive Midway Shows with neat frameup. We have already contracted for a large number of industrial Expession Colebrations and Firs. E. L. Wade now handling the advance. Address W. G. WADE SHOWS, 289 Elmburst Avenue, Detroit, Mich. Phone. Townsend 8-1506.

quarters in Macon, will also open in March, but near the central part of the

W. B. Harris placed an order with Dize for several new tops and a new marquee for the Model Shows,

Tampa Gates Top 1937 First Week By Over 4,000 in Adverse Weather

weather, Florida Pair, January 25-Pehru-ary 5, closed the first week with an at-tendance record of 204,845, over 4,000 tendance record of 204.845, over 4.000 more than in the first week last year. Rain on the first few days, followed by extreme cold the rest of the week, caused fair officials and showfolk some concern. but a break came in weather on Satur-day and, if the sun continues to shine the second week, always the best of the fair 'under any conditions, gate is ex-pected to hit an all-time high.

pected to hit an all-time high.

Grand-stand and middway attractions
Grand-stand and middway attractions
Consists of the control of the contr

TAMPA, Jan. 31.—Despite unfavorable the fast drop caused a smoke bomb to eather, Florida Pair, January 25-Febru-catch fire. Zmuda finally succeeded in

catch fire. Zmuds finally succeeded in parking the parachute open and lanned in a tree with his clothing after. Capt. Zmuds, who was not seriously injured. On Friday, Children's Day, the attendance of 100,250 fell below last year's all-time record of 100,250 due to continued were admitted free, as usual, with a special free grand-stand program in the forenoom. Bower, the Royal American Shows did not cut prices in half for kids

as in former years. Warmer weather for Puture Parmen Warmer weather for Future Farmers Day on Saturday brought out 39,12t, as compared with 38,728 on the same day last year. People are throughing into Tampa from all over the Etate for Gas-partita Carnival on Monday and weather prospects are good.

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

In numbers there is strengthlarger our membership the greates our strength. You need the Show-men's League of America as much as it needs you. Become a member.

WANTED

MINE ZEIGLER, Shark wall at once, Last wal Miner Hotel, 33rd and Chestnut, Philadelphia, Pa



THIS PROTO ILLUSTRATES THE FOURTH ANNUAL NEW YEAR PARTY OF 37-38 of the Midwest Merchandise Company, Kanasa City, which organisa-tion is comed and managed by C. I. Leein and Raived Johnson. This party was held in the President Model December 31, the day following the Heart of America Shoromen's Citto annual banquest and ball. Look! You may know some of the folly shoulpful have been present at this retemorable event. Photo by Oressietl, Kansas City.

76 The Billboard February 5, 1938

AMUSEMENT MACHINE

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD-Communications to Woods Building. Randolph and Dearborn Streets, Chicago.

OPTIMISM

There is a money value in generally looking on the bright side of things. At the beginning of each year it is a good plan to consider the long-term factors in the coin machine industry that may mean a successful year for most of us in the business.

Even if the second half of 1937 did leave several scars,



there is a slow optimism in the trade already coming to the front since the beginning of the year. We should have foreseen the discouragements of 1937 at least
two years before it happened, but the fact
remains that the payout games boom was
pleasant while it lasted. The right viewpoint is to take stock of things and try a
new start on some other plan.

There are experts who know how to watter w. Hund inspire others in seeing the future thru rose-colored glasses, and there are professional pepsters who can almost make a wooden Indian laugh. They have their place in the scheme of things and the coin machine industry should make use of those cheerful souls within its ranks who have the knack of saying that things "are getting better every day in every way." Perhaps we should all take time off to be thankful for the salesmen in the industry. For it is the rank and file of salesmen who keep talking up the or thinistic side of machines and things—until they actually believe it themselves. And it is a firm faith in the progressive side of life that furnishes the energy for progress.

Inventive genius is the real germ of hope for the coin machine industry, based as it is upon mechanical contrivances of so many varied kinds. Inventive genius is a screwy thing, and it cannot be touched off by simply pressing a button. But after all, our mechanical age has imbued an increasing tendency to invention in our national blood. The coin machine industry will draw more and more on inventive talent as it grows in business importance, and the trade has already learned not only to depend on haphazard ideas but also to call in the chemist and the engineer to make crazy inventions work.

When a man loses hope in the future of his country, or his business, one of the best tonics is to read about all the new inventions that are being introduced every day. All the popular magazines dealing with mechanics and inventions, over-optimistic as they may be, help to maintain faith in the continual stream of development which makes this a mechanical age. There is the continual prospect that each new day may see a new invention that will "revolutionize" an industry.

The amusement games business is more dependent upon novel inventions than other division of the trade, and many operators have been waiting for several months now for that new idea which will help pep up the games business again. There are already some amusement devices that a lot of operators are going to try with enthusiasm, and the big idea may already be here—only waiting for the enthusiasm

The most hopeful sign in the industry is the fact so many in it are learning how to stabilize their business with certain permanent types of machines in the form of an investment,

while at the same time keeping up the old speculative spirit that has been a big part of the coin machine industry for years.

It is this double phase of operating policy that will not only help the operator to succeed, but it will also maintain a growing manufacturing industry. With a spread covering vending machines, service machines, music machines, novelty games and games of chance, there is sufficient variety to make it possible for any operator to diversify for his own protection. This use of a variety of machines by operators will help all the factories, for one of the noticeable tendencies in the manufacturing industry is that of variety in types of machines.

The manufacturing industry is now large enough so that when a certain type of machine seems on the decline, some manufacturer will specialize in it and profit thereby. For example, when payout games showed such a sharp decline in 1937, one large manufacturer announced his intention of pushing payout games "when others begin to get cold feet." When novelty pinball games were pushed out by payout tables, there were two manufacturers that continue to specialize in them.

At a time when high expectancy had been built up for legal machines in the amusement field, the 1938 Coin Machine Show revealed the fact that many manufacturers still have faith in games of chance to make money for themselves and for operators.

Then the vitality of music and vending machine manufacturers is an object lesson for all operators. They are pushing for business and it is that example of push that should be copied by the operator. Many an operator of speculative games has been surprised at the business he can build with more stable music and vending machines.

There are plenty of other optimistic signs in the trade, if we don't let some of the bugaboos get us down.' One of the worst scarecrows we all tend to worry about is that of taxes. The American people are working themselves up into a frenzy about taxes that is cheating us all out of the enjoyment of life. We need more of the optimism of people overseas who really have to pay taxes. A financial publication recently reported on taxes in such a stable country as Denmark. There, the report stated, even farmers pay as much as 30 per cent of their gross earnings in taxes. But instead of making themselves and everybody else miserable about it, they say that money paid to the government in taxes gets into circulation quicker than any other money paid out and soon comes back

If Danish farmers can find some optimism in paying taxes, we ought to be able to take a more philosophic attitude toward some of the troubles we think peculiar to the coin machine industry. One operator who has felt the full blast of closed territory said he could stand any kind of trouble with his chin up—except the trouble that people within the industry are continually causing each other. It may be too much to expect a fellow to be an optimist when he gets to thinking about all the "evilia" within the industry—but there are some who are doing it.

Optimism at best is a lot of hooey. But, as a prominent operator (an ex-slot operator at that) recently said: "What else can we do?"

Ladies Like New Rock-Ola Phonos

cHICAGO, Jan. 29 .- It seems that the pine too have their opinions on phono-siphs these days and, according to support the property of the property of their because experience has proved that the indices generally know what their preferences in music are. For instance, supported an interesting experiment made on one of his locations to Juck Neison, two-predicat and general sales man-

"This operator discovered," Nelson dated, "that if he pleased the ladies he misted. That if he pleased the tadies he existed the men and they were generous with their money. A man with a scran partner, he learned, spent much pore money on the phonograph than he did when he came in alone. The location sibed the number of customers who shyred the phonograph, the favorite aspired the phonograph, the favorite aspired the phonograph, the favorite aspired the phonograph the favorite aspired to the favorite aspired

shown the music by each individual.

"When the music was playing this opspects there was a noticeable lift among
ha pations that logically was reflected
as a seriod and beverage, more stoll as
ser food and beverage, more stoll as
ser food and beverage, more stoll as
ser food and beverage, more again,
and the other ansumement machines." Nelson
summed. "He noticed that the womespaticularly were fascinated by the
say the Rock-Ola phonograph lifts the
spool study position and the needle neatmore study position and the needle neatgeors into position and the needle heat-ing meets the playing surface. The wom-as seemed to appreciate the clarity and guity of tone of the Rock-Ola phono-puph. The location owner said their restant patronage proved they liked the music.

m unusual interest in our phonographs, "Representatives Seion concluded. "Representatives at the display and that many of them ex-posed their interest in watching the moved play. With their highly developed mathet for beauty they were high in their praise of the dignity and charms if the new Monarch 20 and Window 20."

Unique Principle In New Blow Ball

CHICAGO, Jan. 29.-Upon the com-CHICAGO, Jan. 29.—Upon the com-pletion of armagements with six dis-tributing firms for handling the new pane, Glaude R. Kirk, president of G. R. Company, made official an-lated and company, made official an-lated and company, made official an-lated and company, made official a unique and original type of same is a time when stress is being placed about the legality of amusement games. Do response of the distributors who place and the place of the distributors who place nationally his office handling the place nationally his office an indication datte and may be taken as an indication



1800 North Grand Bled., St. Leuis, Mo. 100 North Grand Blvd., St. Leuis, Mo.

FREE! PORS

MAKERS!

Section?

1938 WHOLESALE CATALOG

Hay 260 pages of cains, 4,000 salesselling plant, now creations, cutstand-ing values — at rock-bottom whose-taile prices, This catalog is FREE. catalog is FREE. day.

SPORE CO.

1-38 Erie St., Lo Center, Minn.

of what the game may be expected to do

of what the game may be expected to do when shown to the operator, and finally to the playing public.

The game are a proper to the control of the control o come from a German machine used as a kind of merchandiser. Blow Ball is housed in an upright cabinet, with a housed in an upright cabinet, with a vertical playing field, and occupying less floor space than a phonograph or standard table game. The playing field has nine scoring pockets, which are numbered up to 50, and a standard register adds the scores in an illumination.

nated window as they are made.

The principal mechanisms of the machine are a blower to furnish the machine are a blower to furnish the compressed air, a standard score register and the coin mechanism. This makes the game fairly simple in its mechanical construction. A strong skill strengt is given to the game by providing two given to the game by providing two control knobs which the phayer may manipulate. One controls the volume of compressed air and the second reg-ulates the direction in which the ball is to be played.

When the player inserts his coin the compressed air is turned on and a stand-ard ping-pong ball comes into play at the bottom of the playing field. The the bulletons and control of the property of the property of the regulate both the force applied to the light ball and the direction of playing it onto the field. The motions of the light ping-pong ball as current of air give to the game an uncanny attraction that would burdly be suspected until one has actually seen the same. It is the suspense of the depended upon the property of the property game will also automatically play itself if the player does not wish to operate the skill controls.

Said to be the result of a full year of san to be the result of a full year of experiment and development. Blow Hall is offered by the maker as a game to "meet the needs of the hour." Asked if he thought the game would be the if he thought a movement to build inspiration of a movement to build variations of the game, Kirk stated that variations of the game, which stated that the second in the to start a new movement in the amuse-ment field which the entire trade will

Gerber & Glass To Boost Blow Ball

CHICAGO, Jan 22.—Simultaneous with the announcement of the coming release of Blow Ball, the C. R. Kirk & Company amissement same. Gerber & Glass, distributors for the entire Middle West, aumounced that arrangements West, announced that arrangements have been completed for rapid and effective distribution.

effective distribution
"We are receiving commitments for
large quantities of Blow Ball." reported
man and the second of the second seco

we reel that this device is worthy of every effort we can put forth.
"Blow Ball, in our estimation, has possibilities limited only by the aum total of lecutions in America. Our experience tells us that the machine, devised as a strictly anuscement skill game, will be welcomed by locations who have never been able to see their way clear to accepting a coin-operated

Ops. Jobbers, Distributors High on Go-Getter Jar Deal

TYLER, Tex., Jan. 29.—Reports drift-lag into the Go-Getter Jar Company offices here indicate that jobbers, dis-tributors and operators are high in their tributors and operators are high in their praise of the company's new jar deal. Pork and Beans. Nevelty card of the Pork and Beans. Nevelty card of the ever attempted by any many preticest deer attempted by any many preticest distribution of the company is well nequalities with the operating trade and it know what will appeal to the operator as well as the playing public.

They cleaned out "The House that Jack Built"

Operators, jobbers and distributors visiting the Keeney Private Showing "cleaned us out of house and home" insofar as new and current Keeney Games are concerned.

Stocks and runs on all games were completely exhausted in spite of releases which we believed more than adequate to supply immediate needs.

Additional runs on all games are being rushed into production with prospective shipping dates now being as follows:

KENTUCKY CLUB Super-Console Game with 4-dials, 7-play chute and \$10 Top Award (all cash). Just introduced. Again shipping in about two weeks.

DERBY CHAMP 1-Ball Payout Table with 3 spinning dials and 7-play chute. New 1938 hit. Next shipments in about 15 days.

Legal Amusement-Type Game. Hockey principle game for 2, 4 or 6 players and using 1 to 5 balls. Again shipping in 10 days.

HANDICAPPER 4-Coin Multiple Payout Table with single slot. Limited "accommodation" run at request of operators wanting additional quantities of this famous moneymaker. Introduced last September. Final run ready Feb. 8th.

FREE RACES "Free Game" Pin Table. The legalized 5ball pin game which is opening closed territories everywhere. Fourth run shipments starting in 10 days.

TRACK TIME and SKILL TIME consoles ready for immediate shipment because of new runs now beginning to come off of production lines.

We Apologize

for possible inconvenience and disappointments which delayed deliveries on the above Keeney Games may have caused you, but orders received were far beyond our most optimistic expectations. and we are now making all possible effort in hastening additional runs on each game.

If you haven't done so, we earnestly urge your placing your orders with your Keeney distributor at once as there is considerable probability that even these new runs will be sold out before scheduled delivery dates.

· H · KEENEY & CO.

"The House that Jack Built"

2001 CALUMET AVENUE

CHICAGO

REE TO MECHANICS and SERVICE MEN

KEENEY'S MECHANICS MANUAL of

Coin Game Service-ing. In writing also give name and address of operator or firm with whom you are connected.

"DOMINETTE"

THE CONSOLE SENSA TION OF ALL TIME WITH THE NEW SENSATIONAL RE-PLAY FEATURE

Re-play feature permits the player to "Collect" or "Let 'er Ride"-for as much as TEN TIMES the ordinary award-without inserting a second coin. "Award" or "Re-Play" Buttons permits player to withdraw winnings on first play or shoot the works with a free play for awards up to \$6.00.

But that's only one feature of Dominette. It's full of Semoney-getting appeal. lective—Player has choice of any one of six numbers. A winner comes up every time—player blames only himself for not selecting right number. Beautiful Duo-tone walnut finished NO-STOOP cabinet. Mirror bak playing field. Built to outearn and outlast any console you are now op-erating, regardless of price.

"DOMINETTE"

the World's Greatest Money Maker at the world's low-Telephone your est price. order today.



EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago



MERICAN SALES CORPORATION There was OHE game at the Convention we KNOW to be a winner, and the party of the convention we know to be a winner, and the party of the convention we know the advance of the convention with a party of the convention with the convention of the c Lee D. Jones P. S .-- Even Charlie McCarthy would gut off Bergen's knee to play

Automatics in England

It is fair, I suppose, to suggest that the average American looks upon Englishmen as a mixture of honesty and hypocriey. And probably we deserve that

opinion.

After all, to protect the weak-willed against themselves, we have quietly acquisced in laws preventing the consumption of liquor after the hours of 16:30 p.m. Yet we bat not a cyclid to sibilant suggestions that we should buy after that hour provided always drinks after that hour provided always that the order is accompanied by one for a ham sandwich, or, for that matter, any other type of sandwich!!! I should hate to have to any what happens to the sandwiches.

Then again, we allow cyclists to eander along our badly illuminated meander along our badly illuminated main roads at night with no greater pro-tection behind them than a red reflector,

section behind them than a red reflector, more often than not badly adjusted to a car's stream of light. And when some over the inquest report and when some over the inquest report and wonder why people should court death in such lighthearted fashion, say nothing when income tax is raised stendily year by year to meet the proving demands of the onest the growing demands of the shoulders and rather nebulously express the opinion that this sort of thing is necessary in the present size of thing is necessary in the present size of the present

large. Yet we stand by, listen to business men raising curding shouts because their dividends are threatened by a national defends contribution from their pockets, watch them kill it, and do nothing whatever about it.

Thus can one generalize regarding the Shakespeare described as

". . . this little world, "This precious stone set in the silver

"This blessed plot, this earth, this realm, this England."

Weak on Defense Yet it is when one comes to consider be thousands who derive their liveli-

hood from the automatic trade and who continually sharpen their brains to provide amusement for the masses that one encounters the greatest inconsistencies of all. Where else, for instance, could you

watere case, for instance, could you find a minority of opinion raising a terrifically loud voice against the vices which they consider arise from the penny-in-the-slot machine? Where else could you find an industry not suffi-ficiently united to stop these "Christians"

ficiently universe to the control of industry in the country uses not pro-test. It does. But, unfortunately, the industry is still more or less in the adolescent stage. It is doubly unfor-tunate, too, that those outside it persist in looking upon it as a luxury industry which has sprung up like a mushroom and will find out like one.

and will fade out like one.

There, however, they are making a tremendous mistake, for whatever one
might say about the automatic trade in
this country, one has to admit that it
is steadily consolidating. It is earning,
the firstly recommittee. steadily consolida

Towards the end of this Year of Grace. 1937, he it noted, the Royal Mint ex-plained that it could not after the heavy British coinage, much as it would like planned that it could not after the heavy life in the country of the Enthul coinse, under a tit would like to. The reason given was that no factorized the control of the Exchequer would will. It is the club-land group would ingly face the deviatation which would read that prior to the coronation would be created in the autionate bade, up, To use a phrase was a put of the country of the country

recognition that the industry has had from official circles for a considerable circles are likely to prove themselves above the pettilogging local councilors whose greated delight in life is to interfere in the livelihood of everybody and everything except their own.

Yet there is plenty of leeway to be made up. It is not so leng ago, for in-stance, that in Scotland, the bonnie land of heather and atrict principles, it was suggested that cigared machines were leading the youth of the nation to the alike of iniquity.

sink of iniquity.

That, of course, is good news to the heart-lotten journalise and the heart-lotten journalise made in the heart-lotten for the heart-lotte shrugs his shoulders when it is sug-gosted that the liberty of the subject is

in danger.

in danger.

He feels that, anyway, the cranks and
the killpoys will have their way whattone doomed to defeat.

Perhaps I might demonstrate just how
far we have to go to educate place.

Perhaps I might demonstrate just how
far we have to go to educate place
for we have to go to educate place
of one of our national dailles I mentioned
the other day that one automatic machine manufacturer and distributed
monthquaries had a second

Business Volume

Business Volume
In that record month he sold machines of one particular type to the extent of 45,000, another type to the 45,000, and the sold machines of the figures and the reply I received these figures and the reply I received the sold machines for a hattonal delty, mark you, was: "Good heavens, when do the machines go?"

do the machines go?"

Now let us study the people who use automatic machines. They can, I think be classed in three groups (1) floor, always finding them a fascinating pastime; (2) the people who are always ready to put a penny in the chute in the contraction of the people which is not because the study of the people with the people when the people was promised to the people was a people with the people was promised to the people was promised and the people was people with the people was promised and the people was people was people with the people was people was people with the people was people was people was people with the people was people was people with the people was people was people with the people was people was

same time the biggest danger to the dustry, a danger because they are is type who also seek constantly for the symbol of the seek constantly for the s

the law.

The second group is mainly to be found in clubland and the West Ed. where whirling life inevitably leads the celebrant to seek new and strange devices. The industry benefits a lot from

vices. The industry benefits a los-these people.

The third group is that strangely ill-associted class who haster daily to their effice from suburban utoplas and in the evening shaking off the shadows of to them an overpowering city, sour; them an overpowering city, scorry straight home to their wives and chil-dren, back to the simplicity of ther



THE BIG HIT OF THE COIN MACHINE SHOW! -- PHONOGRAPH OPERATORS --PUT ONE IN EACH OF YOUR LOCATIONS AND WATCH THE NICKELS ROLL IN: IT'S A WOW!

SAMPLE \$100 EACH

\$7.20 Per Dozen \$6.00 Per Doz. in gross lots

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ROXY SPECIALTY CO.,
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Very SPECIAL

1-Magic Finger MERCHANDISER used a short time!

F. O. B. Dallas, Send 1/3 Cash With Order, Balance C. O. D.

ELECTRO-BALL CO., Inc.,

DALLAS

412 6-312 WURLITZERS ... 597.00

ROCK-OLA, No. 2. Regulars ... 72.00

1937 MILLS SWING KINGS ... 69.00

1/3 Deposit With Onder ...

USED RECORDS, \$1.00 PER 100.

All Machines are in Perfect Condition, both Mechanically and in Appearance.

UNIVERSAL VENDORS

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- YOU'LL BE ADVERTISE IN THE BILLBOARD -SATISFIED WITH RESULTS

undesirable elements, human and other-

These would naturally include such as bell fruit machines, which right as bell fruit machines, which are hanced as gaming instruments. They the proprietors) removed some hun-priate establishments before the King was crowned, . but they put them back again after the King had been greened and the police had again re-writed to normal duties.

Diverse Problems

Diverse Problems
There you encounter one of the probiens which face the automatte industry
the an another for a processor may
goe but not even an angel could prement it falling into the hands of those
who would use it for other purposes,
geh as defeating the law.

I do not think that the number of manufacturers in, Britain who deliber-sely set out to make the law an ass would number more than the fingers on goe's right hand, yet practically every-ace of them does make it look ridiculous.

During the past year several thousands of American bell fruit machines or smiler products have been handled by Pritial importers and manufacturers who do an enormous business on the Continent, especially in Prance. Their Spainers completely dwarfed that done

besiness completely aware great from the States.

Il is a legitimate trade, yet it is like to that a law should ban an infactical that a law should ban an inallow those whom it covers to sell it to one's international neighbors. The life of an automatic machine importer

h not easy.

Maybe the trade which I have illusmaybe the trade which I have illusmayed so far as France is concerned will be ripped in the bud in the coming year.

So because the British laws are to be adde more crippling in their effect but and the second of the source of its citizens.

With all the irritating restrictions in hitsin which a Muscolini would sweep may into the limbe of forgotten things, our automatic trade industrialists are unoug the most enterprising, the most p-shead business men in the country, but the country but the c

Aggressive Columen

Aggressive Columnen
They have given full support to the
fondon exhibition until it may grown.
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formational politics as anything else
facts and state that it was as much
formational politics as anything else
facts.

It behooves the States not to rest on heir laurels, for lively competition is oming in an open market for imports.

The Germana intend to fight back band There was a time when they used their own Teutonic ideas. Now, however, they own feutonic near. Now, however, they are adapting and improving on Ameri-can principles. Merchandisers are a case in point. Bell fruits make another. Our friends across the Atlantic must watch

things closely. The competitive nature of the Euro-pean market can be gauged from the ratio of exhibitors and machines in the last con machine exhibition in London.
One could roughly divide commercial in-terest and machines into three catego-ries. America represented 60 per cent, Britain 20 per cent and Germany other nations the balance.

Convention February 14

I shall be interested when the new combined exhibition opens in London on

combined exhibition opens in Lenden on Pebruary It to see what the percentages are then. I should be willing to wager that "Germany and other sections". Shows an increase, be it ever so slight. This new exhibition will do more to place the amisement industry in this place the amisement extractions by which it is now hampered than any other factor. fantor.

For a considerable time I have sug-gested that such a united effort should supplant individual and small attempts supposes instructions and small attempts by coin machine manufacturers, the amusement caterors and other branches and therefore I am extremely interested in the experiment. At least I can assure my friends in America that the event is being thoroly well organized and that it will be the finest effort yet made by manufacturers over here.

manufacturers over here.
It was too, a wise decision to hold the
exhibition in February so that it nearly
coincides with the mational expedition in
coincides with the mational expedition in
the state of the state of the state of the state
Thus are two birds when the manufacturer of the
taxel half across the world for the
musement exhibition alone will come
amusement exhibition alone will come now that they can see the B. I. P. in the some trip.

One can imagine that such firms Scott Adickes, Goddards and others who like them have widespread international connections will gain considerable benetheir participation. By the time the exhibition is over an experimen the exhibition is over an experiment in repair services for operators will have been given an extensive trial and we shall be able to assess the response by operators to this effort to help them.

Most of the manufacturers here run repair services but their biggest obstacle has been the unwillingness of the opertheir biggest obstacle and over the unwillingness of the oper-ator to part with a money-making machine for a day or two for necessary adjustments to be made. The inevitable happens when the machine falls alto-gether and the operator is faced with an order for a new one.

New Repair Service

New Repair Service

A specially erected plant has been established recently by one of the keading firms in an effort to overcome this extendible studies on the part of the operators, because manufacturers are among the first to realize the disadmental control of the operators which were the services of the services will support the services of the

a success other manufacturers will sup-port it or branch out in the same direc-

COIN GAME SALESMEN

can make profitable "hook-up"

with one of the industry's most complete and biggest-selling lines of coin games. Advertiser will consider only those men now calling on coin game operators, jobbers and distributors situated in the following states:

NO. CAR. TENN. MO. KANS MISS. IND. NEBR. LA. NEV. ARK. MICH. FLA

ALA.

ALA.

Proposition offers exmise possibilities of several thousand delians a year. Please one write unless you have sufficient faith in your sales ability to take over such connection on a strictly commission basis. Give full particulars as to present connection and territory covered. Please do

Address Box 605, Care The Billboard. Woods Bldg., Chicago, III. All replies to be held in the strictest confidence.

tion themselves. Should that happen we shall witness the first concerted effort on the part of the industry to remove an impression in the minds of the public

that automatic machines exist purely for the purpose of diddling them of their small change.

We cannot afford to be altruistic in our intentions but at least we can claim that machines are constructed to pro-vide a full pennyworth for every penny placed in the cliute and the sooner the public is educated to realize this the better it will be for all concerned.

Polland Says Biz Good at Monarch

CHICAGO, Jan. 29.—"We're glad we expanded," reports Reynold Polland, head of Monarch Coin Machine Comhead of Moharch Coin Machine Com-pany, in commenting on present condi-tions in the coin machine industry. Right now we need every square inch of space we have available to accommo-date the funny new hits we purchased at the recent show, as well as the sterling values we have on hand in used entitrement. The end of the show seemed to signal

the beginning of the 1938 coin machine year," he went on, "for ever since our showrooms have been crowded with buynewrooms have been crowded with buy-ing columen and our mall man has been busy bringing us good-sized orders for equipment. This can hardly be a reces-sion. The concluded, "judging by the un-usual business we are enjoying at this time."

Becker Speaks in Favor of New Deals

CHICAGO, Jan. 29 .- There are two CHICAGO, Jan. 29.—"There are two things which I hold in common with President Roosevelt," recently disclosed Ray Becker, sales manager of J. H. Keeney & Company, "Of course, I am very proud of both of them. One is that

very proud of both of them. One is that our birthdays fall on the same date and the second is that we both believe in "For nor." be went on to explain, "were new Keeney game calls for a new deal in the promotion of that gome. That's why some of our promotional and makes campaigns have been so successful. Blight now we are busy engineering sales drives for the new Keeney hits, Ken-tucky Club, Derby Champ and Shinny, be concluded, and all three of them are sure to go over the top."

Ginsburg Sees A Rosy Future

A ROSY FULLIFE
CHICAGO, Jan. 29.—Morrie Ginsburg,
official of Atlas Novelty Company, sees
many months of profitable business
ahead, according to the reports his
branch offices have been sending in.

Pittsburgh office, reports that ops are
snappling up equipment like hot cakes,
be stated. "Much of our present stocks
are machines ue bought at the recent
po time grabbling like burgains we got
bold of.

hold of.
"My brother, Eddie," he continued,
"reports from our Miami office that he
has been so busy that he hasn't had a
minute's time to indulge in his favorite

hold of



! BARGAIN SALE! **PAYOUT GAMES**

Guaranteed Like New

Gottlieb's Foto-Finish. \$37.50 Gottlieb's Spot Lite. 14.50 Bally's Classic 19.50 Bally's Carom 14.50 Western's Winner... 19.50 Pacific's Hi De Ho.... 9.50

Gottlieb's Fence Buster (Mystery) 17.50 Chicago Coin Paddock 19.50

Console De Luxe Bell. . 39.50 Write for a complete list of new and used games.

1/3 Deposit With Order, Balance C. O. D.

MANUFACTURING OPPORTUNITY

seeking additional profitable line. Details

□ LOOK □ IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

sport, deep-sea fishing. Anyone knowing Eddle will realize that he must be head over heels in work to forego his favorite sport. In Chicago here our office has been doing more than its share of business, for we have long been the buying headquarters for many Midwestern oper

"Our type of business is an excellent our type of duapees is an excelent barometer of the whole industry," he went on. "Our eales accurately reflect operating conditions. That's why we are operating conditions. That's why we are able to offer so much help to ops in choosing their equipment. These suggestions have greatly helped us build our business. Operators know that they can depend on both our advice and our ma-chines, for we are in a position to know what equipment should prove most profitable in their territories."

NEW DATE BOOKS FOR 1938



Name in gold letters fåe extra

NOW ON SALE Arranged Especially for Your Needs Dated From January 1, 1938, to January 1, 1939.

The most convenient memorandum book for Managers, Agents and Performers in all Calaboration of the Amagers, Agents and Performers in Amagers, Agents and Performers in Amagers, Amagers figures, and much other valuable information

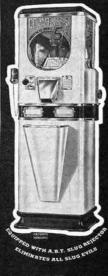
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GUARANTEED SOLID YEARI

... BUILDS PERMANENT STEADILY INCREASING INCOME IN A LEGITIMATE OPERATING BUSINESSI



U-POP-IT IS . . . the ONLY thoroly perfected coin-

operated automatic corn-popper

PRECISION-BUILT BY DAVAL . . .

to stand up and deliver years of profitable service in thousands of locations

GUARANTEED FOR A SOLID YEAR

A product of DAVAL, backed by 30 years of successful manufacturexperience—plus fair dealing!

RANEL, INCORPORATED 325 N. Hoyne Ave., Chicago, Ill.

Affiliated with DAVAL MFG. CO. SOLD ONLY TO OPERATORS

Schermack Making Savings Bank Idea

DETROIT, Jan. 29.—A vending ma-chine that will operate as a branch savings bank in a drug store is being made by the Schermack Products Corporation of Detroit. This is a machine in the form of a bank as far as the "archi-tectural" style is concerned, which receives the money and gives the de-positor a receipt for the money given to the bank.

Such machines have been manufac-Such machines have been manufactured for 14 years by this company, and have proved of eteady value in the schools, in particular, where they have been used to encourage the habit of saving in young children. The Society of Savings in Cleveland has used them for this period, and they "are still going the saving in the savin

strong."

Needless to say, machines of this type have to be well constructed in order to furnish full protection for the funds to be piaced in them, and require complete slug-proof mechanisms, as well as construction that will not readily out or become defective, so that there is no possibility of mechanical difficulty in the machine to cause the depositors to lose confidence in the mechanical

More extensive promotion of this ma-chine is planned by the Schermack company in the near future, extending its use more to the corner drug store than has been done in the past, when most of the machines have been located in has been done in the past, when most of the machines have been located in schools. With a machine of this type hood, residents could just go to the drug store—or any other type of location—and make their banking deposits, never having to go down to the bank unless they meeded to draw out funds. This method could apply to commercial ac-counts.

course.

The other well-known Schermack machine, the postage atamp vender, is reported as having a steady sale that means steady production at the factory here, a condition that has been going here, a condition that has been going on unspectacularly but constantly for years, making this field one of the stead-iest, from the point of view of employ-ment, production and sales, in the en-tire coin machine industry.

Opportunities In Bulk Vending

By W. R. CREINER, Northwestern Corporation.

Northwestern Corporation. What business venture, In terms of original investment and quick returns, offers such opportunities for success as the operating of a route of builk vending machines? Where is there another type of business which is not affected by seasonal fluctuations, affected by seasonal fluctuations, affected by another operations of the control of t erators as a class hold over most other

erstors as a class hold over most other businesses are numerous. In the first place, you are your own into the first place, you are your own you must answer except yourself. The hours you put in are optional with you. There is nobody to criticitie when you must as a you wish to make it. You may even hold another job while you test its possible to be a possible to be a possible to be an a you wish to make it. You may even hold another job while you test its possible to be a poss pudge the merits of this lucrative busi-ness without any risk. Everybody wants to be independent, free and secure, and to be independent, free and secure, and there is no other way that one can ob-tain such a position in life as quickly and with as little investment as that of operating a chain of bulk vending machines.

Quick Returns

The operator finds himself in a nique position among those who well erchandise. His turnover is very rapid.

the problem of selecting a stock which will satisfy the demands of all his cus-tomers, sometimes overstocks certain items and wishes he had ordered more of this or that; the operator learns in a very short time what merchandise is popular without buying any great quantity.

As soon as he has his machines lo-cated they begin to bring in returns. The cated they begin to bring in returns. The original investment is soon paid for and he can enlarge along the paid for and he can enlarge along the particle of the heat of the particle of the particle of the death of the particle of the particle of the machine which performs well and if it does not he can easily move it to another location that will. He never feels be can keep fresh and attractive and with a little experience one is able to order his exact requirements weekly.

Nothing To Interfere

Consider the merchant in a store who, after purchasing his stock, must buy store fixtures and supplies, pay the rent, hire one or more clerks and meet the many overhead expenses which eat into many overhead expenses which eat into his profit. The operator can do all of his own work, pays no rent and can maintain a small workshop in his home. Moreover, he is not confined to a store where he must wait for customars to come to him, he can scatter his mach

come to him, he can scatter his machines in counties to leavies. He is neither in counties to the properties of the counties of the properties of the properties. In other words, a commission is paid the properties when, as and if collected. Practically supbody can go into lace training or education. A pleasing personality and ambitton to succeed are the prime requirements. The possibilities of making real money are just as good if not better than in many pro-fessions. Age or nationality is of little concern. Wonten have made just as hig success in operating these machines as

Pinally, it's a job where you find open-Finally, it's a job where you had open-ings right in your own back yard, so to speak. You don't have to go out of your way to hust up a location. Where, it not at home where you are known and trusted by business men and friends, is a better place to start your own busi-ness? It is also a great advantage to work in a locality which is familiar to you. You don't have to depend on climatic conditions or wat for the

you are interested in establishing a business of your own, either full time or part time, the opportunity is youre, right here and now. All you need is determination and some well-known in-

Ad-Lee Features Two Bulk Venders

CHICAGO, Jan. 29.—The Ad-Lee Company reports that two types of vending machines displayed by it at the 1938 Coin Machine-Show drew an immediate and heavy response. The two machines have been designed to give the operator have been designed to give the operator a real machine for the present trend toward the bulk reading to the present trend toward the bulk reading to the control of the color double thick and cabinet has features which give it double strength, the makers state. "It has a capacity of approximate and the state of the state

in merchandising that it deserves," of-ficials of the firm say. "It is the pride of our presentation and is recommended to operators who want a real business in the vending field. It has three com-partments and all the features that we know how to build into machines. We can also make a real automatic store by putting on additional columns, such as a six-column store."

Vending Outlook - By ED C. JOHNSON -

By ED C. JOHNSON

Do you realize the tremendous poundbillities offered today for the sale of
produced thru the medium of coin,
produced thru the medium of coin.

For years a variety of mhelines vending many atticles have been on the
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y the machine. This mechanism is now erfected for nickel, dime and quarter by the machine.

Having developed the perfect coin de-ector, the next step was the developtector, the next step was the develop-ment of a vending mechanism equally a effectent. Months of careful study of all mechanisms now on the market was made before their engineers started to on the development of a machine that would be not only simple, but post-tively and absolutely chest-proof.

This device is now an accomplish fact, and is adaptable for many purpos It is made in single columns and a but te is made in single columns as desired tery of as many columns as desired can be pisced in a single cabinet. Each column has its own coin detector, mak-ing it possible to have any number of ing it possible to have any number of different priced articles in the same machine. Also, if one column is put out of commission for some reason or other, all of the other columns will continue to

Let us take a candy machine for the-Let us take a candy machine for the-ster use. For example, the average theater would like a machine variding any standard 5-cent bar. Likewise, thry would like to vend 10-cent merchandes, and in some cases over a 25-cent box of cardy. This is all possible with the present mechanism. The merchandle is placed on shelves and the space between shelves is roomy enough to permit the insertion of the desired size package

The oldest merchandise is always vended first, thus insuring freshness all times. By special order columns on the increased to whatever capacity is deaired. The standard four-column ma-chine, one column used for Hershey bar, has a capacity of hyproximately 100 packages, In fact, here is the first cause machine combining all of the require-ments a machine of this type should haus.

tree same venturing of practically all types of merchandise. The principal problems involved are all the same. If one were to look into the future is would begin to visualize the first 160 per cent mechanized store, and the data is not very far distant. A safe prediction would be within the next five years.

We have for the past sweral months been testing an apple machine. We have for operations and find they are promising of operations and find they are promising the greatest money-making sandards. of operations and find they are promise the greatest montey-making vending ma-chines developed to date. The wholesale price of apples brings the product under 2 cents per unit and offers the largest margin of profit of any item be-

7 DAY FREE TRIAL ON SAMPLE SKILLO PENNY



AMERICAN SALES COMPANY

Coca Cola Vender Sales Increasing

CHICAGO, Jan. 29.—Mills Novelty company reported this work a rapid increase in the sales of the coin-operated buttled Ocea Cola vending machine the total colar-operate buttled Ocea Cola vending machine the mainly marketed to buttlers and hence is not of popular material to the vending trade. But it is But It to me of the high quality products in the is winning prestige for the industry as

Reports from locations that have the Reports from socations that have the grax venders installed are emphasizing the surprising sales made by the ma-gines, and it is understood that these istimonials from users are greatly ingrasing the inquirtee concerning it.

Tracking the loquiries concerning it.

The Mills firms is builting the machine
in wo models and recommends them for
annot leave to go to retail stores for a
streshing drink. The machines have
any of the special features which the
gen has developed in its long experiace in the obin-operated machine field. Delivery of bottles is automatic and electric refrigeration is used, as well as a reserve supply of 30 pounds of ice. The Mills firm also makes a modern machine for selling bottled milk which a spreading in industrial locations.

Airpops-It Scores With Ops, Exec Says

CHICAGO. Jan. 29.—The fact that all the world loves pop corn was proved by the scores of commen who crowded the airpope-it booth at the recent show, seconding to Hai Hull, official of Airpope-

The most notable achievement of our The most notable achievement of our michine, "Hull stated, "is the dry air-popping. The customer may have his pop oun dry or seasoned, too. If he likes a reacced, he is assured of a digestible successed, he has assured of a digestible subcleaces product because the seasoning of is kept at a normal temperature, stays sweet and fresh.

Stars sweet and fresh.

"It has been proved that the more
formant the pop corn's aroma the
poster the sales, so on this point alone
superpe-it should go to town," he cortined. "The only door given off by this
marnine is the delicately pleasing
superpose of the aromatic oils reusgrance of the aromatic oils re-resed from within the corn itself. Air-pope-It is so designed that the corn is framed and pre-heated to increase popping speed. This also results in and pre-heated to increase white speed. This also results in pr. fluffler kernels and accounts for unusually wholesome flavor. Of spe-interest to ops are the features the climinate servicing and facilitate placing of machines in desirable

"According to one prominent operator the examined the machine at the con-miles, the most attractive feature of

DUO - VEND THE OPERATORS' CHOICE

C-Compartments—Will wind all kinds of nut-ind candles together with toy-mix. Removable involved to compartment. Finished in a beautiful end with black fales



DISTRIBUTORS-JOBBERS and ROUTE MEN

Write for Details to Vender-Capacity 10 lbs. 10 Vender-Capacity 10 lbs.

Size-18" High, 7" x 8",

State-1 Tax Tokens.

Shirping Weight, 24 lbs.

PRICE ON APPLICATION.

DUO-VEND SERVICE CORPORATION CHICAGO

BALL GUM \$10,90 PER CASE — 10,000 BALLS

PEANUT AND GUM VENDING MACHINES NEW FROM THE FACTORY. Write for Further Information. 1/2 Certified Deposit, Bat. C. O. D., F. O. H. Philadelphia.
BAKE COIN MACHINE CO.,
BAIE Woodland Ave., Phila. Pa.

the Airpops-It is that while it affords the operator a fine profit, it still gives the customer his money's worth in a fine food that's good for him. In the form of a delicious pop corn that tempts him to buy another bag every time be gets a whill of its palate-teasing aroma,"

AMUSEMENT MACHINES

Old Pop-Corn Vender Shows Many Nickels

DETROIT, Jan. 29 .- The new rage for DETROIT, Jan. 29.—The new rage for utilomatic pop-corn venders prompted some research on the part of The Bill-turns from similar venders in the past. There was a large machine, selling at about \$1.400, placed on the market some four years ago, altho never extensively merchandized nor advertised at the time. and since discontinued. It was probably a few years in advance of its time, and some of the mechanical problems ina few years a some of the mechanical provinces as they worked may not have been solved as they worked may not have been solved as they worked may not day's modernistic machines—and the price was away too high for the product, which suffered from competition product, which suffered from competition is a low-nriced candy venders reliwith the low-priced candy venders ing at a few dollars, for instance.

with the low-priced cabusy reasons as-ing at a few dollars, for instance. But with all these handleaps the machines made money for a while. They apparently were not out on location very apparently were not out on location very but there are few in stoney to a stoney but there are few in stoney to a stoney tain location in this city. One of them was known to have a non-reversible counter on it, recording the number of sales. A check-up this week showed counter on it, recording the number of sales. A check-up this week showed over 133,000 nickels had been passed thru the muchine—and that means over \$6,500, which would indicate that even the high price of the machine was just-lied by the returns. With popular pat-roungs like this three should be a small fortune for operation of the new modern machine at today's prices.

Big Biz Foreseen By Popmatic Exec

ST. LOUIS, Jan. 29.—"From the thousands of orders received during the show alone," states Raudolph Greenbaum, president of the Popmatic Manufacturing Company, "It is possible for us opedict to some extent the vast amount of business that will be done in 1938.
We are clated at the prospects as well as pleased with the record and performance of the new Popmatic. Model 24-A, which is the result of many months of research on the part of our engineers.
"We are convinced," he continued, "We are convinced," he continued, "as were the operators and distributors who crowded into our booth, that from the standpoint of simplicity and per-formance, Popmante is tops. We have formance, Popmatic is tops. We have had hundreds of machines on location for months and months-long enough to test every item for durability and ease of operation. Machines that were put on location more than eight months on location more than eight months ago in Kansas are still in constant operation. All of them are pulling nickels steadily and some are etill on original locations. In spite of this aplendid record we have been able to make new improvements and add new features that put our machine definitely ahead. The new Popmatic embodies all the latest features and improvements.

All superfluous and trouble-making All superfluous and trouble-making items have been eliminated. Greenbaum went on to explain that these latest models of his firm are knockouf for looks, for they come in a variety of color corombinations ranging from black and white to postels. "There is a color scheme that will blend harmonicusly with every background no matter what the location." he declared.

matter what the location." he declared.
"A new oll-leveling system insure, the
use of a minimum amount of seasoning
oil, delivering a more delicious and
wholesome bag of pop corn. The popping
unit is completely enclosed with glass
to facilitate cleaning and to enhance
the attractiveness of the machine. The the mechanism that recuses the pop corn the mechanism that receases the pop corn into the suck, so that both operations are effected with one twist of the wrist. These are merely a few of the features offered by Populatia." Greenbaum con-

Chico Baseball Is Hit. Execs Claim

HIL, Excess Claim

CHICAGO, Jan. 20—According to East
Wathers and Sam Chenburg, officials of
the Chicago. Coin Manufacturing Company. Chiloo Baseball, which they extable Chicago. Coin Manufacturing Company. Chiloo Baseball, which they extable the pick up appeal along the route to big
profits, in appealing of the game Wolpert
stated, "Chilo Bisseball is so full of action
somed columner spellbound at the show,
We predicted such high appeal before we
unwelled the game and now orders are
unwelled the game ind playing
field it contacts home runs, bese his,
bit the unapire, strikes, outs, etc., which
colored beckboard, When three strikes
are registered an out is automatically

are registered an out as automatically "Chico Baseball is Just packed full of action from start to finish, "What's more, it is the time of action that keeps players on edge all thru the game and keeps them tossing coin after coin into the machine," Wolberg concluded,

Hot on Stoner's Vogue

BRCOKLYN, Jan, 29.—Dave Robbins, of D. Robbins & Company, reports that he has booked orders on Stouer's Voyage amounting to several carloads. Many five-hall novely game at the Coin Machine Show, Chicago. "Shipments are due any day now," says Robbins, "and we shall fill our orders in the order received."

Robbins Sells 1c Basket Ball

BROOKLYN, Jan. 29.—Dave Robbins, of D. Robbins & Company here, is offering operators a mechanical 1-control of the company here, is offering operators as the company here in the purchased the machines from the manufacturer at a closs-cuit sale while in Chicago. Games have been reconditioned. Game can be operated in all tezritories, as it is 100 per cent skill and can be placed on a continer or used with metal stand.



TESTIMONIAL BANQUET IN THE POPMATIC SUITE, Sher Coin Machine Show. Rudolph Greenbeum, president, is seated at head of table; George Delf, chief engineer, is standing. The banquet was given in honor of Delf for perfecting the Model 34-A Popmaria.



Popcorn Vending Machine "Pops with Hot Air"

At the Coin Machine Show the AIRPOPS-IT popcorn vending ma-chine proved to be the cutstanding winner for 1938. Think of a popcorn vending machine

Think of a popcorn venoing macrime 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

complicated mechanism . only one moving part . popping unit de-tachable, weights only a few pounds and easily replaced. Every machine proof A.B.T. coin drop chule cobinet constructed of heavy. 20-gauge automobile seled . autotic charges in temperature and voltage variations . greater profits because of flow teasoning costs and greater kernel-expansion . persence of the compartment of the control of the control of the compartment of the control of the compartment of the control of the control of the compartment of the control of the control of the compartment of the control seasoned or dry . . . money bex 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" terricially for those in "closed" terricially for those in "closed" terri-tories. Less than ic 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-1T in your territory to insure choice locations, Order one—order five—order 100, but whatever you do ORDER TO-DAY.

OPERATOR'S PRICE \$195.00 F. O. B. Chicago

360 NORTH MICHIGAN AVENUE CHICAGO

Write for Literature

New Orleans

NEW ORLEANS, Jan. 29.—"And a good time was had by all." On this point every operator and distributor of this every operator and distributor of this ser the opinions as to what was the opinions as to what was the opinions as to what was the distributor of the big show. Enthusiastically each in turn quickly responds that the certain line show. Enthusiastically each in turn quickly responds that the certain line handled by himself was by far the "surnamoled by himself was by lar the "sur-prise" of the exhibits. At least credit must be given to each for his loyalty. While the majority of the local delega-tion were highly pleased with all that took place, there were, as usual, the minor few who complained about this thing or that. After all you can't please

There is no surer sign that Chicago again proved a fine host than the fact

that everybody here came back with some kind of a nickname. There were, for instance, such revisions in names of local coin men as Juica (64th Street) Peres, Dom (Free Lunch) Pazzlo, Perdi-nand (Well) Dunn, Harry (Gypsy Corinne) Batt., San (Tick Tock) Gen-Corinne) Batt. Sam (Tick Tock) Gen-tifleh, Ben (Swias Yocker) Cohen, Ed (Memphia Hanjover) Kramer, Melvin (Wanna Get Home to the Wife) Mallory, Harry (Monkey Game) Michem, Emile (Chromium Front) Leasponelli and other "sweet" aliases that apenk their own meaning of what took place at the show.

Hardly anyone raved more about what they saw at the show than Sam Gen tilich and Harry Batt's version o Bally's new Fono Film phonograph 's new Fono Film phonograph.
are members of the firm of Dixie Coin Machine Company, Bally distribu-tor, and they are now tooking forward to the arrival of the first sample number to New Orleans. Sam, by the way, came home with a unique German musical clock.

Only two out-of-town State operators one two out-or-town Stang operators were seen at the show, they were Praisk De Grauuw, Abbeville, and Harry Michem, of Lake Charles. Michem received plenty of congruts at the show for his firm's new monkey-race concessor

Making the trip in one automobile ere four of the Carondelet street gang, soluding Melvin Mallory, Louisiana including including Melvin Mailory, Louisiana Amusement Company; Ed Kramer, Star Amusement Company; Louie Phillips, of Sewecke & Phillips Novelty Company, and S. W. Comeaux, of C. & M. Spe-cialty Company. They said the trip both ways had only two drawbacks. A both ways had only two drawbacks. A fog so thick it could be cut with a knife his them between Chicago and Kankokee, and one of the party gave trouble when the time came to leave Memphis (a city of beautiful girls).

The only member of the local colony who started out for the convention but never reached there was R. N. McCornever reached there was R. N. McCor-mick, of Decea records. Getting as far as St. Louis, Mac ran into his boss. E. P. Stevens, vice-president of the com-pany from New York, and they spent a couple of days chewing the rag over business.

Emile Iscaponelli, of the Bell Dis-tributing Company, Jennings distributor here, was highly enthused over what the here, was highly enthused over what the Jennings factory man had to show him in new Dixle Bell slots. This machine is one of Yockey's creations and Jen-nings is premising to soon ship him a chromitum-front machine which he be-lieves will insure him big spring sales in this section.

P. W. King, of C. & N. Sales Com-pany, reports seeing several interesting numbers which portend a big season ahead for him. "Both the Callle and ahead for him. ahead for him. "Both the Calle and Pace lines have plenty of class for 1938 with new improvements that should make things interesting for me in the next few months," he reports. He also came home with a bad cold.

Also attending the show were Louis Bossberg and Ray Bosworth, of the New Orleans Novelty Company, regional dis-tributor for Gottlieb. These two boys haven't missed a show in several years and both report seeing apienty both inside and outside the Sherman.

Dan Cohen, of the Crescent City Novelty Company, said the show was a fine one and that weather conditions were as good as could be expected for a South-erner. Cohen recently bought 100 Snack nut venders and placed them on loca-tion in New Orleans.

President Jules Pace of the New Orereasonit Jules Face or the New Or-leans Coin Venders' Association failed for the first time in several years to make the convention and had to be con-tent with listening to the others tell about the good time they had.

N. Shure, of the N. Shure Novelty Company, Chiesgo, visited New Orleans this week accompanied by Mrs. Shure

Convention Report

To the Editor: I simply have to take time out to congratulate you on your remarkable job of reporting the 1038 convention. For speed, accuracy and comprehensiveness I have never seen a finer job.
JAMES T. MANGAN,

Director of Advertising and Merchandising, Mills Novelty Company.

Chicago, Ill., January 28, 1938.

and their son. They sailed from this port on an extended tropical cruise of two weeks and say they will return to Chicago by way of New Orleans. Shure expects to take up Sam Gentilich's offer expects to take up Sam Gentilich's offer to go on a fishing trip in the Gulf waters

Local distributors are encouraged by he repeal of Mississippi's license tax of Local distributors are encouraged by the repeal of Mississippi's license tax of \$175 a year on slots and pin games. This repeal is expected to encourage big-ger operations in the sister State and New Orleans will be the logical outlet for the added demand.

Lon J. Darley, Jackson, Miss., received his patent this week for a parking meter which he has already sold to the city officials of his home town for atreet use there. His patent rights have been as-aigned to the Cruvity Meter Corporation

The Ko-Pak-Ta Corporation of Arkan-mas, with headquarters at 467 West Seventh street, Little Rock, has filed a certificate of incorporation in Little Rock. The company is to engage in the wholesale and retail sale of nuts and vending machines with authorized capivending machines with authorized capi-tal stock of 49,700 shares of preferred and 300 shares of common with \$1 per value. Incorporators are Charles L. Mellar, president; William R. Beatty, vice-president; S. B. Mellar, secretary, and E. P. Dietz, treasurer.

Six Divisions in Blow Ball Set-Up

CHICAGO, Jan. 29.—A distributing set-up of six firms has been appointed set firms has been appointed to make the matter of the set o this week. The following fir named in the announcement:

named in the announcement:
Gerber & Chias, Chicago, will cover
the territory of Illinois, Indiana, MichIgan, Ohio, Fowa, Wisconsin, Minnesota,
Igan, Ohio, Fowa, Wisconsin, Minnesota,
Gouth Dakota,
Nebraska, North and
South Dakota,
Carl Mantell, National Coin Machine
Gorp. Washinston, D. C., was assigned
the territory of Pennsylvania, Maryland,
Virginia, Kentucky, Tennessee, Alabama,
Georgis, North and South Carolina.
The Modern Vending Company of New
York will direct sales in the horothera
york will direct sales in the horothera
and in Fiorida.
Automatic Vendors Oo, formorty the

and in Fiorida.
Automatic Vendors Co., formerly the
Gans Co., Los Angeles, will cover South-ern California and the Southwestern
States, Lou Wolcher will handle North-ern California and the Northwest.
Texas, Oklahoma, Missisalpri, Arkan-

ess and Louisiana were assigned to Booby Obedal, well-known comman.

Shipments on Blow Ball are scheduled Shiphents on Blow Halt are scheduled to begin on February 8, officials stated. In addition to the distributors in the various sections, Prank Kirk, of San Diego, will act as field man in that territory, and Bichard A. Nelson will act as factory field representative in metropolitan New York

politan New York.

The staff of C. R. Kirk & Company consists of Claude R. Kirk as president: Frank K. Maitland, executive vice president, was formerly an executive with the Studebaker Corporation, and has been designing and merchandising coin been designing and merchandising coin machines for the past 7 years W. P. Struby, vice president in charge of operations, has had long experience in engineering coin machine production and also with industrial factories; Ed E. Collison, chief enginer, was formerly with Rolcomb & Hoke and later with the Capebart Corporation: Lawrence Gotsch, chief of experimental department, has several highly successful scales to his credit; Albert Spretteer, chief draftaman, was formerly with

International Harvester and other firms. Herman Walters, chief inspector, has ten years to his credit in the scale

Western Games Go Fast, Savs Burras

CHICAGO, Jan. 29.—"Centrary to the customary procedure in the pin gains industry, the Western Equipment and Supply Company has surprised a number of operators with immediate delivery on of operators with immediate delivery on all the new numbers recently es-hibited, easys eales manager Hugh Burras. "Many operators who attends of the control of the control of the convention week and who placed the convention week and who placed the control of the current Western release have expressed their pleasure at the rapidity with which their orders have been filled. There is no secret behind our ability to make deliveries so soon our ability to make deliveries so soon our ability to make deliveries so toom after the premier showing of models. All games were pre-tested, thoroly proved on actual locations and all "bugo" frome the premier analysis of the premier analysis. out. This enabled production to shead without the delay usually caus by revision of untested models.

"Already the operators are congram-lating us upon the fine games, and pres-ent orders and prospective recorders will necessitate full-time production for an ent orders and prospective recrease will necessifate full-time production for an indefinite length of time." Burras con-tinued. "Among the games which are being put thru the Western production line at the present time are Ak-Sr-Ben, Quincila in three models, including the resulting expective, recommendations of the protiple selective seven-play selective six-play model v multiple the selective six-play model with the multiple play chute and the single play model; Big Play with the seven-coin head for selective play; Golfmore, an anusement game; Harmony Bell and Dewey Jr.," he concluded.





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The Date Control and the second process of the Control and the second process of the Control and the second process of the Control and the Con

Charles and the same of the sa Sensational **Bargains** In Reconditioned

SLOT MACHINES

Every Machine Buffed and Refinished

January Chief Left Ball, So. 842-50
Collin Dickete Daff Bill, Ed. 15:00
January Chief Left Bill, Ed. 15:00
January Chief Bill, Ed. 15:00
January Chief Bill, Ed. 15:00
January Frest Verder Daff Ed. 15:00
January Frest Verder Daff Ed. 15:00
January Verter Frest Verder
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Mills Topr Freen DJP Beit. 50, 18,50, Watting Rotates Front Vender 27.50
Watting Relates Front J P Bell, 5c 38.50
Watting Relates Gold Award DJP
Bell, 5c 12.50 ing Side Wender SJP, 25c. 7.50 1/3 Deposit, Balance G.O.D. Cable Address: "Idealos." Phone: Garrield 0072.

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BELOW COST!

SACRIFICE SALE
Beautiful, Brand New PEANUT VINDORS with 3-1b, capacity
for counters and booths. Chromises fishib, capitped with
high-grade lock. Large manufacturer must sell. Order Now—
No C. D. De.

N. W. TERMINAL. MINNEAPOLIS, MINN.

We THANK YOU.



V. H. ROWLETTE Special Sales Representative



RUDOLPH R. GREENBAUM President



WALTER CUMMERSHEIMER General Sales Manager

To the many thousands who came, saw and chose POPMATIC at the Coin Machine Show last week in Chicago, we express our sincere appreciation. The graitfying display of enthusiasm on your part resulted in sales totaling thousands of machines. And it is just what we expected . . . We knew you would like the new POPMATIC with its many complete automatic features, slug rejector and other improvements which place it far out in front of any machine for similar purpose. Again we say, "Thank you."

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World's Finest Vendor



PROVEN Money Makers!



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Perfect Condition Cigarette Machines Stewart & McGuire

7-Col. Cap. 200 Packages \$59.50

REX NOVELTY CO. 3222 N. Halsted Street, Chicago

New England
3005TON, Jan. 29—mack Swaris of
Winrox Vending Company, Winthrop,
Mass., has set March 20 as the day for
the wedding belts to peal forth bis
marriage to Ruth Goodman, Quincy,
Mass, Jack's intended wife is a dietary
eapert.

At Deline' wife to ill at Reample, Mass. A. Sylvia came up from New Bedjord.

A. Sylvin came up from New Bedford, Mass., last week, quite enthused, but found all the local Boston distributors off to the Chrago Coin Mechine Con-rention. Sylvia is connected with the New England Pin Game Company.

The traveling Gordons have set up a new Rinerary, Lillian and Jerry Gordon —she of the Trimount Coin Machine

Company secretarial staff—bave left their Bilierica, Mass., home, where he is a public school teacher, and have set up an apartment in Somerville, Mass. Now Jerry commutes to Bilierica, and Lillian to Boston. Jerry collided with another automobile the other day, but escaped uphurt.

Ida Shapiro, office manager during this season.



AT THE KEENEY PRIVATE SHOWING: Top left, The Atlas ambassadors; right, Harry Moseley and the Virginia delegation. Lower left, Jim Boyle, H. G. Morrison and others at the bar: right, delegation from Minnesota.

PAN'S CANDIES FOR VENDING MACHINES

GOOD TASTE QUALITY

(fill in Coupon for Price List.) PAN CONFECTION FACTORY (National Candy Co., Inc.) 345 W. Erie St., Chicago, III.

Centiemen: Please send me full particulars of your Hant Shell Candles.

Name Address

> City State (Use Pecali, Ich Will Blot.)

HEADQUARTERS FOR

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ASSOCIATED ENTERPRISES, INC., Pure Oil Building. Chicago, III

End your correspondence to advertisers by men specing The Billboard.

The Billboard Music Men Praise Seeburg Machines

CHICAGO, Jan. 29.—"Althe comment about a lot of things at the recent Coin Machine Convention has seemed to away during the past few weeks,

Coin Machine Convention has seemed to fade away during the past few weeks, we still best, in every part of the council of the

acoustical freatment that can be termed nothing ahort of perfection, according to present-day standards. "We learned that, with a theory of music merchandising to spur them on, Sechurg designers created their instru-

Seeburg designers created their instru-ments with an eye to locations rather ments with an eye to locations rather structures and the seed of the seed spin place and the seed of the seed spin place and the seed of the seed validate were built to inspire a de-desire for music among location patrons, validors were informed, but most oper-table of the seed of the seed of the "Among the various features Seeders." "Among the various features Seeders." Symphonoises are triple tone flow, high Bidelity compensated bias amplification, a instrument panel that permits the patron to make his selection and play his only without compensation as the seeders. his coln without distorting his body, and the Seoburg record preference meter, an finnovation in Sectury instruments which permits an accurate check on the popularity of each record in the

the popularity of phonograph."
Secburg officials advise that production, now at top speed, will continue at that pace for an indefinite period, due that pace is a popularity of the popularity of the product of the popularity of the product of the prod

Hoelzel Adds Phono To His Sportland

RICHMOND, Mo., Jan. 29.—Carl Hoel-nel has added a new 20-record phono-

sel has added a new 20-record phono-graph to his sportiand canino here and the machine is receiving a big play from of whom are affiliated with the coal mines of this region.

Of whom are affiliated with the coal mines of this region, and the sport-land, and only legal coin-operated ma-chines may be found in the Primes are enjoyment from ansulement derived alone—and putronage has been excellent.

Sheet-Music Leaders

(Week Ending January 29) (Week Ending January 29)
Sales of music by the Maurice
Richmend Music Corporation, Inc.,
are not included, due to the exclusive
selling agreement with a number of

selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashbey Music Supply Company, of New York: Lyon & Healty: Carl Pischer, Inc.; Ganable Hinged Music Company and Western Book and Stationery Company, of Chlesco

Last Wh. This Wh.

Bel Mir Bist Du Schoen Resalie

2. Rossille
3. There's a Cold Mine in the
Sky
4. You're a Sweetheart
5. True Confession
6. I Double Dare You
7. Dipsy Doodle Thanks for the Memory

 Thanks for the Memory
 When the Organ Played "Oh,
 Promise Me"
 Once in a While
 Ten Pretty Cirls eet Son

Sail Along, Silvery Moon 14. Josephine 15. In the Still of the Night





MARTHA MANNERS. Hollys MARTHA MANNERS, Hollywood star now on tour with Sonja Hente tee carnival, together with Bud Smith, Rock-Ola distrib from Los Angeles, and others watch the new Rock-Ola Monarch-20 lift a record into playing position.

owd, the record being nearly 400, escrowd, the record being hearty www, ex-tablished last Sunday.

A Skee-Ball tournament now in progress at the spot is attracting wide attention. The sportland, opened into in November, is owned by the United Amusement Company of Kaneas City, liend of which is Hoelzel.

Music Ops' Assn. Elects Officers

HOUSTON, Jan. 29.—The Music Operators Association, Inc., at a regular business meeting installed the following officers for 1938: President, William Peacock; vioo-president, Fred MeGlure; treasurer, Lester Hearn; executive secretary, W. A. Niemacki. Board of directors

tary, W. A. Niemiacki. Board of directors appointed by president: F. S. Clancy, Lester Hearn, J. W. Williams, W. C. Atkins and Fred McClure.

Two new members, Operator Homer Norris and Eigene Milburn, were accepted for membership in the associations.

Encouraged by a remarkably successful past year, the present staff of officers is planning even bigger things for this year, such as expanding and accepting year, such as expanding and accepting members outside of Houston and Harris County, assisting operators in near-by treiting such organizations to affiliate with Music Operators, Inc., as well as working toward having the Siate Asso-ciation meeting held in Houston, are some of the plans.

Capehart Suggests Ops Boycott Smut

NORTH TONAWANDA, N. Y., Jan. 29.—
"Even more effective than police aprilies of the property of the property of the property of the property of the Rudolph Writitor Company, grative disc by even music operator in the industry. This mensee can and about he wiped out, and there's only one should be wiped out, and there's only one thing line, Successful operators realize that dirty records do and can strike a first, and the property of the proper NORTH TONAWANDA, N. Y., Jan. 29.

thru the mails.
"McClelland is en route to Australia on board the Monterey, and U. S. Commis-sioner D. V. Read advised Honolulu police

hold him for a warrant which is being flown by the China Clipper. This is the first time the Clipper has been used for

arch a purpose.

"Postal authorities assert McClelland has flooded the country with thousands of pornographic records. He will be returned here for trial."

Foreign Records Draw in Detroit

DETROIT, Jan. 29.—Music machine operators in Detroit and territory are getting plenty of nickels by means of a

getting plenty of nickels by means of a judicious selection of foreign language records. The fact was brought into strong attention this week with the constrong attention this week with the constrong attention the property of the popular adaptation of the Yiddels Del Mr Bist Du Schoon.

Probably foremest Delsey appulation of Detroit. Acchesing open propulation of Detroit. Achesing over the week-end of several machines in beer gardens in the Polish neighborhood showed a sprinkling of records listed in this language of the propulation of the guage. While the titles are unintellished to one accustomed only to English the custoff was obviously Folish and suppeared to play these numbers over and over again. Satusday night crowds, in particular, had their favorites among Similar conditions prevail in the German neighborhoods. A beer garden visualization of the conditions of t

Similar conditions prevail in the Ger-man neighborhoods. A beer garden vis-ted in a German district had some in-tered in a German district had some in-enjoying the traditional hop-waltz. About 25 to 40 per cent of the records on these machines were in a foreign language. The balance were populsar American tunes. The operators who have these machines have profited by select-ing records to fit their locations instead of a blind selection of the most popular recent numbers.

Oldtimer Praises Wurlitzer Phonos

OMAHA, Jan. 29 .- From a spring-wound OMAHA, Jan, 22.—From a spring-would phonograph to Wurlitzer automatic phonographs—that's the 23-year story of J. P. Johnson summed up in one sentence. The owner of the Johnson Music Company is now celebrating his silver an-



J. F. JOHNSON

niversary in the automatic music bustness-and one sentence can't begin to do justice to his activities during the past

quarter century.
Now 62, Johnson reports he left a pr Now 62, Johnson reports he left a profit-able hotel and restaurant business to en-ter the more profitable automatic music bintiness back in 1913. Today the John-son Music Company is locking forward to even greater activity in the next 23 years, and Johnson's son. Cliff, is going to play a major part in that settivity. Johnson's August's Wurlitzer Century Club conven-tion.

Here's how he feels about Wurlitzer:



LAURENCE COOPER is field in-structor for the Rudolph Wurlitzer Company in Bob Bleckman's district of Chicago and vicinity.

New Orleans

NEW ORLEANS, Jan. 29.—How's the musko machine business in New Orleans these days with hundreds of carnival parties and open season in winters Capital City? you ask. Well, Ber Mo-Bier du Schoon is the answer of practically every phonograph operator saked auch a question by The Billboard cone-spondent. For the German-titled record is really the power behind the throne of the business and will probably be long remembered.

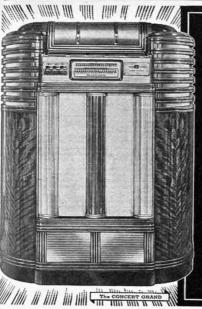
Business could hardly be called better. Every operator in town has every available piece of equipment out on location and the piece of equipment out on location now until March 1, when the feetivities reach their climax with a general holiday of masking and even the Cuy Hall is turned over to the Lord of Mizule, the demand for stutie in all shapes and forms is beyond reasonable facilities and forms is beyond reasonable facilities. to cone with.

Melvin Mallory, manager of the Louisiana Amusement Company, believes that Rockold's new phonograph was the hit of last week's show. He has already placed several orders for operators who have taken his word for it and predder that this machine will be the hit of the year.

Hugh L Smith, formerly with Felt Supply Company at Atlanta, and well known in music circles of the Southeast. In the supplement of the Southeast is to been applied supply Company and Southeast and Southeast and Southeast and Southeast and Southeast and Southeast Albanas. He replace specialist for the BIGA-Victor Company, working out of Camden, N. J. was a visitor here this week. Earlee says this recording sales in January will exceed any other month since 150. L. Smith, formerly with Polk

The new Wurlitzer 24 continues to attract butying attention at the office attract butying attention at the office attracts, and a state of the state Dougles, all of New Orleans, Jerry Gra-pous all of New Orleans, Jerry Gra-monis, head of the company, writes from Greece that he expects to return to New Orleans in time for the March Gram nucleus. Gras purades.

I can say without hesitation that I'm on business with Warlitzer obdone more business with wuritier phoce-graphs than I could ever have done with any other machine. I'm 100 per cent solo on Wuriltuer's policies. Not only are the great people to do business with, but their whole-thearted co-operation has helped thousands of men like me build a permanent, profitable establishment know I can count on their continue support, just as they can count on mine



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20 RECORD MULTI-SELECTOR SEEBURG SYMPHONOLAS

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"The Regal" *

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A beautifully illustrated brochure, containing complete information, will be mailed upon application to an authorized Seeburg Distributor or to the J. P. Seeburg Corporation.



CORPORATION
1500 DAYTON STREET
CHICAGO, ILLINOIS

J. P. SEEBURG

SINCE 1902

Detroit

DETROIT, Jan. 29.—Fred Gernabeck, d the City Music Oempany, states that he increased appreciation of music owners of the control of the contr

Louis Berman, of the Champion Autonatic Music Company, is spending a leck in New York in the interests of his lem.

Join W. Wexler, head of the Midwest hat/hulling and Manufacturing Comacy, is busy these days equipping the ewiy purchased clubhouse of the Cononia Society, a group of German Egers.

Music machine sales are again on the

upswing. Jack Glick, Fred Cardella, Edward C. Carlson and Joseph Brilliant are among those who recently purchased new equipment.

The Iny-Fisher Music Occupienty excently formed by Natian typ and Petry Fisher, has opened downtown headquarters at 1713 St. Antoine attent. Owners are experienced business men. Fisher is actively managing the business. He is actively managing the business. He is publisher of The Detroit Ness-World, weekly colored newspaper. Ity is a Chicago man and owner of the Cubin Ian, local right club. Firm specializes in the color of the color of the color special color of the color of the color special color of the color of the color op, formerly connected with the Marquette Music Company.

Pelix F. Jencka is another newcomer in the local music field. He has gained experience in the public's taste for mu-

ate by acting as assistant to his father, who operates the J J har in Hamtramek, a Detroit suburb. Jencka was formerly a radio service man and has more than of the suburb. The construction of machine, "The operation of machine," I could place 25 more in Hamtramck alone H I had the capital to buy them right now. I have friends to buy them right now. I have friends upply them at the memora."

New operating partnership reported in the music field this week is that of Scott A. Wilson and Harry D. Ryther. Both men are starting in with large orders of Mills' Zephyrs, according to reports.

While her husband took in the show at Chicago Mrs. Douald A. Coney took active charge of Sec-Con. Inc., local Seeburg distributing company.

SOUTH FLORIDA PHONOGRAPH ROUTE For Sale

100 No. 516 and 716, abs 21 416A, All Wagthers, in perfect condition and on heating. Will include 25 extra Obtains Speakers, Carress Ocecario, 5,000 late Hacords and All extra Phanecario Fatts. A clean up-to-the units of realtion (regist) to goy, no conscisions for locations, to regist to goy, no conscisions for locations, at at \$165.00 per 100t. Part cash, balance of the Double 100 lilliouse, Circlensati,

Five Best Record Sellers for Week Ending Jan. 31

B7378—"Steepy Time Gal?" and "Websah Blues." Freddy Martin Orchestra. B1366 — "On the Sentimental bide" and "This is My Night To Dream," Abe Lyman Orchestra. B7344 — "Bei Mir Blay Du.

BLUEBIRD

B7344 — "Bei Mir Bist Du Schoen" and "The Big Dipper," Jerry Blaine Stream Line Rhythm.

B7355 — "Coodnight, Angel" and "There's a New Moon Over the Old Mill." Shep Fields Ripping Rhythms Orchestra.

B7228—"Sneake Charmer" and "Dibay Doodle." Jerry Blaine Stream Line Rhythms

BRUNSWICK

8037—"Bei Mir Bist Du Schoen and "I Double Dare You. Music in Russ Morgan Manner

8043—"Sweet as a Song" and "Half Moon on the Hudsign," Horace Heidt Alemite Brigadiers. 8052—"The Dipsy Doodle" and "Tidal Wave." Music in Russ Morgan Manner,

8050 — "Whistle While You Work" and "One Song." Art Show's New Music.

8044 — "Harmony in Harlem" and "Black Butterfly." Duke Ellington Orchestra.

VICTOR

25693 — "Dipsy Doodle" and "Who?" Terreny Dersey Orches-

25751 — "Bei Mir Bist Du Scholen—Part 1" and "Bei Mir Bist Du Schoen—Part 2." Berny Goodman Quartet.

25752 — "Bel Mir Bist Du Schoen" and "There's a Gold Mine in the Sky." Kate Smith with orchestra. 25761—"Love is Here To Stay" and "I Was Doing All Right." Lany Clinton Orchestra.

25763—"The Big Dipper" and "Smoke From a Chimney."
Tommy Dersey Orchestra.

VOCALION

3913—"Dear Old Cirl" medley, group singing with orchestra, and "She Was Just a Sailor's Sweetheart." Frank Novak Rootin' Tootin' Bays.

3909—"Sometimes I'm Happy" and "Indians." Swing and Sway with Sammy Kaye.

3910—"There's a Cold Mine in the Sky" and "Thanks for the Memory." Isham Jones Orchestra.

3912—"In an Old English Village" and "Error in the News."
Cab Calloway Orchestra..

3654 — "Loth Lowcod" and
"I'm Coming, Virginia." Maxine
Sullivan Orchestra.

THE WORLD'S MOST PERFECT LONG PLAY PHONOGRAPH

PRODUCED BY SCIENCE and SKILL

NEEDLE MORE THAN 2000 PERFECT PLAYS

Only PERMO POINT is standard equipment on ALL new phones, it requiremented and sold by all record intelligence of the standard of the standard

PERMO-POINT

The Only Noville
for Dependence Performance
IT'S ALL IN THE
PATENTED
ELLIPTICAL POINT:

PERMO PRODUCTS CORP.

Metallurgists - Manufe

CHICAGO, ILLIA

NATIONAL'S

BARGAIN COLUMN POREIGN BUYERS fee Prempt and Efficient Att Through Our Expert Department Cable Address: NATCOINCO.

EACTORY RECONDITIONED World Series \$145.00
Kedney's Track Time Cornole 120.00
Salfoning Decrinose Connole 120.00
Lessey's Bowlette 50.00
Salfoning Howelette 45.00

PAYOUTS Derby Day, no Olock., \$32.00 Winner ... 27.00 60.00 15.00 42.50 Derby . 10.00 liamo . 10.00 lueen Mary 10.00 lying High 10.00 lonopoly . 10.00 luiti-Play, 9.00 42.00 38.00 Wheel 37.00 billege Feet-

Dence Foot-hall, Floor Barmole . \$39.00 halco Derby, Floor NOVELTY CAMES. Home Stretch ..\$28.00 Bally Scott-or 18.00

pie . 32.00 Electric st . 25.00 Screb's . 14.00 Derby 25.00 Burner . 13.00 SLOTS.

MIRE Blue Front, Single Jack, 60
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22,50

COUNTER CAMES

TERMS: 1/3 Deposit, Salance C. O. D., F. O. B. Chicago.

First With the Latest New Games, Get Your Name On Our Mailing List.

National Coin Machine Exchange 1407 DIVERSEY BLVD., CHICAGO.

Dallas

DALLAS, Jan. 29.—Practically all of the Texas delegation to the Chicago Coin Machine Blow, returning its Oreas this Machine Blow, returning its Oreas this tors were tilled with praise for the stores of 'The Big Show,' M. and Mr. Earl Beynolds, who headed the Toxas Monday, Just in time to experience the thrill of a fire in the block in which quarters are maintained. Several buildings near the Reynolds office were deartoged by fire on January 34. No damicy of the Company, West Company, West Distributing Company, West Distributing

moun ar. and Mrs. Reynolds were en-thusiastic in their reports on the Chi-cage show. Mrs. Reynolds' favorite topic of conversation was the banquet and show given to the 800 Wurlitzer opera-

of conversation was law conversion of conversation was a law conversion of the three company. Mr. Reynoids was most pleased with the demonstration of colors given by Dr. Among the conversation of the show. Among the Tensa operators who returned from the show were: T. R. Walk-Prankrich: Tom Murray, of The Automatic World, Mr. and Mrs. R. J. Flake, Mr. Among the Conversation of the con

George W. Wrenn, president of Wrenn Sales Company, Dalles, distributor, pulled a fast one on friends here last week. Slipping away from Dalles Saturday with his office secretary, Miss Lyda Hoke, they returned to Dallas Monday as Mr. and Mrs. George Monday are Mr. and Write Company of the Company of the Company of the Mrs. George of th

W. C. Smith, branch manager for M. Brodie Company, reports splendid sales on Korn Parchies, a sweet corn confec-tion which the Brodie Company is introducing to Southwestern operators.
Mr. Smith, just returned from a territory trip, says he had a landslide of orders from rending machine operators. Mr. Smith attributes Korn Parchies good sales to the fact that it slays freeh atmost indefinitely, muking it an ideal wending machine product. M. Brodie Company's sales policy will keep Parchies a vending machine leem.

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

GUY LOMBARDO Victor 25764

This Is My Night To Dream (more of that Royal Canadian style for songs that Bling Crosby will sing in his newest flicker.) On the Sentimental Side (and this side is just as sweet, Carmen doing right by the words for the medium tempood rhythms on both sides).

FREDDY MARTIN Bluebird 7378

Wabash Blees Irhe swingsters go gutbucket for this stand-by, but masstro Martin makes it a sweet sort of swing in the slow and easy time). Sleepy Time Gal (another of the oldies in a dan epy Time Gas tanother of the oldies in a dancing style that; plenty danceable, even if it makes you think of Philadelphia.

Two Dreams Got Together (Kenny Sargent adds his voice to the fullaby and it's a sweet song that inspires any two to get together), GLEN GRAY Decca 1607

I Can Dream, Can't 17 (sounds like the same slumber music but makes more for spoonin' than sleepin's. Outside of Paradise (the sliding trombones add that heavent)

WILL OSBORNE Decca 1611

Outside of Paradise (the sticing fromcones and that heavesty fouch to the harmonices).

Sheanigaes (this is more in the slide swing that characterize. Will Obberno's music and that Irish Ravering should be a welcome relief until they try another nickel's worth of the Bei Mir Bist Du Schoen).

ISHAM JONES Vocalion 3920

More Then Ever (a smooth balled set to smooth syncopating with foe Martha adding the song story).

I Double Dare You (this song is nearing the tops in popularity so be prepared to double your take).

SWING MUSIC

FATS WALLER Victor 25762

Why Do Hawaiians Sing Aloha? (it'll cost 'orn a nickel to find out).

My Window Faces the South (this is the better side with Waller in a better jivin' mood that'll have 'em jumping and holer-ing for more.

ART SHAW Brunswick 8054 Good Night, Angel (this is one of the sweeter songs of the day. But before Shaw's clarinet and orchestra get thru with it, the Angel is a honey that really swings. There's a New Moon Over the Old Mill (the kind of tune Cay Lembando would play only this side is cut in the style cats

call swings.

COOTIE WILLIAMS Vocation 3922

Pigens and Peppers (they might hat as well called it Scorpedade and Herning Cooles bucks Ellegation's framework and with some of his fellow bacdmen, sechaling the Duke on piano, cuts some fancy Harlem blacks).

[Jubilesta (Duke's dandles have a jambores for this exolic theme that seems to have been impliced by the Bit Mir authenti-

BOB CROSBY 1615

Big Apple Dance (they only call the numbers for a Sig Apple dance. The tune they swing in a Dixle style is the old-timer, but ever welcome. When My Dream Beat Comes

some (them Crosby cats beat it out for a swingeroo that's too much for only 5 cents).

KATE SMITH Victor 25760

VOCAL You're a Sweetheart (the number one song of the day and Kate sings the balled in number one style!, When the Mees Comes Over the Moventaln (a new kind of moon coming over a different mountain with The Ambai-sadous helping the lady swing if over the billitop).

ETHEL WATERS Decen 1613

You're a Sweetheart (Miss Waters is a natural for your phonon and gives the ballad all the's got), I'll Get Along Somehow (the torch is carried on this side, too)

ELLA LOGAN

Jingle (Bingle) Bells (plenty more days till next Christman, when this would be more in order. But if they like it twings, the gal gives it and the band beats it!). Oh, Deart What Can the Matter Be? I this Scotch folk cong will make 'em hop, skip and jump out of their killries'.

RACE

THE YAS YAS CIRL New Drinking My Blues Away (which is what happens when (Merline Johnson) Weet, levin' papa goes on two-line time), Crime Don't Pay (there's preachin' in her piping but the semmo is worth a nickel donation).

ROCK-OLA PHONOGRAPHS CONDITION GUARANTEED. \$75.00 ea. One-Third Cash With Order. BIRMINGHAM VENDING COMPANY DIRMINGHAM ALA.

OHIO

OPERATORS --- JOBBERS

Openings for Exclusive Distribution of Coin-Controlled Automatic Phonographs to Responsible Parties.

Write BOX D-115, The Billboard, Cincinnati, Ohio.

RECORD GABEL AUTOMATIC PHONOGRAPHS 53500 IMEN

SPECIFICATIONS: Beautiful Streamline Cabinets (All Colors), Size 48" high, 37" wide, 19" deep. Operates 24 10" records, Automatic Selectivity. Webster Amplification—Magnavox Speakers. Perfectly reconditioned and guaranteed. TERMS: 1/3 Cash with Order, Balance C. O. D., F. O. B. New York.
LOWEST PRICE EVER OFFERED! WIRE—WRITE—PHONE.

ROBERT GRENNER CO., 246 W. 54th St., (CIRCLE N. Y. C.

DISTRIBUTORS EEBUR

- Regal - Concert Grand MILWAUKEE COIN MACHINE CO. 3725 W. Center St., Milwaukee, Wis.

WILLTRADE 200 LATE CHIEFS FOR WURLITZER P-12 312 412

ROCK-OLA 36's DO RE MI Write or Wire How Many

You Have To Trade GERBER & GLASS 914 DIVERSEY BLVD. CHICAGO

Roston

HOUSTON, Jan. 29.—E. C. Lear, of-fice manager of Electro Ball Company of Houston, stated that December sales of Seeburg phonographs were over 700 per cost greater than any previous Decem-ber. The average was actually higher, but due to the fact that one Houston but due to the fact that one Houston operator specified delivery after January 1 on more than 20 new machines, that mic could not be counted on December records despite the fact that it was then

Miss I. D. Gillham, manager of Amusco Company, Inc., is Houston's only lady operator. Miss Gillham's company, in operator. Miss Gillham's company, in addition to music operate quite a string of pin games, bowlettes and vending mechines. The firm has five operators, such of them specializing in a certain for, while Miss Gillham herself man-ages the office and supervises the serv² lee department.

Stelle & Horton's record shop has re-Scelle & Horton's record shop has re-outly been enlarged to nearly twice the original size. Mrs. Lots Scelle, manager had increased by leaps and bounds since the record shop opened last August and Cat the improvement was necessary to maintain their reputation of carrying a complete line of all makes of records at

The first regular meeting of Music Operators' Association, Inc., of Houston held in 1928 was outstanding in several ciferent ways. With 100 per cent attendance present complete harmony different ways, W marked the entire business proceedings Everything was constructive. The busi Everything was constructive. The busi-tess session cleared the heaviest docket in record in the shortest length of time. After the regular mostling adjourned a short special meeting was held. Following the special meeting members lingered for more than an bour talking, telling jokes and generally enjoying themselves.

A few column of South Texas just returned from the big show are A. H. Shanson, H. H. Hotton, Lester Hearn, C. O. Harrington, Hans Von Reydt, Based Dally, of Houston; William H. Thilm; I. Phillips, of Beaumont, and Mr. Taylor, of Port Arthur.

Marshall Reports Increase in Games

DETROIT, Jan. 29.—B. J. Marshall, head of B. J. Marshall, Inc., is one Detroit distributor who is brimful of enthusiasm and optimism regarding the future of the and optimism regarding the future of the smissment machine business and gave concrete evidence of that optimism by the purchase of three carloads of ma-chines while he was at the show in Chi-cage last week, comsisting of horseopes and music boxes. Marshall states he has already received

⊒ LOOK ⊒ IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Honor To Whom Honor Is Due

On the editorial page of The Billboard, ctober 24, 1936, there appeared the October 24, 1936, t following statement:

"While asking for credit to the news. paper men who make favorable mention of the trade, it may be an appropriate time to mention those names that are time to mention those mames that are busy today in creating the coin machine industry's own literature, of wintever Oscar Brusch, Putl Blackford and his staff, Harvey Carr, Edward Graves, Oodin, Tom Murray and Gad Vetterfel, Oodin, Tom Murray and Gad Vetterfel, Teal credit to the industry, James T. Majsan has pioneered in the use of inspirational material for opera-publicity men who also contribute much tors. There are a number of news and publicity men who also contribute much to the printed word of the industry.

"These fellows contribute a lot more constructive thinking to the good of the cause than they are given credit for."

Attention is called to this editorial because during the 1938 Coin Machine Show a "Harvey Carr Testimonial Dinner" was given on Sunday evening be-fore the opening of the convention. Many delegates to the convention who heard of the testimonial dinner did not understand why one editor would be singled out for special honors when sevsingled out for special honors when several others were in the city. Bo many questions were saked that it appears the event may possibly detract from credit due Mr. Carr rather than add

While each editor of the trade papers has his own special following, his spe-cial services and also his competitive advantages, there has generally been a fraternal feeling among the five or six editors in the coin machine field that deserves encouragement, rather, than encouragement rather hindrance.

Two of the best editorial men in the coin machine field have left the in-dustry within the last three years. They the in They left without any expression of appre-ciation from the trade except that which was published in The Billboard, Today both of them have only criticism for the celn machine industry. It is easy to say that they are only two follows who will never have a chance to do the industry any harm. But is it the habit that so many in the trade have of mat-ing enemies for the business when the trade needs all the friends that it posof them have only criticism for sibly can win.

it should also be remembered that our industry let a newspaper editor in Arkanaas write an editorial in defense of pinball games, then draw a jall sen-tence for it and have to fight his own way thru the State Supreme Court to win acquittal—and not a word of apprewin sequittal—and not a word of app ciation from the coin machine indust Any industry that would allow an editor to go thru all that because he tried to defend the indusiry deserves all the criticism and persecution that has ever een heaped upon it by newspapers

been heaped upon it by newspapers. A well-known cartonist helped to popularize pinball games in their earlier of appreciation was ever expressed to him. Today he is on the staff of a Chicago newspaper, right in the home and he decent's seem to give a continental for the coin machine industry any more. His paper is not so friendly plays been worth something at times ave been worth something at times ad it been cultivated. These are some of the men who have

openly tried to help the industry gain a better reputation and fair treatment. The trade needs all the friends it can get, and while expressing appreciation it will do the trade most good to be sure that honor is given where honor

a lot of orders for these machines, of a 105 of orders for these machines, or which he expects shipment next Monday. An order from Harry Stowe for 25 phono-graphs and horoscopes awaited Marshall when he roturned home from the show, Marshall's optimism is also shown in a quite different line. He is also engaged in a \$100.000 home-building project, on

which he has a patent from the Govern-ment for the erection of a large number of five-room homes, nine of which are now under construction. Marshall states when the Government project is finished he has 125,000 orders for individual homes. Recession is not recognized in Mr. Marabull's locality

Business Reported Booming at Exhibit

CHICAGO, Jan. 29.—There's no re-cession at the plant of Exhibit Supply Company. Business is booming along at a merry clip, according to reports from officials of the company. We did enough business at the show to keep our enough business at the show to keep our plant humming at top speed for some time to come, declared Leo J. Kelly, Exhibit sakes unanager. "The big dis-play of well-diversified equipment we showed at our boothe captured the st-tention of ops who not only looked over our cequipment but left plenty of over our cequipment but left plenty of good-sized orders behind them.

"We had on hand what we believe were the greatest array of legal machines at the show," Kelly continued. "Our counter novelty numbers. Love Tester, Disposition Register and Perconality Indicator, went over with a bang. Hi-Ball, our legal upright amusement game, was halled by oldtimers as one of the best games combining skill, anuscement and absolute legality on the floor. In play-ing this game the patron catapults five large balls into rings placed at atrategie points on the unright board.

points on the upright board,

"Bobs, the exciting novelty pin game
with the authentic bobbled backboard,"
many seeking this type of equipment,
while Brounds proved most popular in
replay feature in.

The selector and
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ment can attract.

"We didn't shoot our entire wad at "We didn't shoot our entire wad at the shoot of the sho

Gensburg Describes Genco's New Games

CHICAGO, Jan. 29.—Meyer Gensburg, offsicial of Genco, Inc., reports a flood of orders for all the new Genco games. As he puts it, "The past few weeks have had our order department really on the go. Yet our shipping has not been delayed, because we stepped up produc-tion high enough to be able to keep pace with orders, and the games we are foring have been tried and proven.

"One of the biggest hits is our new Double Track," he went on. "This game lives up to its name, for it gives players double play, double thrills, double ac-tion and double fascination, and gives operators and distributors double profits. Some of the outstanding features of

this new, original 5-ball novelty game are the two playing fields, which allow two players to play at once, one player to play both fields or to play each field independently," Gensburg continued, "Double Track has moving horses rac-

Coming A GAME OF SKILL Legal Everywhere STONER Com. AURORA.ILLINOIS

ing within the huge new backboard. It may be operated with autos as well as horses, and these autos are easily inter-changeable on locations by the oper-

acce.

"In addition to this exceptional game to the property of the property o for operators and distributors everywhere have personally enjoyed their success he concluded.



TAKE OUR TIP! ORDER STONER'S "VOGUE" NOW!

A HONEY OF A HIGH SCORE NOVELTY CAME. THE OPERATOR'S PRICE IS ONLY \$59.50.

D. ROBBINS & CO. HAI-S DEKALS AVE



5TONE : makes it SKILL DERBY FLORIDA OFFICE: 1326 W. Flagler St., M.

2200 N. WESTERN AVE. CHICAGO - 190: FIFTH AVE. PITTSSURGH

elts PAY & DAY for You!

OPERATORS--MAKE UP YOUR OWN JAR DEAL!

Formish corrything—new virte gatentied "Scaled" likely-—lar Labels and Jare. You home you wan swaning numbers and Pray-out to be 1 Labels. We great just just Labels to you home you want to the contract to the or more PAY-DAY radiis. PAY-DAY radiis are numbered to the contract to the co

ated Sealed Ticket

Made of high grade Bristol stock,

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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\$40.00

(or more)

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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 CULLERTON AVE.

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, III,

January 29

The nation-wide celebration of the President's birthday indicates how we can forget the most bitter differences of opinion when it comes to a charitable opinion matter of belping the needy and unfor-tunate. There is no telling how far charitable deeds may go in dispelling prejudices and obstacles of various kinds. In all the mass of things that have In all the mass of things that have been written about the birthday cele-bration, two important facts should be remembered. One is that President Roosevelt, in his own fight against his afflictions, had to go squarely against established medical opinion at the time and ploneer new methods of treatment for infantile paralysis. This is an unusual fact because President Robertell
preminent medical leaders at the time
of the affliction had little fault in his
it is another case in which the "experts"
were out of step with progress.
When the property of the property
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p and ploneer new methods of treatment

fight against diseases of various kinds.
"Celebration of the President's birth-day is one of those occasions when all of day's one of those economics when an or in a can lay saide our presions and proj-indices to work for the good of others and can forget for the moment regimen-tation, economic royalism, fascism, com-numism and all the other dead cats of current controversy in an interlude of mutual forbearance and self-kelop." Jay Franklin, columnist.

Gift of Cames

Joe Calcutt, head of the Vending Ma-Joe Calcutt, head of the Vending Ma-chine Company, Payetteville, N. C., is extremely proud of the following letter he recently received from the North Carolina Sanatorium for the Treatment of Tuberculouis:

of Tuberculosis:

"I want to express to you my own appreciation and that of our board of dispersion of the property of the state of the

"I believe that every operator in the country should make it his duty to give some of his games to various hosgive some of his games to various hos-pitulas and charities, where many lane, sick and poor people will get a great deal of enjoyment and fun from the moments, forget their afflictions and troubles." Calcutt says. "The letter of appreciation which the operator will re-ceive from these institutions will make a cept these games for their patients have found them extremely valuable in help-ing to give the sick a new interest in life."

For Employment

The Rock-Ola Manufacturing Corporation, Chicago, very wisely contributed support to the sentiment for employ-

support to the sentiment for employ-ment during the 1938 Coin Machine Show. The following news story in Chi-cago newspapers was the result: "Plans to add approximately in-men to the pay roll of the Rock-Ola Manufacturing Corporation during 1938 were announced by David C. Rockola, were announced by David C. Rockols, president, in connection with an expansion program which he predicted would double this year's asles. The content of the

"I believe every manufacturer should co-operate with President Roosevelt Mayor Kelly in the effort to employ n men. Our expansion program, calling for the addition of more items for

manufacture, will mean an increase in the pay roll of approximately \$120,000 a month.

"The volume of business down by the firm in 1937 amounted to almost \$5,000, 000, but we expect to reach \$10,000,000 in 1988.

allers, phonographs, robot basebal games and a variety of other litems. The additional men will be employed grad-ually as production is increased, he ex-plained."

Operators Are Employers

Operators Are Employers
An interesting sidelight, on the numbear and the state of John D. Biggers, director of the recent

John D. Biggera director of the recent unemployment census. has urged the creation of an emergeboy agency to do planning for re-employment of the planning for re-employment of the tabulation of facts gained from the recent census "will provide the mo-offly the provide the most lituminating set of basic facts yet avail-able" on unemployment.

Kansas City KANSAS CITY, Mo.,

KANSAS CITY, Mo. Jan. 29.—Com-men of this section returned home from Chicago and the annual cold machine of the progress made by the industry in the last year. And to add to the general optimizan reflected at the show, manu-facturers, distributors and operators in the last year of the show of the uncerted when they returned. upgrade when they returned.

Tim Crummett and Rue F. Mason Tim Grummett and Rue F. Sales of the Central Distributing Company stayed at the Hotel Morrison in Chicago The most important event of their trip according to Grummett, was the contrast signed at the show for Contral to become signed at the show for Contral to become signed at the show for Contral to become distributor here for the new Bangs-a-Deer machine. Within three days Cen-tral reports it sold 10 units, and it is reported that many more sales will be made in the next few weeks.

Amusement Company. United Amusement Company, Lind Carl P. Hoelec, president, attracted wide attention with its booth at the shariff reports many sales recuted. Hoeled returned to Kansas City this week saying he was happy the show was over. for it was ready for a big season to begin. But helef interest nowadays is the manufactured to the contract of th turing of a new calls Skill-Ball. w bowling game which he

calls Skill-Ball.

Hoelzel said his factory is producing Skill-Balls at the rate of 38 a day and that orders from the 20 distributors already appointed are absorbing each game as it comes off the line.

as it coines off the line. Horized announced he had bought of all the equipment of the Westport Dattributing Company, 207 Westport road The lot included a company, 207 Westport road The lot included a collection of the low modern addition to the United building on Main street is being delayed somewhat because of cold weather, but it will be completed in a few months.

Joseph Berkowitz and his University jar games are both active this week The Universal Manufacturing Company is rushing production under Berkowitz's guidance and the new baby midgets are Berkowitz sees a banner

己LOOK己 IN THE WHOLESALE MERCHANDISE SECTION

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



THE GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY 11-15 East Rusyon St., NEWARK, N. J. 1435 Bedfaed Ave., BROOKLYN, N. Y. 900 North Franklin, PhilaDelphila, PA. 303 W. Adams St., JACKSONVILLE, FLA.



PENNY BASKET BALL

100% LEGAL!
Duplicates All the Thrills
of Real Backet flab.
All Mechanical, Sites 22"
Lorg, 50% Wide, 17"
High, Reconditioned Like

Price \$12.50 Each

D. ROBBINS & CO.

Lottery Advocate Dies in Plunge

WASHINOTON, Jan. 29—The body of Representative Edward A. Kenney (Dem. N. J.) was found in the courtyard of a N. J. was found in the courtyard of a 19 Bad been killed in a fall from a sixth-steey window. He had been a guest at a parts aponsored by the New Jersey Battle Chamber of Commerce the every the steep of the New Jersey.

ning before.
The coor, machine industry had been interested in Kenney's afforts to secure the passage of a national lottery bill. He was the most active champion of a bill for such a lottery.

It was believed that Kenney retired It was desired that Kesney retired in a room in the special suite after the party and stumbled out of the window during the early morning darkness, per-bage mistaking the high French win-dows for a closet. There were no acreems on the windows, the police indicated.

Kenney, representative from the Ninth lew Jersey District, first was elected to engress in 1992, taking his seat in farch, 1933. He was re-elected to serve the 74th and 75th Congresses.

He was born in Clinton, Mass, took a bachelor of arts degree from Williams College and received a bachelor of laws degree from New York University. He was admitted to the New York bar in

MOSELEY'S SPECIALS

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5 o 847.50 22.50 22.50 29.50 14.50 20.00 25.60 80.00 82.50 10.00

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HEADQUARTERS FOR THE LEADING HITS OF THE SHOW

AK-SAR-BEN BIG PLAY DERBY CHAMP DEWEY JR. **GOLFMORE** KENTUCKY CLUB OUINELLA

Immediate Delivery! "Service With a Smile!"

336 N. Gay St., Baltimore, Md.

Midwest Hotel Men To Meet in March

CHICAGO, Jan. 29.—Since hotels have operated games various members of the industry will be interested in the Mid-west Hotel Show to take place March 1. 2. 3 and 4 at the Palmer House here.

2.3 and 4 at the Failmer House nere. Tentative plans for the show were outlined at a recent meeting here by Frank W. Bering, manager of the Hotel Shriman, who is chairman of the show committee. Bering is well known to Oblimen as the genial host of those attending the Coin Machine Show. General program for the convention at continued at the meeting is as follows:

Tuesday, March 1 Morning, opening session with reports

of officers. Noon, luncheon.

Atternoon, business session, brening, dinner-dance, floor show conspling of featured acts.

Wednesday, March 2
Morning, business session.
Luncheon of the Chicago Association

6 Commerce. Afternoon, business session

Evening, general feature, ballroom, Thursday, March 3 Morning, business session. Afternoon, business session. Evening, annual banquet.
Priday, March 4
Morning, business session, annual elec-

tion of officers, Blineis Hotel Associa-Luncheon given to the exhibitors by

abitors will be asked for suggestions for

It was agreed at the meeting that both foremoon and afternoon business resions on Thursday will be devoted to subjects pertaining to foods and bever-ages arranged by the Chicago Restau-rant Association.

Insofar as is possible each bustr Program will be featured by an outstand-ing speaker and efforts will be made to secure some speaker of national im-portance for the banquet.

Ad Manager Takes Vacation in West

CHICAGO, Jan. 29.—Superior Products omapny. Inc., salesboard manufacturer, till miss the presence of its youthful advertising manager, Sylvan L. Miller, for the next three weeks as he recuperates from the strenuous 1938 Coin Machine Show by taking a trip to California

Show by taking a trip to children.

Miller left Chicago on January 28 aboard the new Challenger train. His aboard the new Challenger train. He vacation will carry him to Cheyenne, Las Vegas, Boulder Dam, Los Angeles, Hollywood, Catalina Island and other places.

wood. Catalina Island and other places.
After spending a few days in the
vicinity of Los Angeles and the movie
colony, Miller will journey to San Francolony, Miller will journey to San Franbear of Canadian train for St. Paul and
Minnespolis and return to Chicago on
February 21.

New Firm To Vend. Insurance Policies

WICHITA, Kan., Jan. 29.—Under a Kanssa charter, a group of Wichita capi-talists have incorporated the Insuregraph talists have incorporated the Insuregraph Agency of America, with \$100,000 capital, and expect to get into production within the mouth with a mechanical device operating by the coin machine principle for issuing insurance policies of 34-hour validity, affording insured protection up to \$7,500.

to 87.500,

Ralph W. Brown, president, made the
announcement of officers, including
Glenn L. Milburn, vice-president, and
John F. Fits-Gerald, secretary-treasurer.
Head offices have been opened at 406
Wheeler-Kelly-Haguy Building.

The corporation expects to open opera-tions in Chicago, the Illinois insurance department granting operation rights. Standard Register Company of Dayton manufactures the insurance coin machines, using a quarter chute and returning a policy, having duplicate, stamped hour, day, month, year. A side lever opens a glass counter to enable writing name and other information on

Machine keeps one copy; insured gets 24 hours' protection. Levers may be op-erated to stamp time from clock. Great erated to stamp time from clock. Great Northern Life Insurance Company of Milwaukee is writing policies ages 15-69. Special aviation policy is also offered giving outlets hotels, bus stations, air-

Brown reports all patents and ideas have been given to the Standard Register Company in exchange for its co-rights, patents and essentially use its pin wheel device.

Seal-Tick Offers Jar Deal Outfit

CHICAGO, Jan. 29.—The Seal-Tick Sales Company is marketing a new counter jar deal called Pay-Day to operators. Officials of the firm say that opera-tors favor the new sales plan because the set-up enables them to make up their own far deals

"We furnish the operator with every-thing, which includes a new style patented scaled ticket, together with jur labels and jurn. The company prints the jur labels to the operator's specifications and furnishes such labels free on orders of six or more refills. This service fills a real need in individualizing jar deals to suit various requirements."

Detroit

DETROIT, Jan. 23.—Edward Feldman, owner of the Allied Amusement Company, has moved his oftics to Detroite coin machine row on Joy road. He located now at the coner of McGrade street. Since Feldman is reported to spend quite a bit of his time in Florida, the business is managed for him by Prank Stein.

W. G. Meisenheimer, one of the old-mers in this territory, has decided to W. G. Meisenheimer, one of the old-timers in this territory, has decrided to retire. He intends sponding several years in Piorids. In recent years he has conducted the Automatic Associates and the Automatic Merchandise Company. At the present time in is 71 years of age.

J. E. Murray expects to return to the ranks of active operators soon. He in-tends establishing a large route of mer-chandising machines. Murray has been sick for the past week, but intends going into action as soon as he is physically fit.

"Because of the large number of ocders we booked at the show," reports william Rusell Young, president of the Popcorn Robot Company, "we are busy fixing our production schedule so as to meet delivary dates. Right now the plant is taxed to the limit."

Arthur Caille, president of the A. C. Novelty Company, stated he met a lot of his old friends at the show. "We will soon have our new production schedule in effect," he stated, "which we have based on the response to our machines at Chicago."

Typical of the interest of the younger goveration in the coin machine business goveration in the coin machine business age of 16 qualifies as one of the extysyoungest operators. A number of youths are associated with him in the business are associated with him in the business of the coin of th

Harry Wish, who operates coin ma-chines in addition to his show activities, proved his chines in addition to his above activities, proved his versatility in a new field Monday night when he served as official "stooge" for the evening at the recent dance of the Michigan Showmen's Asso-ciation. An assistant to the master of ceremonies, he provided plenty of enter-talment for everyone with his timely

Angott Coin Machine Exchange has moved into its new quarters at 8360 Linwood avenue.

The Michigan Snacks Company has been dissolved. G. L. Potter, former head of the firm, will continue in the same business under his own name. His leadquarters are now at 1598 Myrtio atreet.

Coinman Applies For an Amendment SEATTLE, Jan. 29,-Appealing for an

SHATILE, Jan. 29—Appealing for an smeadment to the local ordinance on coin-operated equipment. T. C. Phinney, of the Alpha Yending Company here, or the Alpha Yending Company here, or the Alpha Yending Company here, and the Committee to change its plinball license measure to examp grip machines and penny machines which do not pay awards. Many machines of this type are awards. Many machines of this type are presenting his case to councilinent Phinney pointed out that the grip machines are strength testers and should come under the same classification as

Picnickers at Seattle's parks and beaches will be able to cook their meals recinement as "ownering place and recinement as "ownering place and with little trouble this summer. Dave Himelhoch, operator of park concessions, intends to install coft machine gas intends to install coft machine gas which will provide gas for 15 to 18 minutes upon the insertion of one coin. In Woodland Park and Madrons Beach. Upon the sincesee which the plates meet at these spots depends the further installation of the price of the property of the plate of the provide spots of the city. Hereforce the city has supplied forest wood for fires. The supply is running short, for the supply in running short, worth or wood would be needed for the coming season. coming season.



DIAMOND

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-10e-25c Play Made Only By

WATLING MFG. CO. 4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1988-Tel.: GOLumbes 2770, Cable address "WATLINGITE," Chicago,

CLEARANCE SALE

Air Durby, \$ 22.50
Ball Park, \$ 25.00
Bally Beeris, 12.00
Beart Litte, 1937 22.00
Beart Litte, 1937 22.00
Beart Litte, 1937 22.00
Beart Litte, 1937 22.00
Chion Darby, 22.50
Estat 7,00
Fletwood 10,00
Flatyround Risechet ... Risech Em Up Ranger P.O. Roulette Ev. Rays Track Ray O Lite. Eagle Eys ... Track Meet.

ISETTS COIN MACHINE CO.



SOURCE TO SACH STOR E47.50.

SOURCE SACH STOR E47.50.

Exhibit Football Rodes
God Rish Sportman
ACVELTY GAMES
Cross Country Torphoto
Rose Torphoto

MISCELLANEOUS S-BALL Round and | Say High . . 5 8.30

10-BALL

Royal COIN MACHINE CO

TELL THE ADVERTISER IN THE

BILLBOARD WHERE YOU GOT HIS ADDRESS

The Greatest Small Deal In The Nation

100,000,000 PROSPECTS FOR THE NEW ELECTRIC

CIGARETTE LIGHTER Sensation

Good for AC or DC Current. Manufactured in U. S. A.



A Safe, Convenient, Ever-Ready, Useful and NECESSARY Article in Every Homo and Office. Guaranteed for One Year. Comes in IVORY, CREEN, BLUE, BLACK COLORS. ONLY LIGHTS WHEN HELD AT

SMOKING ANGLE. HERE IS THE ELECTRIC A TREMENDOUS \$ MONEY MAKER

Within Everybody's Pecketbook, Only Se Per Chance,

THE DEAL

Winners	4
es 1 Lighter to Seller of	1
TOTAL LIGHTERS	5
ard Takes Im	\$5.00
of You Complete with	

Salesboard (in Lots of 10 1.60 beats) 1.60 ISAMPLE DEAL\$1.95 (5 Lighters and Salesboard)

ONE SAMPLE LIGHTER. . 40c ONE SAMPLE BOARD... 25c Send 1/3 Deposit With Order, Balance C. O. D.

Almost Exect Size

......

ALL MERCHANDISE SOLD ON A MONEY-BACK GUARANTEE. ALL ORDERS SHIPPED SAME DAY RECEIVED.

BROADWAY PREMIUM CO. New York City

1 West 60th St.

That wardrobe of Babe Kaufman's lived up to all advance notices. None may her in the same dress twice. She stopped the banquet cold when she walked into the Grand Ballroom.

Many opa were intrigued by the dis-play of the General Electric Company, where the largest and smallest electric that a candle power of a million and a half, while its small brother could beast of a beam of only one-tenth of one candle power.

Those crowded elevators were a real problem. One carrying a big load got attack between floors for about 20 mintites. When the car finally got going again it discharged passengers looking like they had stepped right out of a like they had turkish bath.

Sam Wolberg, of the Chicago Coin Machine Manufecturing Company, stated that the 1938 Coin Machine Show proved without doubt that the trend is definitewithout doubt that the trend is definite-by toward legitimate novelty games. "Thousands of visitors at our booths showed the keenest interest in our nov-elty games." he stated. "and broke all previous records for sales actually made at the show."

This was the first time Universal Manufacturing Company ever Journeyed from Kansas City to the show. Joe Berkowitz, general manager, stated that

MEN & MACHINES continues this he believed the affair was a good in-week personal and humorous notes of vestment for any manufacturer to make, the 1938 Coin Machine Show that were New as well satisfied with the show and smitted from The Billboard hat week on in coming back next year with some real new ideas.

D. M. Firestone, of Stewart-McCluire, is reported to have sold several thousand new hexagon gum machines to the Illinois Vending Company. J. M. Bregstone is another firm which reported unisual business. They said their radios were going like hot cakes.

On Sunday night before the show Jack Kellner, Midwest manager for the Rowe Manufacturing Company, tossed a Howe Manufacturing Company, tossed a party for the Midwest Rowe operators. A crowd of 120 meets were on hand at the Company of the Company of

The many friends of the following were The many friends of the ioniowing were disappointed upon falling to find them at the show: Helen Savage, Port Worth. Carl S. Mantell, Baltimore: Jack Losier, Harrisburg, Pa.; Barney Rinbb and Heeney Eystein, of Rochester, N. Y.; H. Zakow, York, Pa.; Bill Thompson, of Wilmington, Pa. and several oblers.

Ernie Walker, of Fort Worth; Joe Ash, of Ponser's Philadelphia office, and Art O'Melie, of Atlas' Pittsburgh office, were

seen together nightly in the coffee shop of the hotel after the abow closed up for the night. . . Quite a lot of the operators from Pennsylvania, West Virginia and surrounding territory were entertained by Phil Greenberg and Art O'Melle. of Atlas Novelty's Pittaburgh

Martin J, Smith, National Amusement Company, Los Angeles, Califf, Jack Neison, Rock-Ola vice-president, and B. D. Lazar were seen in a buddle in the lob-taken were seen in a buddle in the lob-taken was promoting a wrestling match between the two big fellows, Incidentally, the Lazar boys were on hand completed a deal with the Rock-Ola Manufacturing Company whereby their territory is increased to include Dela-Pennsylvania. The Lazars had their own private suite at the hotel in which the entire Rock-On line was on display. The cuthusiastic over the new Talkie Horoscope.

Harry Cohen, of Ohio Specialty Com-pany, and Max Semil, of English May-ellish and the Semily of Company, and the bogs the art of demonstration. They were successful in promoting several sales on Septial Sales of the Semily Service and the Semily Semily Semily Semily Semily Settlement of the Semily Semily Semily Semily Institute the Semily Se

Altho Art Nagel was seen around Chi anino art nagor was seen around Cal-cago several days before the show opened and thruout the four days of the show, his "better half" didn't join him until January 19. How come that?

Al Mendez, Wurlitzer district repre-sentative, just returned from a visit to Cuba and Puerto Rico in time to attend the big doings in Chicago. Al and his charming wife spent an enjoyable three weeks' vacation trip, which put him in great shape for the "grind" in Chicago.

Word came from Florida that Bill Shayne has been appointed chairman for Dade County's President's Birthday Ball, the revenue of which, of course, is to be used in righting infantile paralysis. When writing Shayne's constitution of the property of the pro Harry Miele, Williamsport, Pa., well-

Harry Miele, Williamsport, Pa., well-known Pennsylvania op, covered the show like a blanket, . . . M. Y. (Pete) Blum, Valdosta, Ga., the grand old wreck from Georgia Tech, an usual was the life of the party. There was nothing at the show that he missed, according to reports. What wold like to know is who was

the fortunate fellow to have his camers along at the banquet in the Grand Ballroom to snap those pictures of the danc-ing gals. How about sending us some

Dick Hood and his hard-working as-sistant, Alpha Demance, certainly deserve floor show this year. They dished out plenty of good entertainment pleasantly varied to be interesting. What was best to behold, outside of the excellence of at which the show went off. Never did the tempo lag. Table comment declared it the bost ever enjoyed at the show.

It the Boss ever unpreNat Cohn, Sidney H. Levine, Joe Pithman, Steve Delwin and Jack Jardino left
the show on Wedinesday and flew to
Simplian, of Maywood, N. J., and Whiter
Kingsley, of Hackensaok, N. J., were two
prominent Jersey gos seen in the lobby
of the hotel cooking up a deal for some

Barneric tables.** Stoner's tables.

The Ponser organization kept moving every minute. One of the big deals was their tying up the Bang-s-Deer machine in the East.

Dave Robbins, of D. Robbins & Com-pany, after selling big apple deals all week was seen doing the "Big Apple" dance on the banquet floor. From all reports Dave does a much better job of selling than he does dancing.

Jack Fitzgibbons, the big Bally man from the East, was well represented. One of his brood, Tommy Calliban, who ins making his first trip to the show, and the best time of his life.

Herman Budin was on hand with his ife. Upon leaving Mrs. Budin said, wife

ATTENTION OPERATORS FOR BARGAINS IN USED MACHINES

ORDER FROM THIS LIS
NOVELTY GAMES
AUTO DERSY
BALLY BOOSTER
BALLY GROSSLINE
DAVAL RABES
BALL
MOME STRETOR
HOME RUS
BOOSTER
BALLY GROSSLINE
DAVAL RABES
BALL
MOME PRETOR
BOOSTER
BALL
BOOSTER
BOOSTER | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-00 | 12-0 POINT CARON 16.50
PREVIEW 00.00
PREVIEW 00.00
These medities enviped with ticks with 55.00 extra 1/8 Deposit with 00.00 twith 16.00 twith

ACME VENDING CO.

"I had a wonderful time and I'll be back next year." Budin must have done a wonderful job taking care of his many business details and still finding time to show his wife the town.

The booth of the Block-Marble Com-pany was strictly a family affair. Four Blocks, three male and one female, made up the personnel.

The St. Louis delegation, headed by Carl Trippe and H. Besser, did the con-vention up in great style. Wherever they went they seemed to culoy themselves

According to Joe Griener, advertising manager of Northwestern, the most missed girl at the 1938 show was Toul Jolien, who was Miss Northwestern at the 1936 show. Hundreds of ope came up to the booth to ask about her, Griener reported

Leon Bermun made an agreement with the Electro-Converter Company, of Chi-cago, to sell its electric packs and cago, the sell respective packs and electric packs and the Pittsburgh and will include every State from Maine to Florida. Berman state that he will open offices in New York City upon his return from the show.

Dave Stern, of Royal Distributors. Inc., Newark, N. J., made a deal while at the show to distribute the newest Stones' pay tables in New Jersey. Dave reports that he was able to consummate the deal that he was able to consummate the deal by placing a large initial order for im-mediate shipment. Stern also distributes the Bally line in Newark as well as Northwestern bulk venders and Watling

Leave it to the Southeners to pick the good-looking girls to represent them at their booth. Max and Harry Hurvich. of Birmingham Vending, did themselve or Barmingsam venture, and themselves up proud when they picked Evelyn Larg to hand out their literature. Wasn't lorg before ahe had all the boys stopping to look over the Imperial Coin-Operated Billiard Table which the Hurvich loft have been the proud the Property the 1940. brought up with them from the Deep

Bill Marmer, of the Sicking Manufac-turing Company, Cincinnal, breezed into the Windy City a week in advance of the big show, remained halfway that the session and then hurried back to tine session and then nurried Book or Cincy to permit his partner, Ben Golf-berg, to dash on to Chi for the last had of the convention. Both boys report that they had a bang-up time at the conclave, both from a business and laugh standpoint.



MOST REVOLUTIONARY IDEA IN PHONOGRAPH HISTORY

Syans PROFIT SHARING PHONOGRAPH

MUSIC

REMOTE PAYOUT CONTROL

HELD SHOW-GOERS SPELLBOUND!

A NEW sensational phonograph with a new auto-matic payout feature that increases earnings 300% —and more!

—and more!

For every coin deposited, 15 beautiful catalin tabes, mounted on the speaker grille, flash and flicker in dazzing colors. Then three of them come to rest. If it is on a winning color combination, making automatically pays cut from 2-1 to 40-11. At the same time the newest true-fore sour designant faithfully reproduces the finest music.

Licensed under the DAILY PATENTS. Crystal pick-up, latest type full-range 15" speaker. Vol-

ume control to suit any location. Latest automatic record changing device.

Either music or payout may be operated alone cirrer music or payour may be operated arone or in combination. Available with or without ingenious Evans' Remote Payout Control. Equipped with famous Evans' Anti-Slug Coin Chute. Magnificent, custom-built cabinet, 31x24x50 inches. Why be satisfied with small change? There's

BIG money waiting for you. Write for Evans' Franchise Plan-the biggest money maker in the phonograph business. Get the done quick for your territory



H. C. EVANS & CO. 1522 - 28 W. ADAMS ST. CHICAGO

GOLD MINE 5. 000000 000000 000000000 000000000

000000000

STEP-UP

T

T

SAMPLE DEAL DOZEN LOT PRICES COMPLETE (Card-Label-Jars-Tickets-Holders). Per Dox.....\$42.00

REFILLS (Labels-Tickets-Cards). Per Dox.... DEAL TAKES IN (2250 @ 5c) ... \$114.00 AVERACE PROFIT 5 44.00

STERLING GAMES CO.

■LOOK≥ IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, FRIZES PREMIUMS AND SPECIALTIES

Charters Granted Two N. Y. Firms

ALBANY, N. Y., Jan, 29.—Joseph Newman, Albert-B. Kurtz and Samuel Gruskin, 123 William street. New York City, are the promoters and stockholders of the are the promoters and stockholorers or une Pringibbons Amusement Machine, Inc., of New York City, which was granted a charter of incorporation recently by the secretary of state. The company has a capitalization of \$20,000 and will deal in amusement machines of all kinds.

Another new enterprise is the G. Ponser Another new enterprise is the G. Ponser Company, of Brooklyn, Inc., which was authorized by the State to deal in ap-paratus providing amusement features. The directors are Samuel A. Karp and George Penser, of New Jersey, and Bol Silverstein, New York City.

W. B. Novelty Offers Unusual Bargains

ST. LOUIS, Jan. 29 .- According to re-ST. LOUIS. Jan. 29.—According to re-ports, the W. B. Novelty Company is of-fering unusual "after convention" specials on guaranteed used games. "Prices on all used phonographs, pin games, ecales, slot machine, etc.," aspr 2010 Best, official of the firm, "have been cut to a new low in the history of our firm. Hundreds of up-to-the-minute coin-controlled machines of all kinds are coin-controlled machines of all kinds are being featured at real reductions in order to move them quickly. "All of them have to go." Betz concluded, "so we are making these machines so in-viting from a price standpoint that no commen should be able to resist them."



ARCHIE BERGER, special sales representative for Bully Manufacturing Company, and Hank Sciden fight for the tipoff on Bully Baskets in the show-rooms of the Sciden Distributing Company, Albany, N. Y.

The ONLY 3 in 1 GRIP TESTER



\$19.50 Fee Stand \$2.50 HERCULES GRIP MACHINE CO.



JOSEPH HAGN CO. 217-225 W. Madison St., Chicago, Ill.

End your correspondence to advertisers by men-tioning The Billboard.

OPENS

Get On The GREATER PROFIT BAND WAGON with "Bang-a-Deer" The First and Only Practical COIN OPERATED SHOOTING RANGE



LOOK at these Amazing BANG-A-DEER FEATURES

- · Mechanically Perfect
- · No Attendant Needed
- No Empty Shells on Floor
- Noiseless Mechanism
- Smokeless Bullets
- Competitive Play
- Shatterproof Glass
- · Handsome Cabinet
- · Completely Safe
- Player Londs Own Gun
- · Coin Chute Rejects Slugs
- · Cash box under separate lock

BANG-A-DEER is just the nickel-gathering amusement machine the coin BANG-A-DEER, is just the nickel-guizering amasement maximum the your maximum branch has been waiting for. Cumplestey different in principle and oppration from any other coil operated amasement device. Actually supplies the player with three real bullets urons deposit of a nickel—the bullets are fore door at a tried through a seruine Reministion Bille with perfect safety, at a moving target. Scores are recorded on brightly lighted dial.

Get Your Share of the Greatest NICKEL HARVEST. Write for Details TRU-SHOT CORPORATION

(A Subsidiary of the Steel Materials Corporation)

17210 GABLE AVENUE

DETROIT, MICHIGAN

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

ONE BALL AND SLOT BARGAINS THIS WEEK'S SPECIALS

61 CLASSICS\$29.50 40 RACING FORMS 29.50

39 COLDEN WHEELS 29.50 10 FOTO FINISH. . 29.50

PHONOGRAPHS

P-12 WURLITZER . . 89.50

DO RE MI 99.50

P-10 WURLITZER . . \$69.50

DANCE MASTER . . . 69.50

BLUE FRONTS, D. J.\$39.50 BLUE FRONTS, S. J. 42.50 WAR EAGLES, 10c. 32.50

24.50 LION HEADS EXTRAORDINARIES 27.50 CHERRY BELLS... 57.50

CONSOLES PACES RACES Heavy Duty \$129.50 Motor 3700 to 3900

NEW 25c PLAY. . 265.00 1/3 DEPOSIT

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Demand Continues On Pre-Show Games

CHICAGO, Jan. 29.—Discussing the results of the fecent 1938 Coin Machine Show. Ray Moloney, president of Bally Manufacturing Company, revealed that his immediate problem is to boost production on three machines which were on the market prior to the convention.

on the market prior to the convention.

"In spite of the immendous interest
in Bally's Bell and other new Bally
numbers." Modney explained. The
numbers was a substantial to the same a
substantial to the same a substantial to the
same which we released in advance of
the show. I refer of course, to the Bally
Zepluy, novelty pin game! Bally Bally
Zepluy, novelty pin game! Bally
Zepluy, novelty pin
to show the substantial
trio, in the fact of a bewildering array
of new machine, were earning top
money on location for several weeks before the show. The operators figured
they placed further orders for this proven
trio at the show and, as a result, we will trio at the show and, as a result, we will be running the factory to peak capacity for at least three weeks just taking care of orders on these three machines.

of orders on these three machines.

"Bally Zephyr, in the novelty class, is being operated either as a 5-ball or a 4-ball game. It features a polished mirror-like chrome metal playfield and the famous rubber-tire humpers originated by Bally. The novelty of its Wandering Thousand idea, whereby certain Thousand idea, whereby certain bumpers containty change in value, is making a hit everywhere, and operators predict that Belly Zephyr will be the 1938 successor to our famous Bumper sensation. Bally Zephyr features an award meter as atandard equipment.

"Bally Entry, in the multiple one-shot class, is unique in that all pockets pay, as distinguished from the selection type

one-shot game. Even the out-hole pays when the out-hole light le lift, and the mystery feature, so essential to one-shot success, is supplied by a mystery dalpdouble pocket.

double pocket.

"Lincoln Fleids has been proving one of the season's most apectacular money-makers in the console class. In fact, some of the collection reports received are simply too semantonal to print him-coln Fleids is a triple-dual 7-selection console, featuring as 86 top on executions and a \$50 gold award for \$0 mills of the collection console. This award plant force \$0 mills of the collection console. doubles. This sward plan in itself is sufficient to explain the tremendous play which Lincoln Fields is getting on loca-tion. The machine is also available with a navel skill feature for certain terri-tory, and this model is known as Bally's Skill Field."

Texas Firm Handles Bally Baskets Game

DALLAS Jan. 29.—Ceinmatic DALLAS, Jan. 29—Communite Sole Company is distributed for Rady Man-Company is distributed for Rady Man-Raders and other sutomatic coin ma-chines of the Bally line. R. W. (Rob-Hunter, formerly with the Hunter, formerly with the Rady line of the Chicago Coin Machine Show and com-tributing from Hunter attended the Chicago Coin Machine Show and com-pany and the Rady Rady and the Publish at complete line of all the Bally equipment displayed at the Chicago chow, according to company the Coin-

enow, according to reports.

B. W. (Woody) Mann, of the Commatic Company's sales and service department, advises that the new 2rm is having plenty of inquiries and order for the new basketball game and that it is also doing a good business with the Bally pin games, Bull's Eye und Zephyr



EXECUTIVES OF H. C. EVANS & COMPANY photographed during 1938 Coin Machine Show. Left to right: Phil Frazer, superintendent; Rez Shriver. assistant general manager; R. W. (Dick) Hood, president; Ed Collins, chief engineer, and Peter Halsey, superintendent wood-working department.



The big Gottlieb-quality game at an unbelievable low price! Massive cabinet, 22"x44". Glant backboard, 22" square, flashes animated lights running the bases. Runs recorded on score board. Mystery slot revolves new ingenious twin spinner discs. Lower disc shows Visiting Team, which represents odds. Top disc shows score which player must beat to win. An assortment of award cards furnished. New simplified mechanism, mushroom-type bumper-springs, new barrel and

coil springs. All the play and

appeal of highest priced payouts,

at believe it or not



GIANT GRIP SCALE

ABSOLUTELY LEGAL

The little grip tester that "clicks" ev where! Bell rings at top number wherever set by operator. Tension adj where! Tension adjustable, to suit location. Beautifully finished able, to suit location. Beautifully finished in crackled red duce, chrome trim. Rubber suction cups hold it to any counter. Button in the rear clears, slot of any obstruction.

Order one for each location!

Metal Stand, 32.50 extra.

WRITE FOR CIRCULARS AND QUANTITY PRICES

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago



NEW! MP OPERATOR

makers. One hundred test locations will prove this fact. 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 deach. Federal tax paid, express prepaid on all orders in U. S. Wholesalers, jobbers and distributors, write for quantity prices.



GO GETTER JAR CO.

P. O. Box 691

TYLER.

TEXAS

Basket-Ball Game Upheld by Jury

MILWAUKEER, Jan. 29—A civil court jury held January 30 that a coin-operated basket-ball game is not a gambling de-basket-ball game is not a gambling de-women handed down their decision after women handed down their decision after an all-day bearing in court. The prosecu-tion argued that the nickel machine came under the ban of the city's antipinball ordinance.

Joseph A. Padway, counsel for Leslie Dallmann, owner of the machine, asserted it was not a gambling device, that it did not exist when the ordinance was passed and that no evidence had been presented that it had been used for gambling in the week it had been operated in the loca-

An appeal from the jury verdict was filed in Circuit Court January 24 by the prosecutor. The original action, a replevin suit, was started against the police chief by Michael Klein, counsel for pin-ball interests

A SQUARE DEAL TO ALL Fitz Brings Back

VEECH SCALE COMPANY,

Decatur, Illinois

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. H. C. Evans & Co. Groetchen Mfg. Co.

Daval Mfg. Co. Western Equip. Co.

.. \$30.00 WATLING FORTUNE . \$35.00

KEYSTONE NOV. & MFG. CO. PHILADELPHIA, PA.

Big Bally Line

NEW YORK, Jan. 29.—John A. Fitnegibbons, Bally's Exateri representative, brought back the largest line of games brought back the largest line of games tory, it is reported. According to Fitney, 'This is the first time in our history that we are in a position to offer every they of operator the equipment is seeks.

"We have Bally's new Fono Film for the phonograph operators. The Bally Bell and Mitzi for the bell machine men. Bell and Mitsi for the bell machine men-and as far as pay tables, novelty pin games, consoles and counter games are Bally line will lead the rest. We also are ready for the vending machine oper-ator with our Hot Vender," he continued, "which brings pop corn or peanuts to the public in a new way."

Fitz revealed that he believes the new Bally products will prove of unusual in-terest to everyone in the East and that



YOUR CLAIM WITH GOLD

Jack Pot **Card Pays** \$5.00 to

Dos. Lot Prices, Refills (Wiln Gard)
Dos.
Dos. Lot Prices, complete Buil. Des 30.00
Dos. Lot Prices, complete Buil. Des 30.00
Dos. Lot Prices, Complete Des 10.00
This Deal also furnished with 2520 or 2772
This Deal also furnished with 2520 or 2772
Wite for Quartity Prices.
173 Deposit. Balance C. 6. 0.

MONARCH COIN MACHINE CO. DISTRIBUTORS 1731 BELMONT AVE. CHICAGO, ILL. Are You on Our Mailing List?

HAVE FOR SALE

5 Evens Bang Talls, \$125.00; 4 Evans Gallhagen Dominiscan. \$15.00; 10 Mills Flashers, 5c Ping 5100,000; 5 Mills Flashers, 10c Ping \$100.00 51 gards, 10c Ping \$100,000; 10c Ping \$100.00 1/3 with Order, R. PASSMORE, 317 S. Wilson Ave., Bayre, Pa.

the display of all the line as shown in Chicago is bound to capture a great deal of attention. The firm's three offices in the East will have the ma-chines on display and will have its men traveling thritout this area showing the new products to the operators





Everybody Stops For One . Two . Three

Huge illuminated reels are moved by bumper action of the ball. Automatic payout-an entirely different table. Mills Novelty Co., 4100 Fullerton Avenue, Chicago, Ill.

FOR SALE!

BRAND NEW AND USED SLOTS, PHONOGRAPHS, 1-BALLS, PIN GAMES, COUNTER GAMES, PARTS, SUPPLIES, ETC., ETC.

Duick-Write for Complete Price List! Save with Vemco"

THE VENDING MACHINE CO., FAYETTEVILLE,

IT'S NEW! IT'S HOT! IT'S A WOW!

THE BIG APPLE -A NEW THIN HARLICH JACKPOT BOARD

IT'S GOT THAT EXTRA WALLOP THAT BUILDS PROFITS-FAST

Takes in\$50.00 Average Payout. .\$26.00 Av. Gross Profit . \$24.00 ORDER TODAY!

BE FIRST!

PRICE \$250 EACH



HARLICH MFG. CO. 1413 W. JACKSON BLVD.

SUBSCRIBE TO THE BILLBOARD Be Ahead of the Crowd

Jennings Keeps Promise to Ops

CHICAGO, Jan. 29 .- When announce ing the new machines to be exhibited at the Coin Machine Show, O. D. Jennings & Company pledged itself to give the coin machine operators several new machines suitable for operation in inactive territory," stated Jerry Haley, sales manager, in commenting on the success with ager, in commenting on the success with which Jennings machines met at the show. "O. D. Jennings, president, said he was kearly interested in releasing machines completely different from the ordinary run of coin-operated devices. "Six new numbers were released dur-ing the show." Maley went on. "Two numbers in particular were on the pre-responding of the president of the pre-cept of the president of the pre-sequenting different. Super-Charger, the

operators as the anawer to their cry lor something different. Super-Changer, the game that does not have a coin chute but is operated by remote control, proved to be a sensation. It cannot be classi-fied as a coin-controlled device, yet it has all the fascination and earning power of the best coin-controlled game.

has all the fascination and earning power of the best coin-controlled game. "but second outstanding release has been controlled game." In the standard of the second outstanding release. The standard Model V Giga-Rola is already being used in many sections where ordinary bell types of mealines are not greater possibilities, for it offers the player the option of purchasing a pack-release properties of the properties of the

who viewed our equipment on the floor of the convention hall."

9 Rock-Ola Lowboy Scales, used	
6 months 5	
2 Rock-Ola Highboy Scales,	
Parcelain	- 39.50
I lennings lunior, Porcelain	35.00
1 Royal, Porcetain	20.00
18 Mills Modern Scales, very	
cleam	28.50
S Watling Juniors, Porcelain	55.00
2 Bally Classics	25.00
1 Racing Form	30.00
1 Mills Post Time	32.50
I Terf Champs	30.00
Wurlitzers, 412, 312, perfect,	115.00
I Seeburg Symphonola No.	Our co
3020	60.00
Model "A" Symphonelas	80.00

Assorted Counter Games and Slots.

924 Fifth St., N. W., Washington SALESBOARD

OPERATORS Read

"DEALS"

column about new salesboard ideas, deals and personalities. In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

MACHINES AT BARGAIN PRICES

10.50 51

JAMES SCOTT, Huntsville, Texas



RUNNING WILD Jr.

Operates as counter or \$42.50 junior table game. Same appeal and action as full title growthing. Let's, 52.00 Extra-

JUNIOR

ell size balls and sumper springs, Totalper backrack. High F. O. B. Chicago. hore play. Fits any. here.

CARGO

Unique—Score subtracts and adds on To- \$ 74.50 talizer Backrack. Ex- f o B. Chicago.

SKI-HI

Hit of season with progressive light-up scoring on backboard. 80 . 5 . 74.50 nus, Double, Combination Ct-ill Tracks.

GENCO, INC.

2621 N. Ashland Ave., Chicago, III.

Pennwood Execs Skilled Engineers

FITTSBURGH, Jan. 29.—There are men of experience behind the prev line of Pennwood clocks recently introduced to the premium and salesebond worlds to the premium and salesebond worlds by Pennwood Company. As the head of a premium of the premium of

A. M. Campbell, treasurer and general manager of the firm, formerly was as manager of the firm, formerly was as manager of the firm of the firm of the firm for several man, see became interested in aviation, but up his position to devote his next plan position to devote his next plan be firmed for the firmed firmed for the firmed for the firmed for the firmed for the firmed firmed for the firmed firmed for the firmed firmed for the firme

Vice-president in charge of sales of the firm is D. M. Campbell, brother of A. M. Campbell. He is a graduate of the Shef-

Still Going Strong

RANSAS CITY, Mo., Jan. 29.—Contruly to some reports that have been circulating thru the industry, P. W. Jarrell, owner and manager of the Westport Distributing Company here, reports he is still very much in busiless.

"We're doing a good business here."
Jarrell stated, "and expect things to
pick up still more as soon as all the
equipment we purchased at the show
arrives."

neid Scientific School of Yale University. Since graduation he has occupied several positions of executive importance with Pittaburgh Oravel Company, Alleghedy August of this past year he gave up his other duties to become actively associated with the Pennewood Company. As assles director he has played a major cock asset with the proposed property of the property

Ky. Coinman Proud Of Ork-Leading Son

LOUISVILLE, Jan. 29.—Charley House, of the Kentucky Amusement Company, reports that he is quite proud of the reputation his son. Garth House, is earning for himself as an orchestra leader in the Blue Grass State.

icader in the Biue Grass State.

Garth is still attending the University of Kontucky. In the post few year, of Kentucky attends who are fast building a reputation for themselves as being one of the finest orchestras in the part of the finest orchestras in the part of the finest orchestras in the part of the first orchestras in the being one of the finest orchestras in the being one of the finest orchestras in the part of the first orchestras in the being one of the first orchestras in the being of the first orchestras in the state of the first orchestras in the first orchestras orchestras in the first orchestras orchestras

charley House claims that his son may yet take him out of the coin machine business and put him to work managing his orchestral affairs.

Salesboard Firm In New Quarters

CHICAGO, Jan. 29.—Lee Manufacturing Company, maker of modern salesboard deals, announced its removal to new and larger quarters at 609 West Madison Street.

Madison Street,
Officials state that the new location
provides much better facilities for their
products. Faster delivery and special
services to customers will be in evidence,
response from the trade for its deals,
and the growth of new business made
the recent move necessary.

BEGINNING A NEW STRING OF
""TELLOW DEVILE." Another of Superior's
"YELLOW DEVILE." Res. 2477 or
No. 11-112 receives chysic of one certificate in
payed card. Feature: First, 115-112 and 15-12 and 1

cificonane protection over each certificate.
SUPERIOR PRODUCTS. Inc.
"Wirld's Fartest Growing Salesboard Factory"
14 North Patria St., Dept. Y. Chicago, Ill.





VANTED TO BUY FOR CASH AND U

t Late Type Novelty Pay Tables, World's Beries, Siste, Cossoles, Counter Games and Phonographs, Write-Giring Serial Numbers, Quantities and Lewest Price.

GRAND NATIONAL SALES CO., . 2300 Armitage, CHICAGO, ILL





LEE'S SPECTACULAR
TRADING POST DEAL

FREE GENUINE DIAMOND RING



THIS is the first time in the his-tery of this busi-ness such a spec-tacular item has been included in this type deat.

NO INCREASE IN PRICE

NO TERRITORY IS "CLOSED" TO TRADING POST."

FERMS: 1/3 Deposit with Order, Balance C. O. D. NOTE-You can save C. O. D. charges if you send full amount with order.

LEE MANUFACTURING CO.

Prospect of New Nickel

Replacement of buffalo nickel would affect certain types of coin chutes

WASHINGTON, Jan. 29 .-- A formal letter from manufacturers of coin-operated machines expressing their vital concern about the proposed new design to replace the buffalo nickel was received by the Treasury Department here. Several coin chutes in use on coin-operated machines.

it is understood, are made to accept buffalo nickels only. This applies to those coin chutes that use the "feeler" principle to reject bogus coins and slugs. Just how many different coin chutes in use by the coin machine trade that would be affected by the new design in nickels is not known.

According to announcement by the secretary of the treasury, the familiar butfato nickel will not be coined after Pebruary 21. Terms of a national competition among sculptors for the design of a new 5-cont piece, to be known as the Jeftreson nickel, have been announced

By law the design of a coin may not By law the design of a coin may not be changed oftener than once in 25 years. The law does not bar commemorative coins, which are not replacement issues. On February 21 the buffalo will have reached legal retirement age and tressury heads have decided to age and treasury heads have decided to retire the coin, which replaced the Liberty nickel in 1913. Rettrement is optional with the treasury. The Lin-coin penny has been in use since 1909 and there has been no suggestion for a

The competition for the design of the new coin, which will be conducted by



LUCKY PURSE DEAL

Sample \$3.75; Loss of 10 or More, \$3.50. Deposit required on all orders.

H. G. PAYNE COMPANY 312-314 BROADWAY NASHVILLE, TERM



3000 TICKET MIDGET JARS

OUD INCREST MIDGET JARS
TANIBA THE COUNTY BY STORM,
PRICE, 33.00 EACH—100. Discount in Dears Left.
PRICE, 33.00 EACH—100. Discount in Dears Left.
COURSETTE, 23.00 EACH—100. Discount in Dears Left.
COURSETTE, 23.00 EACH—100. DISCOUNTED LEFT.
HAVE A DRINK JAR. Pay. Out 51.00 Worth.
CAROLINE JAR. Pay. Out 50.00 California
GIVE A TAKE JAR. Pay. Out 51.00
Proce no Sept. (2220 Excess) and Sade Bards and
EACH LEFT. CALLED LEFT. SEPT. OUT 51.00
EACH LEFT. CALLED LEFT. SEPT. OUT 51.00
EACH LEFT. CALLED LEFT. SEPT. OUT 51.00
EACH LEFT. CALLED LEFT. SEPT. S

H. S. SPECIALTY CO., 1216 Breadway, KANSAS CITY, MO

the plainting and sculpture section of the procurement division of the treasury, will close April 15. The fudges will be mint, and three sculptons, Statier Waugh, Albert Stewert and Retau Warnecke. Plainter Stewert and Retau Warnecke. Plainter of the Stewert and Retau Warnecke. I have been a statie of the statie of the plainter of the plainter models, not larger than 8½ inches in diameter, to represent both ecuted in relief on each side and the backgrounds must curve slightly from the color to need the ecolor miss con-

the center to meet the edge of the coin. The head side of the coin must contain an authentic portrait of Thomas are representation of Monticello, Jefferson's historic bome near Charlottesville, Va. In addition to the words required by law the coin may contain the inscription "Monticello" to identify the Coinage laws require that the head side

of the coin must contain the word "Liberty" and the date of issue, which in this case will be 1938, and on the reverse side the inscriptions "E Pluribus

Unum" and "United States of America Unum" and "United States of America and the denomination "five cents." The coin should also contain the motto, "in God We Trust." All inscriptions must be in capitals.

The winner of the contest will receive a \$1,000 prize. He cannot sign his work and must make any changes suggested by the treasury department. In view of the fact there is a prospect

To view county expandings, a proposed of changing the burrisol nicked to another design the following comment in a recommendation of the county of the count



EVANS' MYSTERY MACHINE REVEALED!

BY-A-BLAD

100% LEGAL VENDOR

SENSATION OF THE SEASON

CHICACO-Out at last! The basically NEW idea that stunned 'em at the show! For months you've heard rumors about this new mystery sensation. Radically different from anything? Legal as a peanut vendor, fast as a slot-the machine that puts you back in the money! Here it is, ready to work 365 days a year for you. Opens hot spots and makes profits like you never dreamed possible!

DELIVERS BLADE FOR EACH 5c!

For every nickel deposited, purchaser receives a super-qual-ity, double-edge safety razor blade—an article of recognized standard value anywhere, easily worth a nickel. BUT THE PUR-CHASER MAY RECEIVE EXTRA VALUE! Based upon the in-herent right of everyone to barherent right of everyone to bar-ter and trade, certain blades vended from this machine may or may not be resold to the location for IOc to \$2 depending upon the COLOR depending upon the COMBINATION of the

ABSOLUTELY LEGAL!

Do not confuse this machine with so-called "legal machines." T 15 100% LEGAL EVERY-WHERE

HOW THE VENDOR WORKS

When a nickel is inserted, glass front, decorated with col-ored symbols of shaving impleflashes lights which flit ments, flashes lights which in and skip. They come to rest on a combination that determines the wrapper of the blace which is dispensed in drawer in base of machine.

OTHER FEATURES!

Handsome streamline cabinet of black walnut with curly maple of black walnut with curby maple trim, 16" deep by 23" wide and 50". high! Sloped front—no crouch, no bend, no blink. Equipped with famous EVANS Anti-Slug Coin Chute. In ev-ery detail a masterplece of Evant regolicing-paragineering! Special precision-engineering! package blades packed in proper assortments supplied by Evant Perfect performance unconditionally guaranteed y Evans merchandise is used

Ceparight and Patent Applied For

H. C. EVANS & CO. 1522 - 28 W. ADAMS ST. CHICAGO

SACRIFICE - To Quick Buyer 15 ROCK - O - LAS - - REGULAR Like New - \$89.50

PHONE HAYMARKET 7630

Fairpround: \$8.5.0 \$100,05000, \$5.00 \$100,0500, \$5.00 \$100,0500, \$100,000 \$100,000,000,000 \$100,000,000,000 \$100,000,000,000 \$100,000,000,000 \$100,000,000 \$100,000,000 \$100,000,000 \$100,000,000 \$100,000,000 \$100,000,000 \$100,000,000 \$100,000,000 \$100,000,000 \$100,000,000 \$100,000,000 \$100,000,000 \$100,000	Ser Ingtiene. \$20.00 Paddocks 20.00 Royal Races 20.00 Sener Air Reces 20.00 Caroma 19.50 Classiss 18.50 Westerner 18.50 Histories 12.50 Histories 12.50 Mills Doobto Meaders 9.50
1-MAGIO FINGER	875.00
7-1935 ELECTRO H	O18T8 40.00
PRICES F. O. I	BALTIMORE.

SAVOY VENDING CO

406-8 W. FRANKLIN ST. BALTIMORE, MD.

SEERSEERSEES. Special Close Outs SPECIAL UIDSC U NOME NOVELTY GAME. DAVID CONTROLLY GAME. DAVID CERTY DAVID C 20,00 10,00 10,00 7,50 24,50 22,50 14,50 22,50 15,00 14,50 14,50 24.50 S 44.50 SEERUNG SYMPHONOLA 351 EX.50

WURLITZER 9-12 WURLITZER 212: or 412: Write for Complete List AUTOMATIC AMUSEMENT CO.

Hurvich's Imperial Clicks at Big Show

BRIMINGHAM, Ala., Jan. 29.—Now that the show in Chicago is history, Max and Harry Blavich are beach there telling and Harry Blavich are not thousand the property of the Imperial Billiard or enthusantically the Imperial Billiard or enthusantically the Jangerial Billiard or so that the show a command the same and the same and the men we talked with at the show admitted residing our ads and circulars.

the men we talked with at the show ad-mitted residing our ads and circulars, but stated truthfully that they did not give our table the consideration they should have until they saw it at our booth. Fur this reason we have arranged to display our product at the showrooms and offices of many of the country's and offices of many of the country's show to work with these.

"Operators who now want to get a sook at the Imperial," he concluded, will be able to do so within a few days. Shipments have been leaving our factory steadily since we returned from the con-vention. We shall be only too happy vention. We shall be only too happy to advise the men just where they can see the Imperial on display and learn why it went over with such a beng in Chicago."

Southland Novelty Reports Big Biz

COLUMBIA, Tenn., Jan. 29 -E. H. Griggs, of the Southland Novelty Comorage, or the Southland Novelty Com-pany, reports that his firm is doing a fine job in this territory. Griggs says he had a great time at the convention meeting old friends. He also reports that he arranged to have some of the best machines shown at the show shipped for the benefit of operators in this re-

gion.

Griggs is reputed to be the type of operator upon whom the industry can depend at all times. He is said to have arranged for complete shipments of all the latest Mills Novelty Company machines and claims that the Mills line is going to help him over the top in 1938.



TWO MACHINES IN ONE ZEPHYR \$18.75 PAID

Buy the amorthy streamlined ZEPHYR Gigarette Machine and receive free of charge extra "Fruit Reel" strips—thus getting the benefit of ten machines for the price of

Engineers designed an entirely new Mechanism for this mechine. Reels spin much faster, completely without noise and are brought to a positive stop from which they

Buil Gum Vender with visible dispite or Fruit symbols. 4 Reward Cards ith visible display. Large Ciga-

BALL GUM Case Lots (100 Pieces). 512.00.

MINTS Cate (1,000 Rolls), 58,50.

SICKING MFG, CO., CINCINNATI, ONIO

LADY LUCK

1200 Hole Form 4190 Takes In \$40.00 Pays Out 19.00 Price With Easel . 1.46 Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings. Write for our Catalog of Money Mak-ing Boards, Cards and Die Cut Sheets

CHAS, A. BREWER & SONS

6320-32 Harvard Ave., Chicago, U. S. A.

BB

Slug Visible Slotted Coin Counter



Stug Visible Slotted Coin Counter

MR. ORFATON—If you sust to

If you want to are time, let it is a long in the let in th



Wrapper Tubes, 75c per 1,000 in ic, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices. Accurate Coin Counter Co.-Patton, Pennsylvania



A hit before the show and still a hit! Passest money-maker in the novelty class today in either 5 On 4-Balt of the movel of the state of the money of the state of the state of the state of the place "WANDERSHAT THOUSAND" score idea. Order yours now!

BALLY ENTRY ALL

NEWEST MULTIPLE 1-SHOT ALL POCKETS PAY!

First really new multiple i-shot in a year and smathing all past multiple records with "ALL POCKETS PAY" feature. Protect your spots by ordering BALLY ENTRY today.

\$**79**50

F. O. B. CHICAGO

AWARD METER STANDARD EQUIPMENT

LINCOLN FIELDS TRIPLE DIAL CONSOLE, 7-COIN PLAY

\$50.00 GOLD AWARD!

Imagine 85.00 top on selections and \$50.00 Gold Award on Daily Doubles! No wonder this beauting tid, mechanically perfect comode is grabbing the choice locations from Coast to Coast: ALSO AVALABLE WITH CLEWER SKILL FEATURE (specify BALLY'S SKILL FIELD). Write for priceand complete details today... or ree your Jobber!





YES! WE'RE STILL IN PRODUCTION ON FAIRGROUNDS!

BALLY MANUFACTURING CO. 2640 BELMONT AVENUE



BEI MIR BIST DU SCHOEN

Another one of Globe Creations which outselfs any other Board on the market. The beautiful Bathing Beauty design draws the player to your

1000 Holes at 5c Takes In....\$50.00 Pays Out (Featuring 3-\$5.00)...\$3.25 Price \$1.35 Plus 10% Tax. BUY NOW WHILE IT IS HOT.

GLOBE PRINTING CO., PHILADELPHIA, PA.

-WURLITZER · 12 · \$84.50

412 \$109.50 | 616 \$169.50 | 716 \$169.50 | 616A \$199.50 | (In Lets of 10, Single Machines, \$5.00 Extra.)

BABE KAUFMAN MUSIC. (CIRCLE 250 W. 54th St., N. Y. C.



NO MORE CHISELING POLISHED ALUMINUM SLOT CUARD COMPLETE

WITH SCREWS. \$1.00 EACH
CENTLA DISTRIBUTING CO.
105 West Linwed. KANSAS CITY, MO.

Top Player Appeal In Rock-Ola Games

CHICAGO, Jan. 29.—According to a group of operators who conferred with N. L. Nelson, head of the games division at Bock-Ola, seeing the new 1933 Rockio-Ball and World Series displayed at the columns's show was like greeting old trusted friends.

In commenting on the consistent popularity of these two games, Nelson said:
"It was a revelation to have colument tell us how pleased they were to see that the new 1828 Rock-o-Ball and World Series games were included in our present offerings. These games were ofsevery standpoint. They offered the excitement of competition and the challenge to skill. They were practical for every standpoint, They offered the excitement of competition and the challenge to skill. They were practical for logal and as a long profit, long-time investment, they were judged tops. So after a year out on locations these games duced excellent results from the operators' treepoint, as well as the customers."

"One were annued with the new 1938 Rock-o-Ball," Mr. Nelson continued. "Many improvements have been added. The new convenient 12-foot size was offered to meet the needs of locations sidered. In sunwer to the place of some ops features have been added to make the play noiseless. The extra Veeder counter has been retained, for it protects operator's profits. The all-electric triple soore features have been of the game being this score, the score of the game being

PERFECT

JUST OFF LOCATION READY TO OPERATE

THEY WON'T LAST

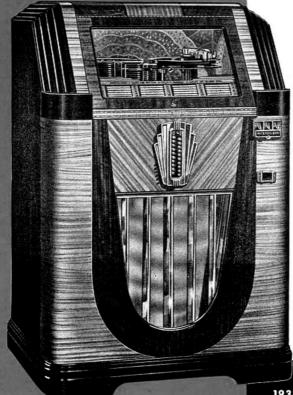
PENINSULAR CANDY CO.

played and the number of balls played, was again included. With the unusual boom in bowling." Nelson concluded, "ops are pushing us to get Rock-o-Balls to them with all possible speed."

to them with all possible speed."

Nelsom went on to point out that World Series, the game Dizzy Dean introduced at the show has year, and the series of the series of the series public and that after a year of public life its popularity is still undinmed "Players like this game," he conclude "because they play an active pet when the series will be series of the se

1938 PHONOGRAPHS



Monarch

ALSO MADE IN

SMALLER

MODEL the

Windsor



New Geatures of the 1938 Mighty MONARCH-20

These new practical developments are supplementary to the many features which have established Rock-Ola supremacy.

- * New slug-proof, drop-style coin chute

 * New, dazzling, streamline cobinet design

 * New "Bornelis" liabtum still in mastels
- * New "Borealis" light-up grill in postels

 * New style slanting top displays mechanism
- * New program arrangement, no stooping
 * New "Ventilated Tangent Transducer" Tone Arm
- * New "Ventilated Tangent Transducer" Tone Arm

 * New positive action play meter
- * Matchless Rock-Ola blended tone quality

cabinet design, the favored 20record selection, the visibility of
record play and the sublimity of
blended tone won popular approval. As a peer over all and

ROCK-OLA

Multi-Selector Phonographs

HYDRO-ELECTRIC

Rock-Ola

as the best money-maker, the

Rock-Ola phonograph is the

unquestioned choice.

Rock-Ola phonographs triumph again. Enthusiastic

throngs at the Show unanimously acclaimed the mighty Monarch-20 and the majestic Windsor-20.

The striking innovations in lighting effects and

MFG. CORPORATION