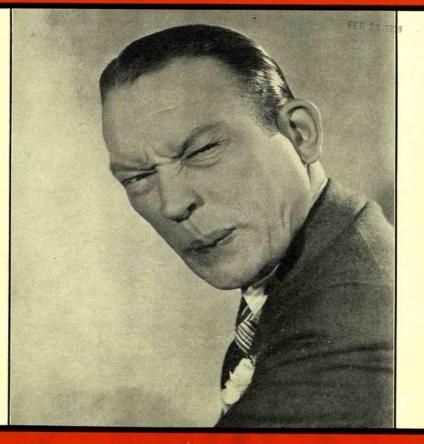
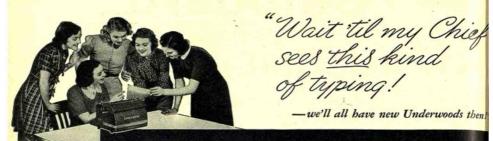
RADIO ---- STAGE ---- NIGHT SPOTS ---- PICTURES ---- OUTDOOR

Billio area Weekly



February 26, 1938

The Billboard



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Billboard

Vol. L No. 9

The World's Foremost Amusement Weekly

February 26, 1938

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KY. BILL THREATENS TENTS

A Change for the Better

A Change for the Better
NEW YORK, Peb, 18—down Ziegnield Theater is dropping double features during mittweek, heginning
which the properties of the prop

P. A.'s Wooing Pix Mags for Flashy Breaks

NEW YORK, Feb. 19.—Instead of wining and dining feature writers, editors
and Broadway columniats, the press
agents are now putting on their shinlest,
the editors of photo magazines. This
sudden abandonment of their old love
for the new hussy—the pictorial magame—follows the waking up of p. a.b.
to the fact that millyons and millyons
at notice magazines. at) picture magazines

Came the dawn (following liberal swallowing of sapirins and racking of the dome for new publicity angles) and the publicity anatchers began cooling and beaming at the boys and gals run-ning the new-fangled picture magazines. The bigger and smarter publicity offices The organ and semanter publicity offices have begun developing a "picture magazine contact man" whose job is to device ways and means of planting pictures of dammets and handsome guys in siluring poecs, posing in night clubs.

(See P. A/S WOOING on page 20)

In This Issue

chestras, page 18. Acts, Units and Attrac-rio, 32-33. Dramatic and Musical, 33. Hirst rout Shows, 33. Repertoire, 70. Carnival, 70, cus and Wild West, 70. Miscollaneous, 70.

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Thru Sustan's Domina
Vitadiny/file-Rawlespoon
Wholesale Merchandise

Calls for County Court Permit Outside City; Now Before Senate

FRANKFORT, Ky., Feb. 21.—The House last week passed House Bill 210 and the bill is now before the Senate. Among other things the measure requires that all outdoor amissements to appear outside the city limits must secure a permit from the county court in each county. The application for a permit must be published three weeks in the county papers before there is a hearing in open court, where anyone opposing said permit must be heard also. About two

Financial Aid Needed in Fight

F. H. Bee Jr., owner of the F. H. Bee Shows, has tried hard for 10 years to keep Kentucky open to outdoor shows and has paid all expenses without receiving one cent from anybody. Those interested in this new bill are asked to send him some real domations at once, as it is costing plenty to fight this measure. Bee doesn't need letters congratulating or telling him to keep up the fight but reasonable donations. His reputation should be enough guarantee that the money is needed and needed badly if any outdoor shows ever expect to appear in Kentucky any more. He can be addressed in care of The Billboard,

months would be required to have hearing for a permit.

The bill if passed would absolutely har all outdoor amusements in Kentucky on account of there being no vacant lots, either large enough or available, within the city limits of cities not having prohibitive licenses. In other cases there is not enough parking space, and carnivals and circuses should show where noise, crowds, etc., should not be annoying to the neighbors.

Nation Is In on Ballyhoo of N. Y. World's Fair in Preview April 30

NEW YORK, Peb. 19 .-- A preview of and building of the New York World's Pair on April 30, move along regi the New York World's Pair on April 30, exectly one year in advance of official opening date, has been set. President opening date, has been set. President Ceremonies will be breadcast over a nation-wide radio hook-up and the entire fairgrounds will be available to will are fairly only on the fairly of the fairly place of the fairly placents aftertising the event.

Purpose of the preview, which will be entirely free to the public, is to ballyhoo the fair and squelch a certain amount of grumbling hereabouts to the effect that the Fair Corporation has been too commercial-minded and has not evi-denced enough civic pride.

Exhibit division of the fair is con exhibit of 4800 to the far is con-tinuing to sell space rapidly to leading industrial and commercial firms. Thir-teen additional companies have signed contracts within the past few weeks.

move along regularly. By preview time it is the corporation's intention to have

Concession and entertainment depart-Concession and entertainment depart-ments are still in the formulative stage for the most part, altho it is understood several contracts for amusement-some participation have been signed.

A Shakespearean concession, details and location undetermined, is being given serious consideration by the entergiven serious consideration by the enter-tainment department. Idea has been proposed and worked out by the Equity, and Kenneth Thomson, execu-tive scereins of the Serven Actors' Outld. Concession will be streetly as dith and Thomson General theme for it would lectude such festures as recon-structed Stratford-on-Avon and evival form.

Playwrights Got 42 Grand in Royalties From FTP Last Year

NEW YORK, Feb. 19 .- WPA Federal NEW YORK, Feb. 10.—WPA Federal Threater project presented 211 plays from January 24, 1957; to January 31, 1958. Total play return by the productions productions of the properties of the proper however, one author or two collaborators had only a single play presented.

Greatest amount of money paid for single plays went to Howard Koch's The Lonely Man, which brought in \$1.275;

John G. Brownell's Misstasippi Reitsbon, 81,065; John Howard Lawoon's Processional, 81,165; John G. Moffitt and Binderson and State of the Control of the Co

(See PLAYWRIGHTS GOT on page 13)

A Generous Booker

NEW YORK, Prb. 10.—New mode for amplicity in contract form was a single property of the proper

"What about your commission?" queried the performer.
"Y don't get any," the booker

Pittsburgh Acts Seek Union Tie

Autonomy under AFA preferred-otherwise local AFL charter will be sought

PITTSBURGH, Peb. 19.—Members of the Entertainers' Association of Western Pennsylvania and William Jeffries, of the People's Alliance, Labor union federation, will meet tomorrow to discuss possibiliwill meet tomorrow to discuss possions: tites of unionizing showfolk in attempt to improve district night spot working conditions and raise wages from average of \$20 weekly being received by acts

Parley, to which more than 400 enter-tainers of district have been invited by (See PITTSBURGH ACTS on page 25)

Grisman Heads Speakers at First NSA Closed Meet

NEW YORK, Peb. 19,-Sam H. Gris NEW YORK, Peb. 19.—Sam H. Gris-man, promisent theatirol producer and theater operator who co-produced To-bacco Reed, headed the list of speakers at the first closed meeting of the Na-tional Showmen's Association in the Piccadilly Motel here last night. Meet-ing, with President George A. Enniel Land Commentary of the Commentary of the Development of the Commentary of the Commentary of the Producer Crisman, made available

Bastern showmen.

Producer Great Pred Pullips, lauded the outdoor show business and the NSA, maintaining that in his opinion the circus, cranival and alled fields constituted the outdoor show business and the NSA, maintaining that in his opinion the circus, cranival and alled fields constituted the only roughly "feetimate" part of the control of the plane of the Bilboard. Producer Grisman.

Janette Terrill Resigns As Gen. Agt. Model Show

CINCINNATI, Feb. 19.—The Billboard received the following wire from Janetie Ferrill dated pestectary from Spindtele for the Model Shows for the reason that the policy of the management, relating to my department, was unsatisfactory.

FIRST NITERY "STOCK CO."

Rainbow Room and Grill Develop When Bernhardt Got \$7,000 and Unusual Group of Repeat Talent

NEW YORK, Feb. 21.—Altho favorite patronage an old act is still new-white attentioners and bands have often been to report patronage an old act in new entertainers and bands have often been held over in intimate night clubs for months and ever years, the Rainbow Hoom and Rainbow Grill here are the first Class A clube to develop what amounts to a "stock company." More amounts to a "stock company." More than any other class spots, these jointly operated clubs have developed a small group of popular acts and bands that are brought back and held over time and time again. Whereas most clubs seek constant changes of cast and music sees constant changes of cast and music in order to maintain the interest of steady patrens, the Rainbow Roem and Grill, catering to a large trainment pat-ronage, find it smarter to hold on to entertainers who click. To transient

WHAT AN IMPROVEMENT Maybelline

DOES MAKE!

to repeat patronage an old act in new costume and doing perhaps one or two new numbers is still welcome. The management of the Room and Grill has discovered that transient pa-Orm has discovered that transient pa-trons will come back again and again to see some act that they enjoyed especially. Glover and LaMae, dance team, for example, played the Grill nine months, popularizing the "hour of dunce inths, popularizing the "hour of da (See FIRST NITERY on page 39)

No Sympathy Strike For Center Musikers

NEW YORK, Peb. 19.—Jack Rosenberg, president of Musicians' Local 302, indicated yesterday that the musicians would not undertake a sympathy strike in order to aid the electricians' union in Re dermands for wage increases and rein-statements at Rockefeller Center. Union truck drivers and teamsters are support-ing the Electricians' Union, Local 3.

Strike involves anne buddings, which include the Eadio City Music Hall and Radio Stations WEAP and WJZ. Resenberg said the strike was not against NBC but was really aimed at the Bockefellers.

Benny, Bergen, Burns-Allen \$350

PITTSBURGH, Feb. 19,-Consideration FILTSBURGH. Feb. 19.—Consideration of the shuttered Davis Theater as a site for a retail store revived thought that the landmark of the city's vaude heydays was once one of the country's most profitable spots for fiesh entertainment. Built by Arch Kennedy for Harry Davis in 1015, the house was a Harry Davis in 1915, the house was a hub for big-time Ketth bookings. Leased by Warner Brothers for pix-vaude combo-in 1929, the theater went dark a few years ago except for occasional open-

The files of Eugene Connelly, who handied publicity for the thester, reveal that 14 years ago Edgar Bergen and Jack Benny played the Davis for \$350 apiece Scanny played the Davis for \$600 spices a week, while open singer Johanna Chidski pulled down \$3,230. Bill Robinson danced two-a-day for \$850 a week, while Clark and McCullough netted \$2,250 in 1925. Twelve years ago Rurns and Allen were worth \$330 together

weekly.
The roster of acts 10 and more years ago that anticipated Davis bookings was ago that anticipated Davis bookings was eluded Ina Calaire (25,200 weekly), Joc Cook (82,500), Aller Brandy (82,500), Herman Timberg (25,500), Mrs. Leelie Carter (41,250), Benny Rubin (81,250), Charlie Ruggles (81,300), Dr. Rockell (41,500), Lee Cartinia (81,500), Dr. Rockell (41,500), Dr. Rockell (41,500),

East and Dumke (\$350), William Gax-ton, Fannie Brice, Sophie Tucker, Davo ton, Fannie Beer, the Googan Family, Ned Wayburn Beer, the Googan Family, Ned Wayburn Berrin, Bichard Bern-nett, William Farnum, Gun Edwards with George Jessel and Eddie Cantor, and Googan Jessel and Eddie Cantor, and with the Company of the Com Top all-time salary went to Sarah Bernhardt, who received \$7,900 for her

aix days' emoting.
Will Rogers, Chic Sale, Theodore Roberts, Eva Tanguay, Lillian Leitzel, Beuerly Bayne and Bernhardt were among the

ly Bayne and Bernhardt were among the stage immortals who drew pay envelopes from Manager John P. Harria. When built the 2,000-sent house was planned as a stock company. But de-spite an opening cast that included Wil-lann Powell, Edward Everett Horton and Nance O'Neill the rop idea folded in

Name of Neill the rop uses gosted in three months was the first theater in in 1925 it was the first theater in America to install a cooling system. In 1927 the theater was sold to the Stanley Company of America and two years later it was taken over my Warner years later it was taken over my Warner pears later it was taken over my Warner pears later it was taken over my Warner

unprofitable. umprofitable. "Vaudeville declined," claims Connelly, "Vaudeville declined," claims Connelly, "because of its presperity. Business became os good and the auditoriums then built were so large that some of the seal" intimate and uiformal tricks seal intimate and uiformal tricks who had to see that the stage."

Shriner Show Starts Something; Samar Club Sponsors Band Fest

Possibilities GLEANED BY MEMBERS OF THE BILLBOARD STAFF The purpose of this department is to benefit producers, bookers, agents and era concerned with the exploitation of falent in the major indoor fields thru The

Billboard's coverage of every branch of the show business.
SHOWMEN INTERESTED IN SPECIFIC "POSSIBLITIES" MAY ADDRESS THEM
IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

PHILADELPHIA, Peb. 10.—With the Shrinere' Artisans' gigantic entertain-ment promotion stunt looking like a sure ecliout, other fraternal and char-

cure sellout, other fraternal and char-tishle organizations are contemplating similar events to fill up treasuries and build up nembership rolls build up nembership rolls. The first to follow the distance into Samar Citub, which has rented the huge Convention Hall (20,000 capacity) for a swing fest Pebruary 23. Three name bands have been engaged, Jimmy Dorsey. The first event of the Artisant's ma-bitious program will be held March 16 with the appearance of Eddic Cantor and Ted Lewis at the Convention Hall. The chow will go on sig times in four days

and will show to more than 75,000 peo-ple. In addition virtually all seats for the Artisana' concerts at the Academy of Music, which starts February 24 with Lily Pons, have been sold. The Academy seats 3,500. Despite the great sale of tickets, the

Artisans (a branch of the Shripers) do not expect to make any money by the atunt, but seek to capitalize on the publicity to help in a membership drive. Nine events are listed on the Shriners'

popular entertainment program at a coupon rate of \$2.50-making it about Coupon rate of \$2.00-maining it about 28 cents for each show exclusive of tax. This series is exclusive of the concerts and legit plays that will be staged at reduced rates for coupon holders.

FRED ALLEN (This Week's Cover Subject)

in show business admits that Allen has no peer as an ad libber.

peer as an ad fisher. Hit caree is now well known to the tradet how he started as a juggler and grade-by worked left conedy; his billing, as "The worked left conedy, his billing, as "The success in "The Little Show," Radio and picture here. He recently completed his second picture for 20th Century-Fox, "Salift, less and Mays." Fortland Metfa, whose "Tally-ho" is a pre-dut radio tag fine, is lifts, Allen.



Well-Known Theatrical House

\$1.00 Up Daily

\$5.00 Up Weekly 620 No. State Street, Chicago, III.

where, in the chief role of Penny Wise, she did outstanding work and defi-nitely established herself as well ahead altery established nerbelf as well ahead of the professional lagentle average. As a matter of fact she did a much better job in the role than was done by Linda Watkins in the professional presentation. Petitic cute looking and with a stunning figure, she definitely has the appearance for ingenius intest has the appearance for ingenius. roles—and even more definitely sinas the ability. She rates a break.

DOES MAKE! Eyes framed by long, dark, insuriant lather-twin pools of lowelinear liver are yours included and easily was a complete the pool of lowelinear liver are yours included and easily care in the lower later and the lower later and lower later later and lower later lat Are you using MAKE UP TO THE BEST ADVANTAGE? Send NOW for FREE copy of Sand NOW for FREE copy of remorkable naw booklet hat tells at a glance except when the same properties at a glance except when the same properties at a glance except when the same properties at a grant of the same properties at a grant to the s guage that every profes-sional will find involvable. Newest and most complete make-up and color chart enclosed with each booklet. FREE for the asking! Stein's 410 2200H ST. NIW YEAR COT

DADES OF STACE AND TORSES STARS FOR MINE TARE OF FORE SCHOOL BY MAIL

nates I.S. Adapted to individual needs of your titl. Fits child for any good school. Send for taluene. WINNETKA EXTENSION SCHOOL.

JACK SHARON

MRS. FINKEL

CLARK DENNIS—radio tenor who has developed a nice following in Chicago and vicentity and who is nation; and the Fibber McGee and Molly program over the NRO network. Young and personable looking, he should go well as a singing single or as featured vocalist with a prominent band. Has like a witeran order and sells songs like a witeran order and sells songs. like a veteran.

For LEGIT MUSICAL OLIVE WHITE - versatile enter-

tainer caught recently at the Park Central Hotel, New York. A comely

For NIGHT SPOTS and charming young lady, she plays, and the charming young lady, she plays and charming the c DRAMATIC

SYBIL KEATING-student at the American Academy of Dramatic Arts



By CEORGE SPELVIN

IT's probably just an oversight, but andere unionists have looked in vain for a union label on the program of "First and Needles," the revue presented by members of the International Labels." Genneal Wedney "Union. . . . Maybe is warn't intended as a gaze, but Best goals and one of Mr. Savinin's radio reporters a purit about Best Foods' amover to common program of the program of

A lot of the lads who review shows, it appears, have been squawking to Bernard Sinon, Gilbert Miller gress opent, about changes in their want seats, for Miller produc-post-critical even change from their usual house state when a Miller produc-post-critical even change from their usual house state when a Miller produc-post late series lost, took, stock and barret, from a usually scil-conducted press of the second state of t

THE ALBUM: If you're one of the many thousands who call the New York office of The Billboard in quest of information about plays, casts, lengths of run or wint have you, then you've spoken to Fredde Burgher, who has more theatrical steps that the play of the theatrical steps and the play of the theatrical steps and the step as the st to a millionaire. He's a man of metioulous habits and smasting accuracy—and most of quips and cranits and wanton wites, such as shirtling thru his teeth as be also of quips and cranits and wanton wites, such as a single such as the property of the state of the stat

It's reported (the net reliably) that the Belahow from it bidding for the streicts of Dis Welker as hiff of a minh steam; the Teristinhee-techned Steam enhances and send of the streicts of the streict of the streicts of the streict of the streicts of the streicts of the streict of the streicts of the streict of the streicts of the s

There are yarns floating around Broadway concerning the interview between Mergaret Webster, who directed "Richard II," and Orson Welles, who directed what we left of "Auliu Coasa" after the anti-scenery artbays got thru, in Philadelphia with the trioust of Maurice Strans" "Henry II," also directed by Miss Webster. A force group have also develoked "Henry" and a mutual friend inside that it can be proposed by the second of the second

(See BROADWAY BEAT on page 29)



or SPEED and ACCURA

Lower Intrastate Rate in All But a Few States
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USE Postal Telegraph

Phone your telegrams. They will be charged on your bill.



Wichita Tries To Ban Return of "Road" After Smash Engagement

WICHITA, Kan., Feb. 19 .- City commissioners in regular meeting last week deadlocked on a motion to refuse to permit Tobacco Road to be shown in a public building. Ban against Road, to many interested in the theater, seemed atrange, inasmuch as Road broke records here last November and no objection was voiced before that booking by Bill

With announcement by Ploto that the play would return to the Arcadia Thea-ter Pebruary 17, the Legion of Decemey and an unmamed group put the question to the board of commissioners. One petition bearing approximately 200 signatures registered a protest over al-

lowing use of Arcadia Theater in the city-owned Forum-Exposition buildings and in aix sections charged the "author is comministic," it "insulted the Negro is communistic, it "insuited the Negro population," that "seemes attack prin-cipal functions of American govern-ment." It was "innreligious," it "recks from beginning to end with vulgarity and obscenity" and "many cities have auppressed it for communistic and immoral traits."

City dads noticed similarity between petition forms of Legion of Decency and unnamed group

When first vote revealed two to one in favor of banning, with only Com-(See WICHITA TRIES on page 12)

Immediate Test of New NAB Not Expected; President, Secretary, Still'To Be Chosen

Sixteenth annual convention surprises attendants by peace and quiet-no battles on reorganization plansnew dues adopted-Loucks temporarily in charge

By JERRY FRANKEN

WASHINOTON, Peb. 19.—The net results and values accruing from reorganization measures adopted by the 16th annual convention of the National Association of Broodesaters cannot and will not be evaluated until some time in the replaced by what the industry limit is replaced by the industry limit in the industry limit is replaced by the industry limit in the industry limit is replaced by the industry limit in the industry limit is replaced by the industry limit in the industry limit is replaced by the industry limit in the industry limit is replaced by the industry limit in the industry limit is replaced by the industry limit in the industry limit is replaced by the industry limit in the industry limit is replaced by the industry limit in the ind

problem. No such problem seems to be an im-mediate factor. A possibility exists that it may crop up when the American Fed-eration of Musicians starts to get after unaffiliated indic stations for musician unaffiliated indie stations for musician employment. There are many indice employment. There are many indice comployment. The control of the

chain stations already.

Should these two tests not develop, in all likelihood the association will avoid a crucial period until 1940, when contracts with the American Society of Composers, Authors and Publishers and Dear both expire, However, there is the AFM, both expire. However, there is always one point to be considered in dis-cussing any unified industry action. That other times group in the United States is quite vulnerable. An international war-sering and the state of the state of the strike might cripple the lustiness to a great extent; a stoppage of ASCAP music could do the same. Three is only one even their object of the state of the even their object of the state of the even their object of the state of the lower radio deal were quite proper in ever the united to statics. There was never than the state of the lower radio deal were quite proper in the state of the state of the lower radio deal were quite proper in part of the state of the state of the lower radio deal were quite proper in proper itself; prove itself

Peaceful Okeh

Before the convention, there was much talk that the reorganization plans which had been in the works for months were to be hotly contested. The almost total lack of discussion and the complete sotal lack of discussion and the compre-tunnimity with which the new corpora-tion was set up Habbergasted practically everyone at the convention. Many took this as an unhealthy sign, a sign of dan-interest. Many familiar with organiza-tions, trade and otherwise, favored a ca-tain amount of internal strice as a tain amount of internal strife as a healthy onen—that the members were thinking about and concerned over in-dustry problems. Others, however, said that the concern and thinking had been expressed before the convention opened: that the broadcasters had finished multi-

expressed before the convention operacing expressed before the convention operacing over the new set-up and came to Washington prepared to do a specific job. Recrganization was enabled thru adoption of a new set of br-laws. Chief samets of the latter are a paid precedent, and the latter are a paid precedent, and the latter are appeared to the latter area paid precedent, treasurer, doing sway with the present managing directors of 25; 17 coming reabhlisment and Alaska and Hawali; a board of directors of 25; 17 coming from the discussion of the latter of latter of the latter of latter of the latter of latter of the latter of t

Committee

The reorganization committee of Ed-ward Allen (WLVA). Ed Crancy (KGIR). Edwin Craig (WSM). Walter Damin (WTMJ) John Shepard III (Yankee net-work). Mark Ethridge (WHAS). with (See IMMEDIATE TEST on page 8)

Welcome Josef Cherniavsky CINCINNATI, Feb. 19 .- Josef Che

CINCINNATI, FED. ID.—Sure Lineary, who joins Wil-We musical staff formerrow as co-director with William Stooss, was tendered a reception at the Netherland Plaza here last night by efficials of the Nation's Station, with local newspaper men and trade-paper the control of the Nethers wedgening. editors as guests. Speakers welcoming editors as guista. Speakers weccoming the Pasadan maentro in a special broad-cast were Mayor James O. Stewart, Wil-lam Stoess, WLW-WSAI musical di-rector, and James D. Shouse, new Crosley general manager.

Harry C. Wilder, WSYR, Syracuse; WJTN, Jamestown, Chair McCollough, WDEL, Wilming-ton; WORK, York; WOAL, Lancus-ter; WAZL, Hazleton; WEST,

W. Walter Tison, WPLA, Tampa,

Mark Ethridge, WHAS, Louisville, John E. Petzer, WEZO, Kalamazoo, Walter, J. Damm. WTMJ, Milwaukee, John J. Gillin Jr., WOR, Omaha, Earl H. Gammons, WCCO, Minneapolis.

Herb Hollister, KANS, Wichita, O. L. Taylor, KGNC, Amarillo: KFYO,

Ralph R. Brunton, KJBS, San Fran-cisco; KQW, San Jose.

Gene O'Pallon, KFEL, Denver.

New NAB Directorate

WASHINGTON, Peb. 19.—List below shows both the districts and district directors approved by the 16th annual NAB convention.

Lubb

Angeles.

-Connecticut, Maine, Ma setts, New Hampshire, Island, Vermont, -New York. Massachu- John Shepard III, Yankee network. ire. Rhode

-Delaware, New Jersey and Pennsylvania.

District of Columbia, Maryland, John A. Rennedy, WCHS, Charleston; North Carolina, South Carolina, WPAR, Parkersburg; WBLK, Clarks-Uriginia and West Virginia, —Alaboma, Florida, Georgia, W. Walter Tison, WPLA, Tampa,

Porto Rico.

—Arkanses, Louisians, Mississippi, Edwin W. Craig, WSM, Nashville.

Tennessee. Kentucky, Ohio.

8.—Indiana, Michigan, 9.—Illinois, Wisconsin, 10.—Iowa, Missouri, Neb 11.-Minnesota, North Dakota.

South Dakota -Kansas, Oklahoma.

-Colorado, Idaho, Utah, Wyoming.

14.—Colorado, Idano, vian, wyumang. Montana.
15.—California, excluding the counties of San Luis Obispo, Krn. San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial Network.
Islawali.

vada, Hawali, 5.—Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riv-erside, San Diego, Imperial, New the Donald W. Thornburgh, KNX, Los

17,-Alaska, Oregon, Washington.

C. W. Myers, KOIN-RALE, Portland.

The other six directors were chosen from 12 nominces. It was explained by Mark Ethridge that when the tickets drawn had no NBC officials, the slate was "rigged" to place Frank Russell and Kenneth Berkeley, both of NBC in Washington, in opposition, with Russell winning. These six directors follow. Washington, in opposition, with Russell winning. These six directors follow, the names in parenthesis being those who ran against them. In the cleanance declarated field—listed Hough, WhAP, Fort Worth (A. O. Maland, WHO, Declaration of the control of the contro

Stations in 3d NAB District Burned at Caucus Vote Switch

stations in the National Association of Broadcasters' newly created District Three (Pennsylvania, Delaware and New Jersey) are plenty burned at the election of Clair McCullough, of Lancaster's WGAL, as director of the board of the organization. rector of the board of the organization. Election of the Lancaster man was said Election of the Lancaster man was said to the said of the

to be in the bag. However, when the ballot was taken two members of the caucus were away and when the vote was counted McCullough had been elected by counted accumulation and open count of nosce a vote of seven to five. A count of nosce was made and it was learned that Gimbel had decided to change his vote. McCullough, who is a political power in

central Pennsylvania, is reported to favor a Pennsylvania radio chain with WIP as the eastern terminus.

a Pennsylvania ratory seems the eastern terminaversal important accounts that are fed the stations over the Mutual network. Mutual lately has strengthened fix rolations with WFIL. WFIL WFIL MUTUAL STATES AND A STA

NAB Coverage

WASHINGTON, Feb. 19.—Impor-tance of the 16th annual convention of the NAB is well silusatated by the numbers of trade papers covering the meeting. There were, of course, the usual show business and radio pub-usual show business and radio pubusual show husiness and radio pub-lications which have covered previous meetings. In addition, however, Tide, Actor Stay, Ago, Bustines Week and Actor Stay, Ago, Bustines Week and Actor Stay, Ago, Bustines Week and cover events. Tide was represented by its editor, David Predericks. News, paper wire acrivices were also active, specches of the biggies getting com-adderable play. Newspaper lade were kinda unifice.

Newspaper lads were kinda mitted when they were told they'd have to pay \$10 for registration, this decision later rescinded. With Washington overloaded with reporters, NAB flig-ured this step necessary until the lads told em it seemed funny for newspaper men to have to pay for newspaper men to have to pay for

Report Chi Hotels In No-Radio Pact

CHICAGO, Feb. 19. — Authoritative sources revealed this week that local hotel men have sagned an agreement among themselves stating they will star off the air for a period of one year local the slow weekly service charge the star of the side of the star of the star of the slow and the slow

tions is litted.

Lewis B. Straelling, accretary of Chicago's Greater Hotel Association, fluty denied the report, however, and stated that he would certainly be in a position to know if such a puck had been adopted to know the such a puck had been adopted to know the such a puck had been adopted to the year's bun on pied remotes, it would be a bad piece of publicity for them, because of wasting a licity for them, because of wasting a first process process ended. The year's precess ended. The year's bundless are telest-lipped about the whole was are telest-lipped about the whole taking while would steer clear of CBs timil the year's recess ended. Therefore hotel ops are tight-lipped about the whole thing. They fear, too, that such a more might be frowned upon by the musi-cians' local, claiming the agreement would make it tough for traveling bands.

would make it tough for traveling bands. With the Edgewater Beach Hotel and Medinah Club leaving wBBM next week due to enucellations of contracts make the contracts make the contracts of the contract of the

Met Life Decides To Stay Off Air

NEW YORK, Peb. 19.—Metropolitan Life Insurance Company has decided to shun radio in favor of printed media. Met recently gave a large share of its account to Young & Rubicam and size account to Young & Rubicam and sta-tion men were hoping that the insur-nace firm would swing back into radio-tic the state of the state of the state of the ever, when it was stated that radio would not be used. Purther hope that insurance firms would take to the air to defend them-selves remains in the finger-crossing stage. Traumance companies have been approximately to the state of the state of the monthly. Latest is series of articles in

months. Latest is series of articles in the Scripps-Howard New York World-Telegram, while results of a State investigation are also expected to emberrass the undertaker-payers. Several books and broadcasts damning the industry caused stations to hope for a counterattack over the air, but insur-ance houses are still standing pat.

A Fast No

PHILADELPHIA. Feb. 19.—In an effort to cut down its overhead WPEN last week asked permission from the American Frederation of Musicians to cut its house band from 12 men to eight. The station received a prompt reply from A. A. Tomei, AFM's president. It was, "Rothing doing."



MUTUAL BROADCASTING SYS MUTUAL BROADCASTING SYS-TEM figured taking pictures at last week's NAB concention would get 'em. Flashing the smile in the above they figured right, All pictures show various and awady NAB attendants having the Mutual flower pinned on 'em. Flashing the smile in the top picture is Ellioti Rosswett, son of a noted statesman, and president of Hearst Radio.

Tiny Windfall From Used Car Radio Wk.

NEW YORK, Peb. 19,—Used Car Week, March 5-12, will toss about \$150,000 to 1260. Sum is being spent in a quick ad compaign to unload last year's best as well as the late 1911 models with good

Ritty fer ads comes from manufac-tures who are chipping in on a pro rata basis. Each firm contributes a per-erratage of the total of its 1937 sales, and auto firms' segencies are handling dis-turements. N. W. Ayer's Detroit office is planning the campaign for the Auto Dealers, Manufacturem and Suppliers' Association of New York.

Several hundred stations will be signed by Young & Rubleam; Roche, williams & Cunnyngham; Geyer, Cornell & Newell, U. S. Advertising Corporation, J. Walter Thompson; Brooke, Smith. French & Dorrance and others.

ALSUQUERQUE, N. M. Peb. 19.—A year's contract for four 15-minute workly shots for Kellogg's has been signed with KGGM. Stanza, secured by representatives Wilson - Hagedorn, will representatives Wilson - I

New NAB Dues Scale

WASHINGTON, Feb. 19.—Scale of dues voted at by the NAB is hereauth given. New stations are classed as Class A until they have been operating for one fixed year. Net receipts govern, this applying also to net receipts padd chains to affiliates. Scale is effective after March 1, 1933, and figures shown are monthly dues.

CL.	ASS	INCOM	Œ	MONT	HILY	DUE
	A 8	0-	15,000			
	B,	15.001-	36,000		20	
	C	36,001-	60,000		1.5	
	D	-100,00	80,000	*****************	20	
	E,-	80.001 -	120,000		36	
	F	120,001-	160,000		40	
	0,-	160,001-	200,000	*****	56	
	H-	200,001-	800,000		75	
	I	300.001-	400,000	******************	100	
	1	400.001-	500,000		125	
	K	500,001-	600,000	***************************************	150	
	L	600,001-	800,000		200	
	M	800,001-1	.000.000		250	
	N-1	.000,001-2			400	
		Ver \$2.00			800	

WBBM Favors Farmers; Wants Tractor Biz

CHICAGO, Feb. 19.—WBBM is making a definite play for a piece of the farm tractor advertising budgets now being upped plenty by International Harroster Company, Allia-Chalmera and the like. Outlet has started a 15-minute

early-morning shot simed directly at farmers with the idea of using it as a sample in sales talk to prospective aponeors.

Program consists of a bulletin service from INS and UP on live stock, weather and general conditions from Midwest Stations.

Livingstones Adopt a Son

DETROIT, Peb. 19,-Charles (Chuck) DETROYT, Peb. 19.—Charles (Chuck) Livingatone, assistant dramathe director of Station WXYZ, here, and his wife, Harriet, have adopted a three-week-old son. His mame is Russell. Tom Dougail, author of the Ann Worth, Houssouffe drama heard over WXYZ and the Michi-gan radio network, is the youngster's gan radio

WFIL's Waxery

PHILADELPHIA, Feb. 19 .- WFIL to PHILADELPHIA, FO. 19.— WFIL IN-opening a recording service within the next few weeks for use of its clients and general public. Ad ageinels and in-dustrial firms have been circularized and enough response has been obtained to get the service under way. The new and enough response has been obtained to get the service under way. The new department will be under the super-vision of R. W. Clipp, WFIL business manager, and Ed Pamphillon, studio engineer.

KOAM's DX Biz

PITTSBURGH, Kan., Feb. 19. -- DX Gasoline has signed on KOAM for six IS-minute periods weekly for one year.
Another new customer is Prigidaire,
which has been inked for five fiveminute shots daily for a six months' run.

JOHN ELMES, who at the time of striting was still NAB president, gets him in the picture belong, Sporting the smile and the double chin, between the doucer girl and Elmer, is Lester Gottlieb, MBS press head.



REGGIE SCHEUBEL, of the Biom Advertising Agency, getting the Mutual decoration and looking as the she's happy about the whole

Offer Radio as Legit Training Corps; Orson Welles and Others

NEW YORK, Feb. 19.—Radio has suddenly gone and done the totally unexpected. It has served as a testing and flowing grounds for young takent that is tow phyring to good notices and box for the server of the server NEW YORK, Feb. 19 .- Radio has sud-

Radio training responsible for this has consisted largely of emoting in crasely commercial and supremely unimportant siths to boost the sale of soap, toothpaste or saddle polish. But the training's been light and practical. No long six weeks' Schersuls trained radio's hopefuls. Quick and, hasty rehearsals and rushed pro-duct, hasty rehearsals and rushed productions grounded players in wringing
much as possible from the lines.
Make-up and costumes have been lacking make hams better than they actually

dends of from \$300 to \$600 weekly for the successful handful, their fate was something akin to that accorded actors

something akin to that accorded setors who played in pictures in the early days of the flying tintypes.

Back in those days if Brundway actor

Back in those days if Brundway actor

greater that the set of the control of the control

crew whose playing is making Broedway reputations.
While some of these younger radio actors received stage training at various dramatic talent factories or on the straw of upon radio for practical training in show business. Orron Welles has derived much of his income and experience from radio (ne's the lead in The Shadon). His Mercury Traiser, well staffee, this Mercury Traiser, well staffee, this Mercury Toucher one (See OFFER RADIO on page 9)



Fizdale Points To "Oversight" In Billboard Publicity Survey

lished below was received by The Bill-board this week from Tom Fizzale in connection with the Radio Editor Press Department survey published in the issue of Pehrusry 19. It is published in fatroess to Pizdale and without comment.

"Strictly and positively with the atti-tude of getting a square deal—and defi-nitely not with the intention of acting like the jited suitor—I would like to comment on the returns of your Radio Editors Publicity polt in The Billboard of Pebru-

"At the outset I'd like to make clear the fact that I consider the poll of trethe fact that I consider the poll of tre-méndous importance to the trade, doubly as because it was bonestly conceived and think you can understand by desire to amplify certain portions of the poll that seem to imply that my organization runs second in what is apparently a two-horse race: Perris vs. Pidnike.

On page seven, under the bank-slug: Space Grabbers, your editorializing finds justified consideration of press agents Josefsberg and Alber's mathematical showing in the survey because they are comparative newcomers in the matter of onal operations

national operations.

"I am surprised at the obvious oversight in which you neglected to explain
the mechanics attendant to my purchase
of Rob Taplinger's business for concollisation with my own.

"In the following paragraphs I loope to
show you the mitigating circumstances
show you the mitigating circumstances
tion on best copy," subser than the number one position. ber one position

Merger

"After operating in Chicago with a happy degree of success I purchased the Tabilinger bounces when Bob became traplinger bounces when Bob became for Warner Brothers. The time was October, 1927.
"This business was marged with my own Chicago enterprise at great expense

own Chicago enterprise at great expense in terms of time and money. I had one quired a New York and Hollywood effice conducted by another man. Taplinger's work was admirable, I must concede, but any type of newspaper or publicity work is directed by the policy of the man in charge. Too many things in this business charge, the many things in this business and many the contract of the property of the man in the contract of the c

Briefly, Taplinger worked well, ariesty, taplinger worked well, but there were certain things that I would have done differently, assuming the re-sponsibility in any outcome. In publicity, like in any other business, there is more other business, each mr way is most effective.

"Thus, for all practical purposes, Pia-dale had been in the national publicity field. Actually, he had been servicing papers nationally from Chicago only, abort of personal attention in New York

and Hollywood. "This is analogous to a newspaper de-pendent on wire services, in comparison with a shret that can afford its exclusive correspondents to point up a story.

"Assuming that The Billboard Survey was initiated about two months ago. Tom Firstale outfit was judged on the basis of three months work. I homestly think this rates editorial credit for our second-place

Exploitation

"Too. I notice the absence of any men-tion of publicity that does not originate in the typewriter. You are probably pre-paring such comment on exploitation and I am probably failing to anticipate such a move. If such is the case, be sure I as sorry in urging attention for our organization's work in exploitation.

"Without obnoxious conceit, I hope, I would like to say that we have done the outstanding exploitation work in radio. Here's part of the record:

Here's part of the record:

"The celebration of Eddie Cantor's 25 years in the theater was promoted by our office. Original plans were engineered by Taylinger, but he left the scene for Warners December 1 of the scene for Warners Continuity of the scene for the scene licity job.

"Anstrust? Without attempting to be-little, let me point out that Goodman's publicity, personal and as part of the Camel program, was bandled by other press agents before Picidic came on the scene. It was just a 'natural' for them— if they had tried,

"I believe ours is the first independent publicity office that ever added to the convenience of radio editors throug the

country by preparing press sheets, mats, pictures, etc. Don't you think our office rates attention on this? "We are anxious to have an explana-tion of our status rather than open season on apologies which I don't feel we have to make. TOM FIZDALE, INC.

"(Signed) Tom Pizdale

Air Briefs

New York By BENN HALL

RUTHRAUFF & RYAN man did a burnup recently when he heard You Yook
Advantage of Me warbled over the NBC
WEAF. Had been perved at NBC's censoring part of his show and when he heard
the song on a austaining spot did a
blow-up. PS: His stuff still gets selssored at NBC. New Twist 5000, Rusky
Percel is delting news for shortwares who Pierce is editing news for shortwavers who don't know what to talk about. After liefculing to the annaturs repeat them; the property of the pr & Legler above.

Casting Bureau: Jay Jostyn directing an amateur group in what is alleged to be his 'spare time.". Alan Kent to be his 'spare time.". Alan Kent 25-minute platter his NBC brethren gave him when he departed for WNEW. Contains their farewells and other data. ... Bob Carrier has reigned as 'WNCA's bobs Carrier has reigned as 'WNCA's bobs Content has reigned as 'WNCA's bobs Content has reigned as 'WNCA's bobs Content has reigned as 'WNCA's bobs Const. .. Ralph Edwards, CSS announcer, did 45 shows weekly in his salad days at KSFO. San Prancisco. ... Lawson Zerbe has written an air drains

tagged When I Grow Up. . . . Betty Wil-liams set for Nick Kenny's new show. . . . Joey Nash doing e. t. show for Camay

Agency Trivia: Socony, despite reports, word of a network show this fall.

out, Beatries Pairfax and Carborunding,

... A picture mag is slated to fold soon and an agency cace will try to forget and an agency cace will try to forget below. The control of the co

One of the most unusual stations suits continues to drag thru the courts, but the plaintiff continues to use the station, which he's suing. Barney's is suing WNEW, charging that the station short-changed it on time. Station denies this, changed it on time. Station denies this, and listed development is that Barney; will appeal a court denial to Impact station's logs and contracts. Meanwhile sponsor continues to air shows over station... RCA television equipment now on the market for amateurs. Costs near 2000 for major gadges to imp etherpictures..., Sponsor Hare Solited from WMCA to Mills' Artists publicity.

Chicago By HAROLD HUMPHREY

Town was all agog this week over the arrival of Mei Mei, the bran'-new panda and playmate for Su Lin, another of the apreles, which has garnered a reported \$100,000 gate increase for Brookfield Zoo since its exhibition there. WBBM literally spent a whole day fol-lowing the newcomer around with a mike, and NBC picked up a broadcast of Su Lin and Mei Mei when they first met. . . . RCA Victor moves into its new quarters Monday and hereafter does new quarters Monday and hereaster does all processing and recording right on the spot instead of shipping the waxes to the Eastern branch. . Chicago Mail Order Company takes over WHBM's Spelling Bee show this week, which was formerly sponsored by Fox De Luxe Brewery. Station didn't like the idea of sponsor on an educational shot.

Pate did another of those strange twists this week when Al Williamson, former press chief at NBC here, resigned his job of only a few months on a Minncapolis newspaper, to join Tom Fizdale, radio publicist, in his Chi office. Tom used to work under Williamson at NEC not so many years ago! . . . George Hooper, a page boy at NBC, left there, Tuesday to become an announcer at WBEO, Marquette, Mich. . . Edward Allen, WON announcer, is back on the mike after two weeks in Hollywood. .

mice atter two weeks in Hollywood, Pantry Party, a participating stint on WBHM, folded due to lack of participators. Pat Plannagan eclebrates his 16th anniversary this apring when he resumes his baseful broadcasta. A Arch Osler is paying a visit to his home town, Chi.

Press agenta sometimes wonder why nobody believes van. A good example seent releases to all the trade sheets, advising each right was their paper which to the control of the release to the trade of the release to the

the industry should dealst from liquor advertising, and he threatened possible advertising, and he threatene unti-monopoly (chain) action.

Craven spoke in favor of the American system of broadcasting, but took sharp exception with Baldwin's comments on exception with Baldwin's comments on the Haxana conference. Baldwin in the report said U. S. stations would suffer from the treaty. Craven denied this, say-ing nothing in the treaty would injure the clear channels established for the country or other stations upon realloca-tion. Graven saw the treaty as an op-tion. Graven saw the treaty as an op-tion. Baldwin the country of the national problem.

Monopoly, the focal point of previous attacks by Senator Wheeler, was again placed under fire. Montain sension warned on this point; called licensing temporary control of a national assetiand that only broadcasters" own folly. would bring governmental ownership and operation; warned against failure to service communities; network control of service communities; network control or indie stations by time asies on the latter by the former. He also referred to the Mae West affair, Chairman McNinch also read a letter of welcome from President

Resolutions passed were not very inResolutions passed were not very inthe particle was a bunch of them
thanking this, that and the other persol or hotel. One resolution agreed to
approve allocations worked out by the
old NAB board whereby the stations is
off NAB board whereby the stations is
off NAB board whereby the stations is
cation Project. Another was for threeyear license terms.
KFUZ, Fort Worth, and WINS, Henri
New York, were similated as members.

Decca Writes Stations To Quit Using Records for Broadcasting tributors of the machines to pay a license fee to the organization. A test suit against several operators and dis-tributors will be filed in Philadelphia Common Pleas Court within the next two weeks by Herbert Speizer. NAPA's

PHILADELPHIA, Feb. 10—A warning to radio stations to cense the use of its records was sent out this week by the Dece. Becord Company, following in the footsteps of RGA-Victor, which lasted a similar ban several weeks ago. In a letter to studio excer the company

points out that it owns a property right in the product and that commercial uses of the records are illegal.

"Use of Decca records for commercial urposes, such as radio broadcaste, con purposes, such as radio broadcasts, constitutes an infringement of our rights and a breach of contract between us and the property of the prop

IMMEDIATE TEST-(Continued from page 6)

Philip G. Loueka as counsel, submitted an original econognization plan, said to have been mainly conceived by Loueks, and register of the second plan was then we will be second plan with the second plan with the second plan with the second plan with the second plan will be second plan to the second plan with the second plan will be second plan to the second plan will be second plan to the second plan will be second plan to the Philip G. Loucks as counsel, submitted

until his contract expires in June. Bald-win was severely criticaled by some for was a severely criticaled by some for ever, impartial observers feel that the fault was not Baldwin, but the organi-zations. Baldwin, but the organi-zations are severely as a severely as a hould have done, since the power was not that of the managing director. It is the food point of a specifically self-seking group associated with the in-dustry. In the annual report, mailed to

members before the convention opened, Baldwin criticized the reorganization plans and reallocation steps taken by the recent Havana conference.

recent Havana conference.

Many names have been talked about in commection with the new post of paid president. The board of directors, now president and the president of secretary-treasurer, is not expected to do so for at least one month. Ell Spence, convention chairman, has been tured for titon, but no selection we made by the executive board. Directors named Mark Ethridge temporary chairman and named Ethridge. Craig. Walter Donner, Frank Hussell, Edward Allen and John Elmer Hussell, Edward Allen and John Elmer and Allen and Al

Speeches

Three speeches were made to the convention, which was cut short one day from the expected three, ending Tuesday man Frank McNinch, of the FCC. Commander T. A. M. Craven, of the same body, and Senator Burton Wheeler made the addresses, McNinch diverted from his original manuscript. Highlights were robitted multi a attemptine to Yurther to advise broadcasters not to try to use political pull in attempting to further or improve their positions individually operation to the FCG when the co-operation really meant that the FCG should adopt the broadcasters' favored policies' that improper conduct would bring emphatic foderal regulation; that

Dice Get Chill

PITTEBURGH, Peb. 19.—Comes a claim that a commentator has closed a gambling casino by radio crussding, and the control of coast editorials over KQV recently. First tirade was about a house of chance. Contends the station's p. n.—'90 effective wan his talk that the gambling oasino closed voluntarily pest day.'

Program Reviews

EST Unless Otherwise Indicated

"The Weather Man"

Reviewed Wednesday, 9:30 a.m. CST. Style—Weather reports. Sus-taining on WHB (Kansas City, Mo.). what might be just another weather gort via the radio is neatly handled before was the ratio is heatly handled by WHB program directors and Andrew M Hannick, government weather ob-sever for Kaness City. It makes up an interesting and informative early-morn-

Hamrick, known via the newspapers to garata City, Western Missouri and gastern Kansas, has a modest way of gescribing what nature has on tap in the gry of rain and snow. His voice is excellent. And to add to the interest of the short airing WHB broadcasts the temperature readings every quarter hour the remainder of the day after Hamrick has finished his atint. D. E. D.

"College Views and News"

Reviewed Tuesday, 8:30-9 p.m. Sty-Interviews. Sustaining on KQ (Pittsburgh)

Firstbarged.

Tree Lowell Thomases of the campus being heckled by a Professor Quig for local color manage to be interesting for all color manage to be interesting for the manage to be interesting for the might be smart for tirms that seek besticoup youth trade.

Program formula became station and three college papers shout news on sah campus, allociting 10 minutes groec. Current lade reporting are Frault promitten of the color of

Hisry Scoffeld, reparteeing No. 1 man for Carnegle Tech Tarian. Exceptness of talk and colorful editing should have wide interest for non-collegiates as well as the blasered folk.

'Our Next Door Neighbors'

Reviewed Wednesday, 6:45-7 p.m. Shie—Serial. Sustaining over WICC, Bridgeport, Conn.

This program combines education and This program combines education and intertainment and is designed to fur-the educational interests thru portray-ing the nome life of children and ex-emplifying the influence of school train-ing. Rich in dramatic material, it takes place in a home, with four children.

place in a home, with four canadrean, lack, Rosalie, George and Joan, being the principal characters. Produced under direction of Mac Farker, with continuity written by James Weldon, Musical interludes are tran-scribed. S. A. L.

"How About It?"

Reviewed Thursday, 8-8:30 p.m. Style—Questions. Sustaining on WHN INew York).

New York).

Man and woman are pitted against and the other in this battle of questions. And the comparison of an even is at times mildly interesting. Some Hammer conducts the stanes, which is at times mildly interesting. Some Hammer conducts the stanes, which could be considered to the conduct of the cond

Such questions as: "Did you ever wish for belonged to the opposite sex?." "Why?," "Who's boss at home?," "What why," "Who's boss at home?," "What would you do if you were President?" and "Do you prefer living alone to living with a roommete?" are typical of the Queries to the hopefuls. Prines and in-tite to witness the show help build an

Morris H. Siegel

Reviewed Thursday, 7:45-8 p.m. https://doi.org/10.1009

policies and his program consists of at-ticle on insurance companies. His criticism is bombastic and smacks of the

scap-box, but is in line with a rising tide of inquiry into insurance practices. He cites The New York World-Telegram's series of atticles "exposing" phases of the business as well as other incidents which have recently front-paged the insurance

the effect of the program is to use dialers to distrust insurance of all cause disters to distrust insurance of all types. Whether they rush to dispel to receive advice on policies Slegel knows, but it is probable that some who were insurance-minded got cold feet after hearing his blasts. One of the few in-stances in watch a sponsor slams many "products" offered by firms in his busi-"graducts" offered by firms in his busi-

Insurance firms haven't as pet made ny attempt to combat these growing riticisms. B. H. criticisms.

Pete Wasser Quits Furgason Rep Firm

WASHINGTON, Peb. 19.—G. E. (Petel Wasser quite his sales and managerial spot with Gene Purgason, station rep. while at the NAB convention here. Wasser quit Tuesday night, when the convention closed. Had been with the firm some time, company having been known us Furgason & Aston until recently.

Wasser is figuring on a Piorida vacation for a fortnight before returning to

Promotion Shorts

New Yorkers will have a chance to cash in on their love of the home town when Consolidated gation's context gets under way. Utility outfit is apotting an easay contest on its air show with \$50 top prizes for impressions of New York. And the Lord & Thomas release was evi-And the Lord & Thomas receive was evi-dently sincere when it said, rather pro-foundly, that the winner will get the cash "and his or her name will be mon-tioned over the sir." Also rans get pic-tures of New York scenes all set for framing.

A recent WNEW Sunday swing show was newsreeled by Hearst's News of the was newareelest by Hearnt's News of the Doy. Shots of the awing cats and alliga-tors in action as well as psychologists interviewing the "cases" are included in the reel. Lucky Millender's Band also took a bow.

G Men in Person

BIRMINGHAM, Als., Feb. 19 .- Real G men are making weekly personal appearances on WEGN, local NEC sta-tion. John Hegas, in charge of PRI in Alabama, personally authorized by J. Edgar Hoover, head of the Ga, an-J. Eggst Hoover, reast of the Cs. un-swers questions thrown by Denny Dennenberg, of the WSGN staff, each Friday night at 8:15. Material for the programs is prepared in Wash-ington. Other members of Hugas' staff also appear.

KTHS Litigation Over: Sale to Barton Upheld

LITTLE ROCK, Ark, Feb. 19.—The Arkansas Supreme Court has orally refused to appeal ruling of lower court of the State which upheld sale of Station KRISS, Hot Springs, to Colonel T. H. Barton, oil magnate, of El Dorado. Lower refluent recently held to be a former chamber of Counterce of the Tepla Spas was valid. This disposes of the case in was valid. This disposes of the case in the State and there is no indication that the opposition to the sale will go on to

Washington.

FCC has yet to hear application by
Barton requesting removal of KTHS from marion requesting removal of KTHS from the Spas to Little Rock where it is claimed "better broadcasting conditions and added power should make the sta-tion heard over wider areas of the country."

Ex-Bricklayer Sings On WHB; Replaces Wax

KANSAS CITY, Mo., Feb. 19.—Continuing its recently inaugurated system of replacing transcribed programs with control of the co

Novel on Lone Ranger

DETROIT, Feb. 19.—A three-base hit has been struck by Frank Striker's Lone Ranger. Script is heard over a long list of stations and was recently filmed. Now it's to be done in book form.

This column is denoted to brief renders of programs which have been on the air for some fitne, as well as sheets, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time is to presented. the newlyweds, however, wanted to rid

Current Program Comment

There's little change to report on the Amos 'n' Andy routine now that they are set under the Campbell banner. There's been a contest with reward of

There's been a contest with reward of 2,500 cakes of scop, debts to be paid to the Kingish and the prospect of a ceision in the cooler if the cooler if the cooler if the cooler if the cooler is the cooler if the cooler is the cooler if the cooler is the cooler in the cooler is the cooler in the cooler is the cooler in the cooler is the cooler in the of self-praise

George H. Combs, who spiels news for WHN, New York, displays a tendency at times to editorialize on various topics. times to editorialize on various topics, but he generally manages to stick close but he generally manages to stick close any artificial vocal devices to get the spotlight, at times his voice appears somewhat strained Listeners, however the few minutes as Combs concentrates much news in his quarter-hour stint. At called colority, dramatic verbs to get himself over, but again his range of topics helps huinance this.

Deft and farce-light, a recent Grand Deft and farce-light, a recent Grand-Hotel playlet, Honeymoon for Theo, played very closely to the headlines to good results. It concerned two sets of honeymooners who went to Moscow to do their heavy spooning. One pair of

themselves of set number two, this, they protended that they w and, of course, were suspected of being the McCey. Diplomatic complications developed after it was feared the "spite" had met with four play, but it all ended on a happy note. Familiar device of alsonic of the play's characters weren't hep to was in this instance used effectively. Subject pranced around new-paper headlines without stepping on any toea. and, of course, were suspected of being the McCoy. Diplomatic complications

After a wavering start, the Al Jolson session has developed into a thoroly lis-tenable erremony. Large slabs of Joi-sonian sentimentality have been held sonian centimentality have been held down and sloin doesn't occupy the con-ter of the siage for over-long meta-ter of the siage for over-long public-wise a better Johon. Combination of Parkyakarkus, Martha Baye, Patsy Kelly. Vie Young's bandemen and an unbilled cause of the fast-moving laughs and variety. Parkyakarkus' idea of opening a children's nursery with a sogani-"Parky Aideles with Parkyakarkus", the "Parky kiddles with Parkyakarkus"; the "parrot" which plugged Lifebuoy, Miss Raye's song-shouting and some really funny roughhouse business between the Misses Kay and Kelly highlighted the show. Osa house antic of the two galt, plus a mispronounciation orgy topped the whole bill. Sales spiris are held

WPG Reports \$864 Loss During '37

ATLANTIC CUTY, Feb. 10,--While it showed a profit in direct operation, municipal Radio Station WPG during the nicipal Radio Station WPG during the year 1937 was conducted at a loss of 895.14 due to an item entitled "depec-ciation on attoid equipment." Annual report of station was submitted to Mayor C. D. White this work by Man-dayor C. D. White this work by Man-dayor of the work of the color of the ecipts during 1937 of \$195,595.91 as against \$104.711.77 in expenses. Equip-ment depreciation was listed as \$2.758.79, making the losses \$1,887.0. This was a big improvement over 1936, which Report further stated that during the

Report further stated that during the five-year period the station was op-erated by CBS the annual average loss was \$26,000. During the year WPG was on the air 5.130 hours. Pacilities of the station have been ex-

Pacilities of the station have been ex-tended to conventions, and, according to the report, "while the station has been feeling the results of the current reces-sion, it has managed to keep pace with the corresponding period of 1998, and even with the added expense of a staff orchestra it is hoped that the 1998 re-corders at it hoped that the 1998 re-provement."

Analication to the Federal Commu-

provement."
Application to the Federal Commu-nications Commission by WPG for a change of channel frequency is pending, which if granted will give station full

Kings Features Maybe

NEW YORK, Feb. 19 .- Altho Kings NEW YOLK, PGD, 19.—Altho Kings Pentures will not replace its recently dropped radio department, Chester Well will look after any possible radio sales. Well handles merchandising of features to film and novelty manufacturers, such as Pop-Eye flickers and toys.

OFFER RADIO-

(Continued from page 7) of the few sensations of a humdrum legit season. Martin Gabel, Elliott Reid and George Coulouris were others who helped form this group. Alice Frest, Arthur Anderson and Stefan Schnable are also Mercury players who learned

are also Mercury players who learned much from radio.

A duet of directors, Irving Reis and Charlie Martin, radio-developed mega-phoners, have been grabbed by Rolly-wood money. Reis was signed several months ago and Martin leaves next week for the Universal iot.





South's Dailies Rip Radio, Mags

tional magazines were rapped in a newspaper and this week boosting Southern newspapers. The ad plugged 19 Southern newspapers. The ad plugged 19 Southern newspapers. The administration of the state by declaring in a headline "Radio Can't Do the Job In the Southeast." Some of the coopy declared: "The most show and coverage in the Southeast will show that it lags far behind the average for the country as a whole. This is not by due to the year-round climate, which invites people out-of-coors to many diversions." tional magazines were rapped in a news

While this closely follows the o While this closely follows the opening of American Newspaper Fublishers' Asso-ciation's campaign to advertise news-papers' ad columns, it is not considered likely that the publishers' drive will sinsteey that the publishers drive will single radio out as an enomy. Such out-breaks as this are believed to be span-medic and are not likely to be the key-note of the campaign. Altho the ANPA declared that it will "attempt to being down to earth exaggerated claims of other media," it has been indicated that newspaper publishers will not attempt to follow the Crowell Publishing Com-pany's recent policy of damning radio in favor of their own media.

There are several dollar-and-cents as well as "ethical" reasons for publishers not wanting to attack radio. Too many not wanting to attack radio. Too many publishers are radio attains owners to make it practical for dulitie to sock ratios. Tributes, Des Moites Requiet and Tributes, and 200 other dailles own or are affiliated with stations. Because of this publishers are unlikely to knock radio with one hand and peddie time with the

ANPA's official attitude is that it will stress newspapers' powers in its cam-paign and that the drive will not go out of its way to pan other media.

Silvers Sets New Production Unit

NEW YORK, Feb. 19,—George Eilvers, formerly with James Saphler and Ed Wolf, has gone into business for himself as a radio producer. Among shows bandled are one with Murdock Pemberton died are one with Murdock Pemberton during an acount New York atint, three durings weekly; a program with Upfon another featuring Arthur, Bobb, editor of Publisher, Last-named show will have Bobb interviewing editors from dailies thruout the country and dimensioning major bews stories with which they have been associated. Will-the settles. White is mentioned to start the settles. the series

Mendel Jones Gets WCKY Post

CINCINATI, Feb. 19.—Mended Jones, formerly program director of WHRAformerly program director of WHRAmerly created post of production and promotion manager at WCKY, Covington, KY, Jones resigned his Cleveland station duties to accept the position with the L. B. Wilken station.





Man Bites Man

NEW YORK, Feb. 19 .- The supreme finale to audience participation shows is to be reached by WNEW. Station will have fans interview other fans on its Curb Club street broadcasts. on its Curo Chio street broadcasts.
Office wag wants to tag the stanza
You, the People, give 'em keys to
the station and let 'em run the
whole shooting match.

Dummy Does Ouiz But That's Philly

PHILADELPHIA, Feb. 19.—A new twist on the "whaddya think" programs will be aired over WIP each Friday night. This time the interviewer will be Dirzy Dugan, the dummy of ventriloquiat Bob Neller, who will throw the questions at the patrons of the Arcadia-Interna-

tional. tional.

The Q's and A's will be handled in strictly gag style and will be non-reheased. If it proves successful the stunt will be aired over the GBS network from the club twice weekly.

Sandlot Ball Schools For Kellogg's on WXYZ

DITEROIT. Peb. 19.—"Sandlat" base-ball schools will be sponsored by Kellogs cereals in a tie-up with its big league broadcasts over WXYZ. Harry Hellman, announcer and ex-big league player, will conduct the "school," which will be sup-ported by the Detroit Baseball Frederation and the City Department of Recre-

Sessions will be staged on city play-Sessions will be staged on city play-grounds and applicants must be between 10 and 16. Name players will assist and a full schedule of games will be played. Kellogg's is sponsoring here and in other cities where it is bankrolling major league broadcasts. Both Kellogg and Atlantic Refining are footing the bill for a similar stunt in Philadelphia.

G. B. McDermott Set

To Manage KFH, Wichita WIGHTA Kan. Feb. 19.—Appointment of G. B. McDermott as general of production of Facile station KFH, member GBS and Wichita Rayle operated, brings amnouncement of around 15 locally produced weekly sustainings and boost in local talent.

and boost in local talent.
McDermott, one-time commercial manexer of WMAQ and WENR and widely
known NBC-er in Chicago, fills vacancy
created by death of Cecil Price last fall.
Mendelschin, a former NBC production
manager, is also of Chicago.

Place NBC's Short-Wave Costs At \$500,000; U. S. "Gratified"

NEW YORK, Peb. 19.—National Broad-nating Company digs down in its sock for about \$500,000 such year for its short-wave broadenits. Another bill of \$500,-sion of the period of the period of the short-wavers. While there is no return on short-wave expenditures, they are charged off to "public service," as a contribution to national and business

Inconsistent, Eds Say of News Bureaus

NEW YORK, Peb. 19.—Criticism simed at United Press and International News Service by radio editors in The Billboard's Service by radio editors in The Billibocard's Radio Editors in The Billibocard's Radio Editors curvey sportlights a scenaring inconsistency. Both wire services up up wired radio columns for station and newspaper clients. UP sends actual radio news over its wires, but does not send highlights or gossip out as Associated Press does. Hearst organization runs in control feature, Radio Stars, but does not entrol province, Radio Stars, but does not control feature, Radio Stars, but does not various newspapers and also syndicates a curtoon feature. Ratio Stars, but does not run much radio material ever the wire. Omission or play-down attitude is, however, not an oversight. In furnishing stations with news, both INS and UP have risked antagonizing newspaper clients and feared that additional radio news might inflame publishers,

Fact, however, that AP sends news over its wires and dailties survive is seen as an indication that UP and INS may follow suit. It is believed that the safest opener would be a radio column edited for station use, with possible newspaper to the column of the column disten-tion of the column distention of the column disten-dance in the column distention of the column disten-dance in the column distention of the column disten-tion of the column distention of the column disten-tion of the column distention disten cause it is a time-saver for part-time

scriber.

AP, because of its sel-up, does not face the conditions that UP and INS do in radio news. AP is controlled by member papers which set its policy, while INS and UP are private organizations which set their own policies. An added factor is that AP news cannot be sold to stations for reade, while both UP and INS sell their news to stations.

CHICAGO, Feb. 19 .- Chicago Tribune-CHICAGO, Feb. 10.—Chicago Tribung-Dally News Syndence is sounding out ea-tertons to see if they will go for syndicated reatures usually soid to newspapers. Fea-pers, Chicago Tribune and other news-papers, are being offered to stations in hopes of finding a new market for news-paper market and the chicago from the chicago paper market and the chicago from t

prestige in foreign countries, particularly Latin America.

Such broadcasts have increased greatly Such broadcasts have increased greatly during the past six months. Increase is due to America's attempt to combat Pascist and Communistic propagated stanted toward democratic Latin American and European nations.

While the State Department or Pederal While the State Department or Pederal Communications Communication have made few important official announcement, it is understood that the State Separt-ies and the State Separt of the State Separt-crease in shortwavers by National Broad-casting Company and other firms. 12k-wise, the PCG showed preference too in granting abort-wave lecense to firms be-lieved to possess the best short-wave equipment.

This increase attributed to what an pears to be almost a "campaign" to edu-cate Americans to the necessity of using short-wave radio to maintain "face" and standing in Latin America and Europe. A study of the files of New York papers for the past few months reveals a considerable number of articles and editorial dealing with short-wave radio. General tone of these news and feature articles are not should be a supported by the state of the propaganda broadcasts to Latin America as contrasted with the limited number of American broadcasts. Dallies of discretization of the state of the for the past few months reveals a co

Poreign mattons have a two-sided ax to grind when they bombard other countries with propagation. One is to spread tries with propagation for the propagation of the propagation of the propagation of the spread of the spread of the propagation while direct newcasts are also used. Much distortion and editorializing have been found in many of these newcasts. American programs, on the other hand stick to entertainment and straight news broadcasts in various tongues. The American aim is to counteract distorted news by broadcasting actual facts, un-colored and unbiased.

Eye-to-Eye

While no official statements have been While no official statements have been issued by the government, various political statements and the province of the province cause of propaganda from other nation and approve of American counter-propa panda

Included in the short-wave broadcasts Included in the short-wave broadcasts to foreign nations are: NBC's 32 never-casts in English, 17 in Spanish, 5 in Percula, 10 in Percula, 10 in Percula, 10 in Ceronal Perculation, 10 in Perculation, 10 in Ceronal Perculation, 10 in Perculation of the Percula

Shortwavings cannot be sponsored and it is not believed that attempts will made to change this FCC ruling as it is feared foreign nations would raise objec-tions to their nationals being bombarded with direct American advertising

AGRAP Signs WOV

NEW YORK, Peb. 19 .- American Guild NEW YORK, Peb. 19.—American Gulld of Radio Announcers and Producers air nounced this week that it had signed a centract with WOV, New York. AGRAV is currently conducting a referendum of its membership to determine whether the repaintanton will remain independent or affiliate with the American Prederation of Labor or the Committee for Industrial Organization. Better for Industrial Organization. are expected to be complete in about two

Stu Erwin Most Active Actor In Cultivating Radio Editors

(This story is another in the series derived from editors' answers in The Bill-board Editor survey).

NEW YORK Feb. 19.—Radio enter-tainers don's spend much of their time writing to editors or seeking to "culti-vate their friendship." Badlo editors of 149 newspapers reveal that only a third of the scribes believe that performers or of the scribes believe that performers or band leaders make any conscious effort to "cultivate" them and some of the efflores like it. Almost as surprising a most often is Situart Erwin, who is new to radio and whose series ends next month. Erwin sends many informat ported that they hear from him regu-larly. Erwin, who is reppect by Margaret Exhinger, tops the list of letter-writers, Exhinger, tops the list of letter-writers, nouncer Jean Paul King, who eams thru-second, with 10 editors asyling they re-orive mult from him. Joan Blaine and editors reporting letters from each.

Ben Bernie tied for third place with six editions reporting letters from each. editions reporting letters from each. the contract of the contract of the tainers to "cultivate" editors. Local boys can be met around the studies and places, while out-of-town editors must be contacted by mail fitters occasionally travelling, while a few editors in the sticks make occasionally travelling, while a few editors in the sticks make occasional troks to New York and Hollywood for material and thus furnish reterilainers with a chance to "meet" A good many performers send Christ-

mas and New Year's cards, but only a few were reported sending presents. Only one listed was Major Bowes. Performers who write include teams, announcers, band eaders and others.

Editors' reaction to "fan mail" is sixed, but there's a definite sere nursed if the mail sounds phony. Says a Day-ton editor: "'I hope you like me' letters run off by the hundreds have a negative effect on most editors.

effect on most editions."

"Morton Nowe cultivates acquaintance," Derothy Mattison, of The Worcester (Mass.) Telegram and Gazefte, required, and the second of the Worcester (Mass.) Telegram and Gazefte, reprived a most of the second for the second of the second of the Passate (N. J.) Hereid-Kreus, wants to know if hew supposed to be dope enough to believe Bruin means it when he some time. Richard G. Montett, of The Times-Union, in Sackson/tile, Piss. suggests a form of "compensation" for look-nurses a peer at performers who thank "me for stuff in my daily column frequently when I have not mentioned along this line."

Other performers in the running in this line."

along this line."
Other performed in the running inOther performed and Guy Lomburghov the performed and Guy Lomburghov with four each, Major Bowes with three (including the present), and Mortee (including the present), and Mortee Bowe, Bolly Dawn, Eddie Cantor, Paul and Linn and Abner, with two each. Alouit 20 other network performers acut at least one letter to editors.

LOOP HAS 100% AVERAGE

Every Legit Show in Chi This Season Has Played to a Profit

Season still without a new musical, but dramatic shows get heavy play-and some musicals expected laterprosperous 1937 grosses are bettered-no let-down

CHICAGO, Feb. 19.—There's no biz recession on the local legit horizon, judging by reports from the four Loop houses. Every attraction this season has been a profitable one and the grosses comparatively higher than the prospector '27 figures. While Chicago patrons have yet to see a new mustcal this \$66500, they have been religiously supporting the dramatic vehicles, star-studed companies and widely exploited attractions drawing them in from a wide radius. Certrude Bromberg, exacts that the houses have been playing.

states that the houses have been playing to the largest audiences in seven years and that there is no apparent box-office between in sight. Even the two-week many of the above the property of the season in that house, managed to pull thru, due to improved balcony business. states that the houses have been playing

business.

It is a season structions that have rolled up satisfactory grosses for the Subberts so far include Mudame Browery, too weeks at the Grand: You Gent Toke to weeks at the Grand: You Gent Toke breaking 40-week run at the Harris January 15: Brother Bet, rolling up 17 weeks at the Belwrn: The Show 1s Du, an of the season and remained for two weeks; Yee, My During Daughter, a four-week tenant at the Grand: A Duli's week tenant at the Grand: A Duli's week tenant at the Grand: A Duli's During the Show of the season and remained for two weeks; You're's, Consign a nine-week tenant at the Grand: A Duli's Bornett's ruis return to the Coast; Cornelia Otis Skinner's Edna, His Wife, a two-weeker at the Harris, and Noel to the Weeks and the Harris. Current season attractions that have

which extended its successful run from two to five weeks at the Harris. The Rrianger, which opened its legit oeason December 13, bowed in with Miriam Hopkins in Wine of Choice, a sock box-office attraction for two weeks, and followed with another socko, Helot Hayes in Victoria Region, which choses mi

and followed with another socko, Helen Hayes in Victoria Reysin, which closes an eight-week engagement tonight. Latter an eight-week engagement tonight. Latter Advance Indications point to a couple of musicals which have missed this city, to survive in Loop houses in March and Latter and the survive in Loop houses in March and Armas. More straight plays penciled in include Room Service, opening an indefinite run at the Selwyn tomorow: Monday for three weeks in King Sichard II; Julius Gaccar, relighting the Erlanger March 7; Susan and God, Raving Wondard II; Julius Gaccar, relighting the Erlanger March 7; Susan and God, Raving Wondard II; Julius Gaccar, relighting the Erlanger March 7; Susan and God, Raving Wondard II; Julius Gaccar, relighting the Erlanger March 7; Susan and God, Raving Wondard II; Julius Gaccar, relighting the Erlanger March 1998. The Service Wood of March 1999 and March 1999

Chi FTP Schedule

CHICAGO, Peb. 19 .- Federal Theater CHICAGO, Feb. 10.—Federal Theater will present its first legit show in two months February 25 with the opening countries of the control of the countries of the

To Manage Chi Erlanger

CHICAGO, Feb. 19.-Fred Crowe, manabout Foo. 19.—Fred Crowe, man-ner of the Auditorium Theater here, is to succeed Rollo Timponi, Erlanger Theater manager, who was forced to take a leave of absence due to continued ill health. tions-was furnished with the anpal Auditorium treasurer, that four additional plays have been booked for Music Ball of the aud.

Tobacco Road, which played here su To select Roma, which passed nore suc-cessfully hat November, will return for two matines and four night perform-ances Pebruary 21, starting John Barton. The Women also will show six times beginning March 8. Walter Hampden noves in March 24 for three days to play the title role of Ethan Frome, which will be followed by Star-Wagon, starring Burgess Meredith and Lillian Gish, later

in the spring. Nixon, in charge of legit attractions in usic Hall, previously booked Helen

Music Hall, previously booked Helen Music Hall, previously booked Helen Hayes, in Victoria Regind, which opens a four-day run March Ia. Advance ticket sales for the Hayes appearance are establishing new records and capacity audiences are expected to attend each performance. Music Hayes

attend such performance. Miss Hayer oppearance was moved up a week recently, originally having been booked to begin Markh 23. Is completed here with the property of the prope

New Plays on Broadway

Reviewed by SUGENE BURR

HENRY MILLER'S ng Tuesday Evening, February 15, 1938.

ONCE IS ENOUGH

play by Frederick Londale, starring Ina Claine, Staged by Gibert Miller, Setting designed by Raymend Sovey, built by T. B. MacDonald Construction Company and painted by Triangle Scanic Studies, Presented by Gibert Miller. painted by Palagia Servic Studies. Presented Elife Lindon.

John Williams Martin Linear Daylon Lawis Lawis Branchild Battle Lawis Ministry Holling Walter Piets Lady Whitelath Hollin Lawis Naney Rysan Lady Stetchiery Hendrich Rosal Lady Stetchiery Hendrich Rosal Lady Stetchiery Hendrich Rosal Lady Stetchiery Hendrich Rosal Charles December of Hampshire (Naney) — Inc. Claire Daylon Lawis Lawis Milliams Lawis Law

ong.

On the stage of Henry Miller's Theater, three nights the curious may see on the new property of the control of the contr

breeze of her consumnate comile artisty. Miss Chaffer, it may as well be said at once, does one of her finest jobs in recent years, charming, knowling, beautiested, and the said of her withing and challenged of her withing and chalm, can't resuccitate this mildly notatigue of her withing and charm, can't resuccitate this mildly notatigue and charm, can't resuccitate this mildly notatigue and charm can't resuccitate this mildly notatigue and experimentally and charm can't feature the mildly notatigue and prigrams. Mr. Lorendst has clutte and prigrams, Mr. Lorendst has clutted prigrams, Mr. Lorendst has control and prigrams and p earing Lonisdale efforts had at least some faint tings of oction to offset the bril-liant verbal condaughts that fished, like remarkably bodiless dragon-files, thru the gauze of his dramaturgy. He has been unable to recapture any such tings of action—and even his opigrams seem to creak a little at the knees.

to creak a little at the knees.

Allowing for those fundamental differences, however, it is the old formula.

The Alliber attage to thus intested with

The Alliber attage to the intested of the

all of them busily engaged in being as

Brittle as a tepid drink—an occupation
they vary only to indulge airliy in an

rigeran or an indifelity or a combination of both. The scene is very properly

where the lords and ladies drop in like
English-accented ants at a pompous pic
nic. And the two chief characters are,

again very properly, the Duke himself

Duchess, Nasch Intimatels and his Duchess, Nancy.

Ducines, Nancy.

After neven years of happily married life the Duke has taken up with Liz Pleydell, wife of his best frend, a cheap little wench (so the playwright insists, without giving much evidence of it), whom he invests with all the glowing attributes called forth by a romantic inagination. Nancy, a wise lady who loss him, pepulse to him about it, forces to the property of the property of

investing a peaks to him about it, forces him to confess it, is very nice and tim-deratanding, and finally, without any real urging on her part, etc him to give a real urging on her part, etc him to give however, and the second of the confession of the confession

KC's Heavy Legit; Four More Bookings

KANSAS CITY, Peb. 19 .- Proof that the current legitimate season here is the best in history-both from standpoint of profit and quality of attrac-

From Out Front



By EUGENE BURR

It may have been gathered last week, in the course of a review of Thornton
Wilder's Our Youen, that this corner—a chiacel of lowbrow lack of taste—was
altogether impervious to the soul-stirring beauty created by Me. Wilder when he
described a New England town thru recited size directions rather than scenery. It
has play, he was representing all of American small-town life, together with a
complete panearan of American small-town philosophy, thru
the somewhat simple medium of a true, trued-shelled and
greeted in this precited by comething dangerously skin to a
Broax cheer. Of course, the love story was podded out with
descriptions of the town—descriptions distinguished nether
routine, acts of other inflabilants and much pretentious
philosophising. But the fact remained that the scheme of
petions to present it with scenery, would have been inclining
but a stageful of saccharine-tainted pseudo-philosophy, Without scenery it became a theatrical nevely, a Times Square
art asothetes into a series of bleate that counded like cheers.
Analyse, an enterprising reporter for The New York Sun
saw Mr. Wilder and asked him how come, and in fairnose
and Mr. Wilder and asked him how come, and in fairnose
diltorial parenthesly my own comments.

Said Mr. Wilder: "If the intention of the naw had been merely a description

editorial parenthesis) my own comments.

Said Mr. Wider: "If the intention of the play had been mesely a description of village life, its incidents, its joys and its dejections, the play would certainly have employed scenery. But, the subject being such a life against the larger background of ideas (what ideas), every care had to be taken that the resulted detail should be a life against the larger background of ideas (what ideas), every care had to be taken that the resulted detail should be a life of the subject to the subject of the subject to the subject of the subject to the spectator and automatically begins to earry it into the world of generalities." This, so Mr. Ensured Issenberg would say, I categorically deny, Absence of even a man capable of perpetuiting Mr. Wider's "philosophical" comments must certainly see) must inevitably do just the opposite. The absence of scenery necessarily rives attention upon itself. Par from being carried "automatically" into a state of the stage. Either Mr. Wider isn't celling the truth in his "explanation" or else hearn't even a faint idea of what the siage is all shout. Anyone who has seen Our Town, I suspect, will be inclined to favor the latter alternative. In the subject of the besider, the alternative and the subject of the subject of the besider, to which statements. But that's another question.

Mr. Wilder continues: "The sparseness of the stage is, moreover, an allusion to the New England thought-world, a world of understotement and apparent disability of sensitiat englyment." This, I submit, is pure popproach. You could with an milenter of the stage of t

The pretentiously high-falutin', intellectually bankrupt and emotionally sterile treatment of death in the last act—wherein characters sit in chains in an imastined considerable welcome a new corpie to their midst with much talk of the delights considerable of the control of

the coronet of a Duchess (or whatever it is that a Duchess wears) gifanning below that a Duchess wears) gifanning below that the can't go with her unless Namer consents to a divorce, and Johnny. This dreams of a great love that overabout his ears, begins to see the light. He tiles to persuade Namer to grant his grant it, and Johnny tells Liz that she work, thus comewhat dubbusly choosing the delights of home and friends.

The whole thing has about as much content as a folded paper bag.

Also the characterizations leave plenty to be desired, Johnny is just a stuffed shirt who fails enthusiastically to justify all the fibst that's made over to justify all the fuse that's made over him. Nancy, if you examine her eleesly, savers in character more than she than the control of the control of the the cards are stacked against her char-acter by the playwright in the last act, seems by long odds the nicest of the three; until that point there's mo real Johnny and want to recure him from a stodgy home. As for the animated fish who float vaguely thru the fringes of the action, they'ne less characters than Misc Claire, as remarked before, gives

a marent-oream of High Society.

Miss Claire, as remarked before, gives
a glittering, intelligent, beautifully
played performance, and does her best
to rescue the evening; as a matter of
fact, her artistry is worth the price of
admission, if you don't care particularly about seeing a play. Hugh Williams does what he can with the stuffed-shirt Johnny, Viola Keats gives a remarkably good performance as Liz, particularly good performance as Liz, particularly with, and a good number of the minor with, and a good number of the minor participants are remarkably hard to take. Mr. Millers direction and production are, as always, above reproach. One young lndy, when queried as to

One young lady, when queried as to her reaction, said, "It's nice to see it all again." I, however, diagree—with a wave of my hand in the general direc-tion of the title.

LYCEUM Beginning Mo ey Evening, February 14, 1938

ROOSTY

play by Martin Berkeley. Staged by Lee Strasberg. Settings designed by Nat Karson, built by Marry L. Abbett and painted by Bergman Studies. Presented by Albert Lewis. 200 Abner Biberman Mee Harold Johannud Kary Tucker McCulre Fuff Nelson William Harrigan Joseph Nelson James McCallion Ernest Woodward
William Foy
Zarnah Curningham
Selo Doudsy
Russell Hardy Mrs. Adams Attendant Ed Schuster

d Selenter Scholler S The sad news from 45th street this

(44th Annivers Alviene SCHOOL Theatre

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de terning. thents appear in full length plays, a week in each, thents appear in full length plays, a week in each,

at engagements, to T. BELL, Secretary, 66 West 85 St., N. Y FEAGIN SCHOOL

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BROADWAY RUNS

PARTITION AND PARTIES.	2 819, 4500	HILLYN,
Dramatic	Opened	Perf.
All That Glitters (Bifences) Amphitripus 38 (Shabort: Beebeler Bern (Playkessei) Hottest Bat (Arphausder), Casty Jones (Prifted) Doll's House, A. (Readbyrre)	Nus. 1 Jun. 25 Duc. 16, Veb. 16	128 55 499
Father Malachy's Minet ISL James: (Lobden Burg (Helaser)	Nov. 17.	= 110 124
Checki (Historia) Journal Manders (#4th St.) Mercury Theater Rep	Feb. 8. Jan. 29. Oct. 27.	= .15
(National) fellon Cassar The Siconaker's Holiday Murdor in the Cathedra	Nov. 11.	
of Mice old Men (Mac)		a
On Borrowot Time (Lettquere One is Enough (Miller's)	Nor. 23 Feb. 3 105, 15	20 T
Our Town (Morosco) Roosty Service (Carl) Roosty (Lyceum) Shadow and Sabelairce	Feb. 14.	
(Golden)	Jan. 26.	20

Musical Comedy		
Between the Devil (Imperial). Doc, Cradle Will Rock, The	22	70
Hoors For What! (Winter	8	5.0
Gardeni PM Rather Be Right (Alvin) Nev. Three Waltzer (Majestic) Doc.	25	$1_{\frac{117}{65}}^{\frac{64}{127}}$

week is that Albert Lewis, making welcome return as a Broadway producer, stubbed his toe over a sentimental anecdote masquerading as a play. The name of the sneedete is Roorfy; Mr. Lewis pre-sented it at the Lyceum Monday night; and his return to Broadway will be brief unless he elects to make another produc-tion. Roosty closed Saturday.

Martin Berkeley, the author, had a nice enough basis for a sentimental miclodrama, but that's all—a nice enough basis and no knowledge of what to do basis and no knowledge of what to do with the course thru all metodramatic rocks, with every bit of his settion easily predictable after the end of the prolog, and with all after the end of the prolog, and with all after the pilot, rather than rice wrom. Also his lack of playmaking technique is unhappity demonstrated by the prolog and the direct seens, both of which could have and without even adding any lines later. What there is of Rocosty tells about the young son of a notarons upublic enemy, but the prolog and without even adding any lines later. What there is of Rocosty tells about the young son of a notarons upublic enemy, and without even adding any lines later, what there is of Rocosty tells about the young son of a notarons upublic enemy. At the listington of a wedgare pociety Martin Berkeley, the author, had a nice

At the instigation of a welfare society he is farmed out to the Schuster home-stead, where Maw is scared by his pa's stead, where Maw is eared by his pay-reputation, and where young Ed. in the intervals between trying to make the farm pay, e-peaks idylik love to Kate, the village schoolmarm. The young people take Roosty, the kid, under their wing and bring out in him a love for the farm, a veering away from his former

Then, of course, Roosty's pa comes on the scene, fittingly incognite. He stays a week while Roosty debates whether or week while stoody geomes whether or not to leave his newfound happiness; the farm-dwellers suspect who Pa is, and there is an attempt to inject some hyped-up suspense when Maw ineffectually phones the village constable; Rocetty con-sumes a score or two wavering between his two purposes—while all the rest of

the same of the sa

probably the results to training.

The direction, handled by Lee Strategy until a few days before the opening and then taken over by Mr. Lewis, it atymined by the material—or, rather, the lack of it. There's not much you can do with a play that gently skims the surface of an incident,

RITZ

Beginning Wednesday Evening, Feb. 16, 1938 MURDER IN THE CATHEDRAL

A play by T. S. Diot, featuring Robert Seaturing Section 1 of the Section 1 of the Section 2 of the Section

Messenger Casson
Messenger and Knight Russel Nagiler
First Tomother and Knight Russel Nagiler
First Tomother and Knight Russel Nagiler
First Tomother and Knight Russel Russel
First Tomother and Knight L. Martin Browne
Faurth Tempter and Knight L. Martin Browne
Waterfield Margiera Anderson, Nina Burst,
Vakerle Hall, Joy Harington, Pareck Kolby, Janet
Waterfield Margiera Anderson, Nina Burst,
Vakerle Hall, Joy Harington, Pareck Kolby, Janet
ACT I—Eme 1: The Architology Hall at
Cannerbury Cathodra December 2, 1170. Scene
ACT I—Eme 2: The Cathodra Control
Cathodra Four Days Latter
Cathod

Instance of the Fope.

At least one must how to the courage of Gilbert Miller, who made his second production of the week on Wednesday he presented to the second of the second to the second of the s as you prosonly can't have to be cold, was given a magnificent production two years ago by the Pederal Theater Project, in the days when that adjunct of paternal government was young, vigorous and healthy. The production then, as paternal government was young, vigorous and healthy. The production then, as remarked, was magnificent; heats of New Yorkers flocked to see it at a price only a fraction of that which must be charged by Messra. Miller and Dukes at the Ritz, and the chances of the current proscitation therefore seem slight. They seem all the slighter when the inevitable comartsons are made.

The company now playing at the Ritz

is the same that performed the play for more than 600 times in London, amid a thick mist of critical adulation; but, thick mist of critical adulation; but, honesty coming before politices in a review, it must be said that it comes relief tough in atomic. It lacks the magnificent humanity, the towards strength, the political properties of the same properties of the same properties of the same properties and the same properties of the s and it lacks the majestic space, the calm grandeur, the finely and picturesquely serviceable WPA setting designed by Tom serviceable WPA setting designed by Tom Adrian Craeratt. Comparizons are, of course, all the things that plattude-bound sages asy they are, but in this case they are obvious enough to be altogether unavoidable.

The play itself is a timbelly, it does include some brillantly starting images, some brightly beautiful lines, some impact of survice dramatic dramatic postery but it

pact of surging dramatic poetry; but also contains a vast amount of se also contains a vast amount of celf-conscious twaddle—and, in its cerebral maunderings, it proves itself about as fit for the stage as a dramatization of the

for the etage as a faramatization of the binomial theorem.

T. S. Eliot, its author, seems constantly striving, self-consciously striving, for effects in his word-patterns, somepart he simply oventrains. And in his would-be impassioned description of the martyridom of Thomas a Becket he never seems altogether honest in ethier his fundamental thesis, his seeking after effrundamental these, his seeking after ef-fect or his efforts as a poet. The drama takes Becket as he returns to England after seven years of exile, and seeks to probe his thoughts as he is assailed by four tempters and as he prepares himself for the martydom he knows will come. for the marrydoom he knows will come. Rushing headstrong and fanatical into the bloody niche of a saint, he forces his priests to open the doors of the church to the murderers when they come and dies upon the altar. Then the four knights who killed him calmly step to

probably the result of his long radio training.

The direction, handled by Lee Strainer of the direction of the straining and then laken over by Mr. Lewis, one spectors they guilt to dive so the property of the strain and then laken over by Mr. Lewis, one spectars, they justify it only too the lack of it. There's not much you can see with a return, and the play and so with a may that certify kinns

Even when witnessing the magnific Even when witnessing the magnificent production given the drains by the WPA I felt that the play was essentially phony. I felt that the play was essentially phony woven into his work lines heavy with the bright gold of poetry. He has just as certainly descended perilously close to nonzense verse in other passages. Ha work gives the impression of being.

Has work gives the impression of being, rather than drama, viable music or rather than drama, viable music or highly abstract description—but then Mr. Eliot's work as a highly abstract piece. I can now add, in the light of later events, that the impression of "viable events, that the impression of "viable given not by Mr. Ellot's play at all, but by the heatiful production then accorded it.

corded it.

To continue: "One doubts Ellot's complete honcety as a peet (rather than as a part of the continue managements designt in the good of self-immolation, hymning the perverted beatitude of suffering and, in his some-times magnificent language, indulging in a ringing affirmation of the non-existent."

In the stuffy and mannered presen-tation at the Ritz all of the flaws stand out. It would be perhaps unfair to go into Robert Spesight's performance at the archbishop—which seems like a long elecution-school recttation — because everyone else in the cast declaims in the everyone else in the cast declaims in the same way, and the fault nutst therefore be laid the the body and the fault of the best of the common that the common terms of the passion or movement is allowed to dis-tort the slow and formalized declama-tions. Mr. Spenight rectites rather than those the common terms of the common terms of the late the choice of the common terms of the play's thought-forms—becomes a Tible play's thought-forms—becomes a Tible a fluent and Haming pattern of the plays thought-forms—becomes a Figlia and stylined grouping of sthined-bloomy of the stylined grouping of sthined-bloomy of the stylined grouping of the stylined and Cracraft two years ago, the presen-tation at the Ritz seems like a fifth-line road company—and not a very good one

Equity Statistics Called Meaningless

NEW YORK, Peb. 19. - Statistic gathered thus far by Actors' Equity in an attempt to make a survey of unemp attempt to make a survey of unemploy-ment were labeled meaningless by the association heads. AEA will try to start off on a fresh tack. Considered possible that seems information will be forth-coming in a few weeks. Anything done on the matter of a basic

agreement between Equity and the man-agers will probably not affect legit this season, according to one Equity apokes-

AEA council, at its meeting Tuesday, is Has counter, at its meeting attention, the likely to appoint a committee to consider the Lazarus report on Equity condition, and this committee, in conjunction with an executive committee, will decide what to do about the report's recommenda-tions. Feeling in the Equity office is that the report is sympathetic and humans.

WICHITA TRIES (Continued from page 5)

(Continued from page 6) missioner Harry Cottman voting for the play on grounds the theater was siready rented to the producer and breach of contract might result in fault. Dr. T. Walker Wearer, the manyer voted with Cottman to make the deadlock.

"I haven't seen the production and until then will not pass upon it." be commended.

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"A Slight Case of Murder" (WARNER BROTHERS)

(WAINTER BROTHERS)
Time, #5 minutes. Release date not given. Seroen play by Earl Balduin and Joseph Schrake, from play by Benno Logen Schrake, from play by Benno by Long Becon. Coast: Edward C. Robinson, Jane Brann, Allen Jenking, Ruth Donnelly, Willard Parker, John Litel, petand Brophs, Harold Huber, Eric Beland Brophs, Harold Huber, Eric Benno, Fart Hamilton, George E. Stone, Bert Hannion, Jean Benedict, Harry Segmont, Betty Compson, Joe Catter, George Linguist, The Harrier, Dubber York, The Harrier's Hollywood, Without the trouping of ER Robinson.

without the trouping of Ed Robinson this piece would become a slight case of nothing. But the star works at top speed and carries the remainder of the cast along with him. A Slight Case of Murder is generously sprinkled with cod old Hellywood hoke, plus im-plausible situations, but Lloyd Bacon has turned out a pic that should please a general audience.

Story deals with a beer baron of prohibition days who goes legit at repeal, lee becomes involved with financial manipulators who threaten to take his beevery away from him unless a note is yold. Robinson takes his family and a and from his own alma mater orphanage to his home in Saratoga. Bodies of four gang enemies of Robinson's are found m the house. A scene that really hits the top in laughs is when Robinson and his hearhnest distribute the bodies on the benchmen distribute the bodies on the doratege of their enemies. The plot doratege of their enemies, the plot doratege of their enemies are proposed by the pr

"Of Human Hearts" (MOM)

(MCM)
Time, 109 minutes. Release date not cites. Seecen play by Breathury Poote. Seecen play by Breathury Poote. Seecen play by Breathury Poote. Seecen by Herbert Stotbart. Directed by Clevence Brown. Cast: Wolter Huston. Activate. Steuart, Gene Reyolds, Beilah Clarendine, Ann Ritherford, Leatrice Joy Gibbert, Charles Feek, Gropewich, Leona Roberts, Gene Lockhart, Clam Breans, Gene Lockhart, Long Robert Medical Minor Charles Feek, Robert Medicale, Minor Waston, Previseed at Westsood Village, Ballyrood. A drama that is aimed to stir the emi

A drama that is aimed to atir the embeds of any audience, Of Human Hearts is a creditable mixture of pathos and substeed humor which should find the ticket buyers willing to part with their

coin.

Story, laid in the Civil War period, concerns Walter Huston, a small town Preceher, who comes to a new parish with his wife and boy. Struggle is between the boy and his father. Huston is forced to use hand-me-down clothes one has family as part of his salary. The cold his family as part of his salary, the mother, seense the boy's feelings and these to head the growing breach between tries to heal the growing breach between

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Communications to 1564 Broadway, New York City

away."

James Stewari, the son, becomes a noted suppose, His mother loses all track in the son, he was a suppose the son the son that the war, A resulton between mother and son is effected by Lincoln.

Huston's appets acting does much to Huston's appets acting does much to prising thing about the picture is the acting of Gene Reynolds, sho plays the prescher's son as a boy. Guy Kibbee phiys his laudal humorous role as the

untry doctor.

Of Human Hearts owes much of its open to the splendid direction of larence Brown, who never lets the characters become unbelievable

Dean Owen

'The Affairs of Maupassant' (PANTA FILMS)

(PANTA PILMS)

Time, 86 minutes. Release date not green. Adapted from the diary of Marke of the Adapted from the diary of Marke Josephinson, Lyrics by First, Rotter, English titles by Julian Leight. Distributed by Galile First, Inc. Received at the Pica title leads one to believe that it extens from the life of De Maspassant, but this connotation is mostly phony, but this connotation with the exception of the production with the exception of

the production with the exception of his affection for Marie Bashkirtseff. De-velopment of love between the two makes up the entire plot, with the gift getting by far the greater play. Accord-ing to her diary, they met under roman-tic circumstances when she was studying Miss Bashkirtseff, says the legend, tubercular (the pretty as all-get-and therefore stymled the realiza-

out) and therefore stymied the realiza-tion of the mutual pash. This is sad, but what is ander is that American the picture, which is definitely shade for the foreign audiences and graduates of the picture, which is definitely shade for the foreign audiences and graduates of the picture of the picture of the picture of the foreign audience and graduates of the picture of the leads of the picture of the footer, director, is now in Hellywood dragging down important money.

"Bringing Up Baby" (RADIO)

Time, 160 minutes. Release date not Time, 100 minutes, Release date not given. Directed by Housed Hawks, of the Month of House Michael Wilde. Original by Bachols and Hayar Wilde. Original by Bachols and Hayar Wilde. Original by The Grant, Charles Rupples, Wolter Catlett, Sarry Fitsperald, May Robons, Fritz Feld, Leona Roberts, George Irving, Talo Birell, Vérgina Walker, John Kelly, Previenced at the Walker, John Kelly, Previenced at the Pantages, Hollywood.

Pantages, Hollywood.

Topnotch connedy—you will undoubtedly find Bringing DB Baby at the top of the h-o. list for the year—is the keynote of this acrewy film. Miss Hepburn most of her dramatic offerings and she plays her part with zeek. Cary Grant, already established as a comedian in this type of film, does a grand job as the self-considense curator of a misseuline goody antice of Miss Hepburn and Grant. Miss Hepburn is the nicee of a rich philan-lepburn is the nicee of a rich philan-

three of axis repour and orant, axis Hepburn is the niece of a rich philan-thropist who is bent on giving away a million dollars. Grant is out to grab the million for science, Miss Hepburn's frantic search for love smashes the ro-mance between Grant and his secretary, Virginia Walker, But love finally emerges

from wreckage.

As long as audiences go for slightly hysterical films such as The Auful Truth. hysterical films such as The Awyst Train, Bringing Up Baby will undoubtedly do smash business wherever it is shown. Continuous laughs will make this offer-ing a real money-getter. With a hame cast and word-of-mouth exploitation, it will be easy to sell. Dean Owen.

"The Adventures of Tom Sawyer"

SELZNICK (UNITED ARTISTS) SELENIGK (UNITED ARTISTS)
Time, 53 minustes. Belease date, February II. Directed by Norman Taurog.
Screen plop by John V. A. Wester, Cast:
Towny Kelly, Jackle Moran, May Robbon,
Walter Brannan, Vetor Jory, Cone Sue
Collins, Spring Byington, David Holt and
Ann Chills. Reviewed at the Music Hall.

This one's an oldtimer, having been done at least a couple of times before. This version ought to make money, since the title is still box office and it's in

New York.

technicolor, too. The technicolor is superb and Taureg had this in mind all the time when he played up the river and cave sequences. There are some exutaite scenes, pictorially speaking, and usy will do much to sell the pictures.

they will do much to sell the pictures.

Another stiling angle is the selection
of Tomany Kelly, a Bronx kid and an untime of the sell of the sell of the sell of the sell
thoraly charving kid with temperion
personality. He looks like another Freddie
Bartholomew. Ann Gillis plays the other
juley role, that of Becky, and she is absolutely captivating. The rest of the cast
are adequate, with May Robson doing
the finest work.

As for the story, everybody (well, al-nost everybody) knows it. Taurog has given it a different treatment, of course playing up the melodrama and sort of sliding over the humor—altho there are some excursations assumed to the course of the cours some exeruciatingly amusing bits. Altho we found his directing not completely satisfying, the picture has all the marks of a bex-office hit. Paul Demis.

"Love, Honor and Behave" (WARNER)

Release date not giren. Directed by Stanley Logan. Screen play by Clements Ripley, Michel Jacoby, Robert Buckner, Lawrence Kimble. Origtnal by Stephen Vincent Benet. thal by Stephen Vincent Benet, Cast: Wayne Morts, Priscilla Lene, John Lifel, Thomas Mitchell, Dick Foran, Barbara O'Netil, Mona Barrie, Minor Watson, Donald Briggs, Margaret Irving, Gregory Gage, Dickle Moore, Audrey Leonard, Crauford Kent. Previewed at Warner's Hollwood.

Hollywood, Credit the acting of Wayne Morris and Priscilla Lane as the punch which lifts this film out of the groove of ordinary entertainment to a bell-ringer for the b. c. While the story itself is crammed with obvious situations, the natural man-

ner of Morris before the camera and the drammic delivery of Mps Lane are re-sponsible for audience appears according to the mother's code that a good loser is better than a winner. In the film both Miss Lane and Morris are children of divorce, Morris father, played by Thomas Michael, ties to get his son in be self-ted to the mother of the mother of the mother to the mother of the mother of the mother.

Various episodes showing Morris losing Various episodes snowing agents tessing gracefully in sports, business and love finally lead to a rather slapetick but effective climax. Miss Lane, the bride, is about to walk out on Morris but is slopped the boy's sudden caveman taction. paddling to his erring honey and finally proves himself a man in her eyrs. Obviously produced as a program pie, Love, Homor and Rehave will do better

business than lots of heavily plugged films. Dean Oven.

PLAYWRIGHTS GOT-

Pranken's Another Longuage, George Kellys The Show-Off, Eugene O'Nell's The Straw, George Bernard Shaw's The Deul's Disciple, Jonah Speavach's Mon-ach, Barry Stavis and Hatcher Hughes' The Sin and I and Ernst Toller's Mo

More Peece.
Reat of plays brought prices varying from \$10 to \$500, with John Mason Brown almost grabbing the boody price and feer and the Tellows, which brought \$27.50. Usual basis for play rentain had been \$50 per week per play per company. In October of 1907 the PTP developed a Cetober of 1907 the PTP developed a Cetober of 1907 the PTP developed a function of the PTP developed as \$50 per week per play per company. In October of 1907 the PTP developed a function of the PTP developed as \$50 per week per and \$400 per week there-after. Playwrights get no percentage on the box office. No set price for mulaicals.

FROM OUT FRONT-

FROM COI FROM (Continued from page 11) (Continued from page 11) in the immortality of the soul, separated from the specific survival of personality and memory. My image was advant from the first six castos of Dante's Purgatory." But, he says, he provides no angel to guard the newly dead, "In my play they themselves must be the masters of their washing away from terrestrial things."

An ignoramus, I look upon those statements, I'm afraid, as boobstarting baldendash, just os puerile, shallow and self-consciously muddled as the pheny "philosophinings" in the play. Undoubtedly Tru dumb, but I whis Mr. Wilder wuld a labe, it has what may, for politeness' sake, be called a major inaccuracy. A "bellet in the immortality of the soul, separated from the specific survival of periods of the control of the specific survival of periods. They retain their memorates, or they gabble horningly shoul people they knew the terrestrial life. Is it possible that Mr. Wilder's docum't know what he was writing about people they knew its

But to return briefly to the absence of scenery, Mr. Wilder says: "The interest to me . . . lay exactly in its problem of the realistic detail in its relation to the central ideal that lay in the subjective life . . . Perhaps with those writers (Bosen and Chekow), for the larger life of literature, the method (resilitatic reporting) came and Chekow), for the larger life of literature, the method (resilitatic reporting) came play, are all signs of a public rejection of the realistic method of of method. The work is the same state of the contract of the

what die from the fact that the two clauses of the final sentence have nothing what the first that the two clauses of the final sentence have nothing what the first that t

A many boor, I persist in thusing that Mr. Wineer eliminated scenery, uses, because such a surface-denoitemal procedure would appeal to any pompous, pre-because be lacks the ability to write a play in play form.

An bonest, considerations and able existant, working in an art-form chosen by himself, could have done all that Mr. Wilder tried to do—and failed to do—without debasing himself by ringing in the red hering of a circus treatment.



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Music Pubs Clash With Decca And Brunswick on Disk Divvy

MPPA empowers Harry Fox to investigate royalty accountings at waxworks-greatest discrepancy said to be in foreign sales-Victor is given clean bill

NEW YORK, Feb. 19.—While the recording companies are having a time of it with the performing artists on property rights and with radio stations to restrict like the of the platters for profit, a benshwith his burst on another from that will prove the platters for profit, a benshwith his burst on another from that will possible and American Record Corporation and September 2018 and Company and Corporation and Co

section in computing royalties due be music publishers. While the letter of the law calls for a

While the letter of the asw calls for a divey on all disks manufactured, many pubs claim they would be glad to settle for their due on the records sold, even allowing the recording companies to take advantage of the 10 per cent deduction for breakage, in spite of the fact, they claim, there is little waste of a destructive nature in present manufacturing

Auditing of the books at Decea and runswick is not being done posthaste, Auditing of the books at Decea and Brunswick is not being done posthaste, Harry Fox taking in a little fishing ex-tion. But any thought that the motion will drag out thru the ages as "old busi-ness" may be killed by the recording companies. A number of indic pubs, still smarting over the alleged treatment still smarting over the alleged treatment in recording circles, have put the pres-sure on Fox, demanding tramediate ac-tion in no uncertain terms, and Fox ha tion in no uncertain terms, and Fox has given them assurance he'll see the mud-

MPPA meeting in question was a blaz-ing furnace, with charges and counter-charges hurled in every direction. Only the Victor Recording Company remains unscathed.

Jack Bregman, Feist general manager,

Jack Bregman, Feist general manager, is reported to have opposed the measure, is reported to have opposed the measure, is reported to have opposed the measure that grounds of personal triendship with recording officials in question, but John control of the property of the personal property of th

Charges hurled at the recording com Charges nursed at the recording com-panies during the hectle meeting brought out allegations that the greatest discrep-ancy show up in the accounting for foreign sales of the platters. One pub-estimated that Decca owes the music men, collectively, about \$40,000. It was also brought to light that Decca recently made a settlement on royalty claims with Lou Diamond, general manager of Pamons Music.

Fox has sent letters to all absentee publishers, apprising them of the mo-tion, and the "fun" is yet to start.

M. K. Loder, treasurer of Brunswick Record Corporation, denied the allega-tions, claiming all the payments to the music pube are accurate. "The pub-lishers have been and are being naid, all that is coming to them," he said, At Decca, President Jack Kapp opined

At Decca, Fresident Jack Kapp opined that the music publishers are harping on an old time. "They think we sell with the publishers are the publishers are unfortunately, that is far from being true. The publishers are sovereign in their rights on their denig and can do their publishers are sovereign in their rights on their denig and can do claims that Harry Fox has already claims that Harry Fox has already chacked over the Decca books and found, nothing irregular. He also denied that Diagnosid.

Morgan Changes Canary

NEW YORK, Feb. 19.—New gal gets the NEW YORK Feb. 19—New gal gels the call for canarying with Russ Morgan. Beraice Parks striking out a path of her Carolyn Clarke, blood beaut the master captured among the gals embellishing 2d Wynn's show. It's new work for the promises to be nice work. And she's got it, as the collider boys at Georgeton will see this week when they get must be the Worgan manner for their protein.

City Board To Arbitrate Music Strtikes in Holly'd

HOLLYWOOD, Peb. 19.—Prez Jack Tenney of Local 47 announced this week that be is seeking closer co-operation between musicians and the city govern-ment. Latest move in this line was to request the Central Labor Council to

request the Central Labor Council to name a committee to act as arbitrators in the event of labor disputes. Mayor Prank L. Shaw is reported to have named a municipal committee as mediators. It is believed that this move by Tenney will go far to avoid future strikes and lockouts.

Griffin Heads ARC Sales: Victor Waxing in Chicago

NEW YORK, Peb. 19,-J. W. Griffin, ormer Eastern district manager for RCAformer Eastern district manager for RCA-Victor, was appointed general sales super-visor for all sales departments of the American Record Company (Columbia, Brunswick, Vocalion labels). Expected Griffin will act as a co-ordinator but not otherwise affect activities of present sales

CRICAGO, Feb. 19.— BCA-Victor's newly built recording plant to service the Midwest territory opens Monday (21), with three studies expected to get into action by the end of the week. Staff of 15 is headed by Ed Foreman. Plant cost \$150,000.

Dancin' With Anson for Heifers and Holsteins

FORT WORTH, Tex., Peb. 19.—South-western Exposition and Pat Stock Show and Rodco, opening March 11 for a 10-day setting, has added a name band for

Ain't It the Truth

BOSTON, Feb. 19.—First fiction based on a torrid trumpeter's life will be scribbled by Mrs. Howard Baker, her Young Man With a Hora baset, her somy aim with a room inspired by the late lik Beiderbecke. Scripter is wife of a Harvard protes-sor and soon a Houghton, Mifflin \$1,500 fellowship on her plot. Ad-mitting she doesn't know much about hot musicians and their queer hab-te, Miz. Baker has been quizzing jitterbugs for background ma-

terial.

She confided there would be very little love-interest in her opus, her hero being mainly interested in jazz music and not carring much about wine, women or tea. Which will probably sound like a lot of fiction to musickare.

Peck o' Songs Promised

HOLLYWOOD, Feb. 19 .- Warner Bros will enrich the music catalogs with scores from six musicals which are planned for production this year. In addition to Gold Diggers in Paris and Courboy From Brooklyn, alrendy being focused, the film factory will produce The Desert Song, White Horse Inn. On Your Toes and Garden of the Moon.

The Schnickelfritz Band, whose classic orn music has had the tall-corn country agog, makes its debut in the Gold Diggers filcker. klieding their kernels with The Wreck of Old 37, I Wanna Go Back to Ball, Tiger Bag and Colonel.

Berigan Ballys Nitery Stint on Theater Date

PHILADELPHIA, Peb. 19. — Leighton Noble tours the rural belt after a 12-week finish at the Arcadia-International week linish at the Arcagna-international on Pebruary 24. Bunny Berigan follows for a fortnight. Berigan is currently be-ing featured at the uptown Carman film-waude house as a build-up for his Arcadia stint. Art Pudula, Arcadia nabob, allowed Berigan's Carman appearance on stipulation that the band-master would plug the nitery at the end of each show.

the first time to hold forth at Rainbeau Garden, nitery on the grounds. Open only during the Stock showing, Anison Weeks comes in to woo the hoofers away from the helfers. Sip and manck spot has been terraced this year so that rangers may oble a floor show, Kathryn Duffy's All-American Revice making for that divertissement.

Selling the Band

Paul Wimbish puts a little imagina-tion into his direct-mail advertising ex-ploitation. For AI Katz and his Kittena, politation. For AI Katz and his Kittena, Katz waving a wand. Side by aide with the macetro in a grinning pusy in a top hat also waving the stick. For Bill Scotti, folder has a flash photo of the macetro, a description of his missic and a symbolic black Scottie dog.

Both pieces of literature have the much of something different that is ound to attract the eye and the atten-

A Killa-Dilla New method of telling the music-buy-

ing world that Jimmy Lunceford is killer was used by Harold Oxley. Bros-elde is a photostatic montage of to side is a photostatic montage of two docen newspaper and may clips on Jim-my's recent tour. Flash layout is eap-thoned, "Saving Episode Committe Grand Larceny." Caption is obscure enough to get the average reader wondering what it means and finding out by reading the elec-

Picture Tie-Up

RCA-Victor has been working out
promotional tie-ups for filmusteal discs
of Larry Clinton, Abe Lyman, Hal Kemp
and Shep Fields with local muste stores. Shops are provided with special window

streamers and posters, linked with the local theater showing the film. Victor also gets plugs for the bands and their also gets plugs for the bands and their recordings in the RKO and Paramount press books. Some of the theaters plan lobby displays and will feature phono-graphs playing the tunes from the pic-ture right in the lobby.

Maestro as Style Expert

Nat Brandwynne, playing his first De-troit date, has been garnering consider-able local publicity. Among the roles in which Brandwynne has been cast, in order to creah the papers, is that of style expert. He was interviewed over WWJ by fashion commentator Sally Woodward, and expectated on "The Influence of Music on the Fashions of the Day," The band's secretary, Esther Silaber, is credited with this amart publicity stunt.

The Old Candid Gag

Ted Weems found out, when he played Washington recently, that the minicamera craze is still going strong. A tie-up with the local Scripps-Howard News and a camera store had the fame schooling candid shots of Weens and the shooting candid shots of Weens and the boys during their theater date. Best shots copped prises. Store sold over \$100 worth of equipment, and the win-ning pix were printed in a five-column atrip by The News. Oag also boosted business at the Earle Theater.

Simon Suggests Brass Bands To Hypo Air Shows

CINCINNATI, Feb. 19 .- In the search GINGINNATI, Feb. 19.—In the search for new ideas and novelties radio is over-looking a good bet in passing up the brass band, according to Frank Simon, conductor of the air-sponsored Armos Band. Radio seems to have forgotten that band music is understood and loved

that hand music is understood and lored by almost everyone, at the same time pointing out that there will be a declina in the popularity of darsee music.

The control of the control of the control of the theory of the control of the control of the control of the theory of the control of the control of the control of the sign up brase bands just as they rushed sign up brase bands just as they rushed

sign up brase bands tust as they rushed seround last year signing up every arab-able symphony orchestra. To have se-caped the attention of broadcasting of-cficials is on emacing condition, he says, in view of the fact that band muscle is the position of the service of the position of the points out, are heard occasionally, usual-points out, are heard occasionally, usual-points out, are heard occasionally, usual-franks Goldman, his own program and one or two others, there is practically and one or two others, there is practically networks.

networks.

Simon reminds that practically every
American community, from the largest
cities to the mailest villages, has a band
cities to the mailest villages, has a band
the competition of motoring, radio and
other features of modern life.

The parks, still draw large crowds despite
the competition of motoring, radio and
other features of modern life.

The band conserved as a novelty. The addict,

The band muste is no seldom broadesat
that it is considered as such by many
radio listeners. One of these days, and
are going to realize the fascination that

networks.

are going to realize the fascination that band music has for most Americana. They will understand why it is that every American over 40 easily remembers such names as Sousa, Pryor, Creators and Pat Conway, even the the same peo-ple would have difficulty in naming two well-known dance orchestra leaders of that same period."

Hudson Gets a Birthday

NEW YORK, Feb. 19.—Month of March will see Will Hudson, ork leader-component arranger, celebrating his sixth year in Tin Pan Alley. Hudson will be paid respects on the CBS dwing Club on March 5, five of his compose will be featured on the Capitol Theater Pannily at abow, and Martin Block will salute the composer on the WNEW Swing Session. March 13. ited that Hudson has written 50

Estimated that Hudson has written 90 originals and arranged 200 other populations for the formats to 500,000, best selling arias the Organ Grinder's Swing, Moonglow and Mr. Ghost Got to Toom.

Weeks Does Best in Weeks

LINCOLN, Neb., Peb. 19,...Anson Weeks went into the Liederkranz Hall in Grand Bland, Nob., and drew a phenomenal \$1,050 gate for a one-nighter. It's only a 19,000 town and the gross is better than he was ever able to draw in this

Music biz is marking time awaiting the April bow of the Turnpike Casine, which will be a three-story dance areas and will play the bigger bands. At pre-ent the best band stops in the State are Omsha, Grand Island and Holdrege, all paying top money. Lincoln rejoins the work schedule with the unshuttering of the Turnpike.

Others Sell Magazines

COLUMBIA, Mo., Peb, 19.—Johnof Redckis University of Masouri Orchedia Redckis University of Masouri Orchedia Peberuary 28. Combo Includes 12 men and Florine Bastman, gel singer, and has been playing for youthful dancers here the was the period of the per near the university campus, and occa-sional floor shows will be used. All of Reick's men are Missouri students working their way thru college,

A Balmy Bedfellow

DETROIT. Feb. 19.—The psychological manifestations of a music armanger's excursions in alumberland over partly answered by Frank ipump) Heendle, who scores the earing and away stuff for Sammy Kaye. Pump Josephed that the baid vent to England and was broadcasting via the short waves to the States. "Suddenly," he nightnared "the DETROIT, Feb. 19 .- The psycholog-"Suddenly," he nightmared, "the flash came thru that the pick-up in America was n. g. Sammy sent me to New York in a speedheat to fix the vires." And when "Pump" woke up he claimed he was completely fatigued from traversing the Atlantic in a speedboat.

Tuneful Chatter Bout Tunesmiths

MURRAY GILLER and Buddy Kaye, Murvo of the composers of this year's Countbia variety Show, You're Got Sowething There, have been displaying weeks. Their From a Scientific Point of Vice was liked by Sammy Kossler, of Major Mulke. . . Rajbh Sintinan, containing the second of the containing the second of the country of the containing the subsider. The second of the composer, is a second of the composer, in the composer, in the composer, in the containing the composer, in the composer, in the containing the composer, in the compose

Robin Hood for Warners.
Also in the Holly-mood are Pollack
and Mitchell, teaming the tunes for the
most Ritz Broc. hightmare; Warren and
sord Ritz Broc. hightmare; Warren and
Josephel; Bosts Morros scoring Harold
Loyd's Professor, Revene, and Harry
Owens following up Sweet Letlant with
Decays Haustian Moon.

Dreamy Haussian Moon.
In Atlantic City are Rodgers and Hart
puting down the notes for their next
musical, I Married an Angel. Due commusical, I Married an Angel. Due commusical in the second of the second of the
same of the Rits-Carlion Hotel there.

Mills Music has the secon of the next
Leonard Sillman musical. Who's Who,
opening next month on the Main Stem.

Lottis (Satchmo) Armetrong has
knocked out a tume called Safrield Mondi.

knocked out a tune called Safehel Mouth-Sering, Clarence Williams publishing. Same firm also has Be a Little Concept (litter is a safety song infringing on Irving Caccar's monopoly of safety songs), by Alan Zee, Elektra Allson and Frank Bochrenbeck, and My Doys Are Lucille Coleman

Art Shaw Returns to R-O'K

NEW YORK, Feb. 19.—Piguring that the other side of the field was greener. Art office affiliation. Formerly has been included in the confice affiliation. Formerly has been with the property of the confice affiliation. Formerly has been seen as the confice affiliation. Formerly has been seen as the confice affiliation. When the confice and the confice affiliation and the confidence again, office spotting him to open next month for a dozen weeks at the Nor-mandie Ballroom, Boston.

Sheet-Music Leaders

(Week Ending February 19) Eglas of music by the Maurice Richmond 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 Supuly Company, of New York: Lyon & Healty: Carl Pischer. Inc.: Gamble Blored Music Company and Western Dook and Stationery Company, of Chicago.

1. There's a Gold Mine in the Sky Thanks for the Memory Whistle While You Work

Rosalie I Double Dare You You're a Sweetheart A Cypsy Told Me So Dipsy Doedle

Bei Mir Bist Du Schoen Ten Pretty Girls Moon of Manakoora

12. True Confession 13. Sail Along, Silvery Moon 14. You Took the Words Right Out of My Heart 15. Sweet Sombone

Click-With-Vic Meyers Enters The Ring for the Hizzonership

SEATTLE, Wash., Peb. 19.-Vic Meyers, not long ago famed as a jazz-band leader and local nitery nabob, has once sion long ago temeet as a land-outed as a good-outed as a land-outed out of the ring for the mayornaty. And this time keeping the circuis out of the ring is conceeded by June. His previous compaling for mayor, using a "Cilcuit with View battle-orty was a say gosture that included everything elephants thrown in to make a short measure good. But his sense of humor mayor good and the land stand, found the voters lifting him later from Cilu Victor boniface to Satchenase vestions. The lifting him later from the coronary of the State. For his mittig cutty in politics Meyers.

For his initial entry in politics Meyers cracked the nation's front pages by serv-ing cracked ice on the trolley lines. And would have pretty gals to dish out the cubicles. Even had Laura LaPlante, former screen siren, make a tram trip as a sample of that Meyers hospitality.

Ted Lewis "Is everybody happy?" trick only rated a Major Bowes audition com-pared to Victor Aloysius Meyers. Voters pared to Victor Aloysius Meyers. Voters are reminded of the night he carted his band around on a wagon, making a mu-sical marathon of Hoppy Days Are Here Again to rout the depresh and capture

gental votes thru the streets of Scattle. Replete were Vic's Joe Milleriams dur-Replete were Vic's Joe Millerians durting his earlier campaign for the hizzonership, the phanks of his platform nuffyearlier than the properties of the platform of the
saving time. Seattle shouth have twofour time. Allegro, And further down
the promise putfings. The only intelligent way to solve the liquor question
is to pass an ordinance forbidding the
stanging of Sweet Adeline after 11 o'dock
convicts wounds the permission of the
convicts wounds the permission.

convright owners. copyright owners.

Destined to go places, and still more places, if not in the musical world, at least in political results. Vel is this time conducting an unclownish campaign for mayor. This time his talk is filled with the meat and iron necessary to smash the racketeering he assails.

Blame It on Bei Mir

NEW YORK, Peb. 19,-Latest to board the Yiddish band wagen in the wake Bet Mir's success is Marks Music Corpor Het NIT'S SUCCESS IS MAYES MUSIC COOPERATION with Ask the Stars, from the Lewish ple The Contor's Som. Dalley Plackman Americanized the Igrics to A. Oblehanetsky's music. Latter is a Second Arenue stand-by. Paskman also Englished three lyrics from current Molly Picon operetta, Bublitchki.

Satch-mo Is in the Groove But Band Ain't in the Mood

Records Reviewed by M. H. ORODENKER Abbreviations: V-Victor; B-Brunswick; D-Decca; BL-Bruebird; V-Vocalion.

Taking It Straight Taking It Straight
Sounding alick on the straight stuff,
with plenty vocal and color variations to
distinguish the damaspation. GLEN
GRAY couples Did an Angel Kits You?
and the yesteryest water in the region
of the yesteryest water in the region
DIE MARTIN tools true with Just Let
Mr Look at You and You Couldn't Be
True (BLI), and with greater emphasis
on the rhythm. TOSMAY DORREY cuts
the same two-one for Youngly dore
You and Momenta Life, This (BLI); WILL.
You and Momenta Life, This (BLI); WILL.) STABLILE Soils it solid for I Simply Adon-You and Momenta Like This (BL): WILL OSBORNE makes it a smoothle with the emooth slip-sliding for The One I Love and Melody Form (D), and LARRY CLINTON couples At the Perjune Coun-ter with When the Heather Is in Bloom

ter with When the Heather Is in Bloom (V). Latter side is by The Big Apple writers, who fashloned Lock Lowond in collabing for that title, lifting the Scotch liter bodily. FREEDIE RICH, with Sonny Schuyler and the Clubmen to sling to words, makes forthright damapation for six sides, covering the Snow White and the Seven Diver's (D) score, all of which are more acceptable than the victor album

that smacks of screen track syncopation

The Potent Stuff Weskens

The Fotent Stuff Weskens LOUIE ARMSTRONG specializes in satchino sendings and usually tools it out in the called-for decorum. We a gabriel born he blows for True Confession, Jubiler, J Double Dere You and Satchel Mouth Sixteng [D], but he has to carry the sides alone. His own band (Linis Russell) backs, but they never know who's in front.

LIONEL HAMPTON surrounds his sticks with what is a sure-fire combo. Johnny Hodges and Edgar Sampson for Johnny Hodgee and Edgar Sampson for the eaxings, Cootie Williams trumpeting and a suitease section in Bill Taylor, Souny Greer, Allen Ruess and Jeas Stacey, it all sounds swell on the label. But the war for The Sam Will Shine To-night and You're My Ideal is a sckering offsir. Hampton has never been accused affair. Hampton has never been accussed being a singer, which eats up most of the wasted shekels for three sides, and it's unfair the way Victor's high-und-mighty force the assignment on him. Worse yet, on the public who are still suckers to buy by labels alone.

Hearts and Flowers

the ADRIAN ROLLINI QUINTET (Bobby Hackett, trumpet; Frank Victor, guitar; Buddy Rich, drums; Frank Clark, bass, and Sonny Schuyler to add the wordace). There's not much seasoning to their You're a Smeetheart and Josephine (D),

but it's not too blatantly swinge and

but it's not too blatantly swingo and hot pollot will even be attracted. WINGY MANNONE now tries to st-tract with the Italian dislatet-songs of abother viniage. In the Land of Youo, Yamo, and My Mariuccia Take a Steam-bort (BL). But the clambabe erew will have to try again, the sea is rough on

these sides.

Inspired, undoubtedy, by Raymond Scott, but taking his tricks from the masters. LARRY WAGNER has arranged a coupling with the obvious Heart and Flowers and Sneakin' a Sleep (V), a Flowers and Smeakin' a Skep (V), a sneak on a classic whose identity lingers on this reviewer's penell point. Both sides are long on rhythm, short on mel-ody. The fashioning is fresh, but wearies over the strotch.

Carle Cuts Capers

Solving at the Steinway, with a rhythm section to accent the beats, FRANKIE CARLE whips out the stand-PRANKIE CARLE unips out the stand-ard keyboarding in the attractive player-piane style. His sides for Wedding of the Painted Doll, Ooll Dance. Dancing Tambourine and Flapperette (D) is the piano procedure for maximum audience appeal. And for those pictrists who swear by ROY SMECK, others will shudder, it is only to their delight for the pickings in Smoke From a Chimney, Sweet as a Song. More Than Ever and On the Sentimental Side (D).

Sweet Swing

It's not the natural order of things for sepia awingouts to come thru on the commercial couplings, but JOHNNY HODGES proves the exception to the rule. With Cootie Williams trumpeting rule. With Cootle Williams trumpeting growl and otherwise, Johnny also saxings growl and otherwise, Johnny also saxings in unusual good teate, plus the sweet in unusual good teate, plus the sweet My Day and Silvery Moon and Golden Sardis (VO) listen as a couple behind that blend for awest blusself on sulf Golden Sardis (VO) listen as a couple behind that blend for awest discovered that blends of a west for a west f

truck time, Stepping Into Swing Society, the bary saxing of Harry Carney hi-lighting the disk.

Swing, but not so sweet and less exciting, pours forth on the platter piped by trumpeter HARRY JAMES for his own conception of Texas Chatter and the sob conception of Texas Chatter and the sob-eong of yeateryear, Song of the Wanderer (Bh. Helen Humes versifies the vaga-bond verse in a ghostish Billie Holiday fashion with as much animation as a ghost. Band, including Jess Staeey and a cound-up of Count Basie boys, is mightly loose and lasties in its nooting.

Pipe This Puff

NEW YORK. Feb. 19.—Press agents who want to build up their ellent as unaffected, democratic folk, attrib-ule a love of eveng music to them. Supposed to be lowbrow, love of ewing makes the haughty star a down-to-earth dandy. Latest to get down-to-earth daudy. Latest to get a load of live is Kirsten Flagstad, Metop canary, who latens to swing atuff on the radio and phonograph whenever she get a chance. Mrne. Plagstad will probably be as aturation to see the

surprised to see this in print as any-

Shifts Among Band Bookers

Glaser sticks with R-O'K -Oxley deal with Marshall-Zerksman at Mills

NEW YORK, Feb. 19.—Changes among the band sellers have been fast and furf-ous since the first of the year, all offices tightening their personnel in an attempt to keep out of the red side of the ledger. Now that Harry Moss has made his home at Music Corporation of America, after

at Music Corporation of America, after a muit eries of changes, man of the minute is 500 Chaer. Rockwell-O'Reefo Septiment of the minute is 500 Chaer. Rockwell-O'Reefo Septiment of the Septimen

the same building.
Al Zerksman, one-time band manager
of CBS Arists' Bureau under the Ralph
Wonders regime, moved in at Mills Arilets this work to make the Moss replace-

ment.
Beg Marshall, indie Coast booker, has
made a lie-tip with Marold Oxley here.
Will hande Jimmie Liuncoford and Edgar Haves on the Coast, while Oxley
Marshall has Floyd Mills one-nightning
it to open here at the Apollo March 25
for his Eastern debut. Bay is the only
seplan ork fashioned along the Fred
Waring-Hones Heidt style.

ASCAP Seeks Screen Credit

HOLLYWOOD, Peb. 19.—Members of American Society of Composers, Authors and Publishers, Songwriters' Protective Association and the American Society of Musical Arrangers want scroen credit. Studios have already been requested to write same after the individuals name. All the up with general policy of the music industry to make their norse widely known cuiside the trade. Cam-eramen are the only off-the-screeners getting affiliation credit on the silver sheet.

Finzel Doing Fine

DETROIT, Pub. 10.— William Pinsel, local booker, reports a pick-up in bit, apotting Lee Watter for an inder size apotting Lee Watter for an inder size reports and property of the resolute, and grabbing off a trio of renewals for this smaller combos. Lee Backer and his trio, the Viscounts, linger for sight more weeks at Stori Stateller for sight more weeks at Stori Stateller has been added to Vere Wewwille and his trio at the bitters built of Detroit-Lekand Hoest and a similar holdower ticket for the same nook, econdon-estertaine, at the same nook, econdon-estertaine, at the same nook.

Graham Subs With Quintet

HOLLYWOOD, Feb. 19.—Johnny Wil-hams, drummer, who has been with the Baymond Seott Quintet since its incep-tion, is laid up as the result of an auto-wreck. Scott, booked for a one-nighter with the Cantor show, sudditioned seven with the Cattler slow, submitted seven forumners for the temporary spot, final-ly picking Al Graham, formerly with Ben Poliack. Graham, sow with Cally Hol-den's crew at 20th Century Fox, will probably stay with the quintet for a month or so until Williams recovers.

America's Leading Radio Theatre, and Dance ORCHESTRAS

Music of Yesterday and Today Played in

Blue Barron

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

- CRA Biltmore Boys

AND THEIR ORCHESTRA. WEBSTER HALL HOTEL

Detroit, Mich. - CRA -

Jack Denny

AND HIS ORCHESTRA HOW ON TOUR.

CRA

King's Jesters

The Biggest Little Band in America AND THEIR ORCHESTRA Hotel La Salle, Chicago. NBC 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 Starling Melodies BEVERLY MILLS COUNTRY CLUB. Newport, Ky.

- CRA

Jan Savitt

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

- CRA -

"America's Most Versatile Instrumentalist"

Jack Sherr AND HIS ORCHESTRA

Now Playing RICE HOTEL, Houston, Tex



DON REDMAN and his Orchestra

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King of the Muted Trumpet

Clyde McCoy "SUGAR BLUES" ORCHESTRA DICCA RECORDING ARTISTS

Now On Tour. Personal Management GUS C. EDWARDS. First National Hank Bidg., Chicago, II

ANCHO and = ORCHESTRA

PERSIAN PLAZA HOTEL, N. Y. Mgt. MUSIC CORP. OF AMERICA

Orchestra Notes

By M. H. ORODENKER

Off the Record

Off the Record
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Swing diva BHLLE HOLIDAY has left Count Basic. . . . Powworza int Basie. . . Powwows are plent Rockwell+O'Keefe now that 'I RTIN has returned from a cr Count Basie. . . . rowwows att pursues at Rockwell-Orcore low that TOM at Rockwell-Orcore low that TOM at Rockwell-Orcore low that TOM and Rockwell Rockwell

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Nickel Nursing
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Clipped From the Coast

onse an April 18 opening at the Hainbow Room, New York. ... IML DRINKRE takes over the Bal Tubarin, the Hainbow Hainbo

Mid-Atlantic Musings

JOE HAYMES will be back at the New enn Club, Pittsburgh, March 10 the arting date. . . When BLANCHE that they doe.

CALLOWAY finishes her present run, her second season, at the Southland, Boston, band goes under exclusive management of Frances Foster, of Stiefel Enterprises, CHICK WEBB at Beantown's example supper spot, Levaggi's, is a dandy for the drawing and may draw a boldover ticket for himself.

Doings in Dixie

LANG THOMPSON opened this week in ort Worth, Tex., at Binckstone Hotel, . . BILLY ROWE sets the tempo for terping at the Castilla Ballroom, Frank-linton, N. C. . WALTER HAGON is supplying the sweet and soft synons at

First downtown cutting contest is spotted Thesday (22) at Roseland, with DON REDMAN and COUNT BASIS beating out the blares. . . MAYA and his Cubans are added to the entertain-First down ment at Hotel Ambassador, replacing Antobal's Cubans for the relief rumbas. . . . PAUL MARTELL draws a holdover

Big Town Buzz

ticket at the Arcadia Baliroom, with BOB SYLVESTER coming in for the re-leting. . FESS WILLIAMS opens Thursday (24) at the Rosebud, Brook-lyn. . JUAN AGUIRREK, heralded a lyn. . . JUAN AGUIRRES, heralded as the Benny Goodman of the marimbas, hits town March 7 . . is set at a Spanish nifery till April 21 and then goes cross-country to make Los Angelea June 15.

Set for the Summer With winter doing its annual wind-up, With winter doing its annual wind-up, CRA springs to summer in band spot-tings. . . . CARL (DEACON) MOORE has been set to open the season at Lake Breese Pier, Buckeye Lake, O., June 12

Ring Dem Bells

It's alrighty for Major Bowes to go onging, but the musicians' union will ave none of that routine for its songing, but the musicians union will have none of that routine for its masestro card holders. TOMMY DORSEY masestro card holders. TOMMY DORSEY meets of the process of the

The Fem Fronts

The Fem Frents
Making it her first hotel location since
debuting at the Governor Clinton, New
York, RTAR RIO parks at the Bodel RenWilliam Comments of the Comments
William Artists figures on INA RAY
HUTTON settling down for a fortnight
though the Comments of the Comments
ROYAL COMMENTS OF THE COMMENTS OF THE COMMENTS
ROYAL COMMENTS OF THE COMMENT

Stuff 'n' Such

. Stuff 'n' Such
GERALD BRIRETT gets promoted at
MCA, assisting HARRY MOSS on the
PUBLY Top Hatter, may make the main
stem thes summer, mentioning as a filler
for Harase Held at the Blitmore Hotel,
at the summer of the summer of the summer
sent beautiful to the summer of the summer
sent bracking. HAWKINS, with Septin
Petchit fronting, out on the road again
Petchit fronting, out on the road again
starting the latter part of March,
attarting the latter part of March,

this time for a three-month trek, elarting the latter part of March.

Latter part of March. Oriental Gardens, Chicago chow-meinerie.

Notes Off the Cuff

GUS C. EDWARDS has booked a trio and singles for BLUE BARRSON and base RIO. HUDSON-belaNOGE complete their circuit of Charley Shribman ball-rooms March 1. but will linger in New England for a dozen repeat dates. . . .











BILLY HAYES, holding forth at the Hollywood Restaurant, Philify, is being primed for plattee cuttings. . . and for good measure has composed Leoney Little collabing. . . . Now that he has had his tonid pipes filtered AL MANTH! is reorganizing his thylimpators to rejoin the ork front in Madwon, Wa. And so we send our cuffs to the Cesaura.

Busse Shuffles to CRA

CHICAGO, Peb. 19,-With Kay Kyser Chicago, Feo. 19.—with Ray Kys. still a strong possibility to swing away from Music Corporation of America to Consolidated Radio Artists, the latter agency has now signatured Henry Buse to its roster. Buses was formerly in the MCA camp and will continue at the Cher. Parce until summer. Switch is unusual, since Busse is feuding with CRA's Jan Savitt, both bands styled to a shuffle rhythm and each claiming a first.

NEW YORK, Feb. 19 .- Willie Parmer is NEW YORK, Feb. 19.—Willie raymer us the newest addition to the CRA band roll Opens June 17 at the Promenade Cafe to Radio City for the third consecutive sea-son with an NBC wire for the strings.

Legislature Nixes Union Law To Restrict School Bands

ALBANY, N. Y., Peb. 19. — Legislation pensored by the musicians' union to ba-tigh school and college bands from playing commercial dates was defeated in the education and civil service committees of the State Legalature here this week, Bill was introduced by Assemblyman P. J. Mc-Caffrey

ASCAP Safe in Georgia

ATLANTA, Feb. 19. — Pending bill against ASCAP in Georgia was killed this week when State Legislature adjourned without acting on the measure. Georgia is the second Southern State with Gesigns on outlawing the performing rights society. Suit against Florida's anti-ASCAP law was recently filed and comes before the bench in March

Newman a Ruby And King Has Royal Rhythm

(Airing the Bands)
By MAURICE ZOLOTOW

For Dancing Foot

fer Dancing Feet
A bond that makes dancing a necessary plasaure is Ruby Newman (Rainbow goom, New York, WizAr). Combo discomment of the Combo discommend of the Combo discomme

Satchmo

Salchmo

One of the greats in the evolution of one trumpeler-socalist Louis Armiston of the salch and salch

Earl Moyer

Last Meyer

Just a group of good musicians playing what's written with energy and
impolances in Eart Moyer (Cathay Tea
Gardens, Philadelphin, WMCA). Arzangements feature a mutuch born and
are pentry intenable. Acquit themselves
well on both the warmer and sweeter
well on both the warmer and sweeter
twoods by Bid Goodman. Band
docs thowwith finish and gratifying
drythman. rhythms,

Siandard style ork of the refined sort is Henry King (Hotel Fairmount, San Francisco, WABC). Band has been around for years but is still tops in its class. Music is built around King's lashy piano work and is toe-tickling and mar-fingling. Arrangements are fast, subtle and highly pollubed. Emphasis is on rhythmic figures rather than melody or vocals, making for cure-fire canceability. Band has class and musi-

15

Pitt Inns and Union Co-Op on Club Date

PATESURAL, Feb. 10.—Stirty day pact of AFM, Local 60, with hotels guarantee—see Coosed shop for all music at Inna. Coosed shop for all music at Inna. After the Coosed shop for all music at Inna. After the Cooper of the Cooper

thru open letter from prexy Clair E. Meeder appealing "If you expect to receive the highest wages make it possible

Non-Cuffo Comes Clean

NEW YORK, Feb. 19.—Willie Horo-witz, professional manager for Miller Music, turned brutally frank the other night.

other night.

Present, with a score of other pubs, at Frank Dalley's Mendowbrook opening Tuesday night, Horowitz was introd by Dalley to do a tap-dance as a gag. Bellowed Horowitz into the mike, "I can't do a tap-dance, but what I want to know is are you getting a wire, or did I wester my time and money coming down here?"

for those who engage you to pay these for those who engage you to pay these high wages by patronizing them and builting union label goods. Don't expect everything and given nothing in return. Unionism can only exist and prosper by the combined efforts of all its members, and the union musicians who demand and the union musicians who demand money for cheap non-union pept their money for cheap non-union production or not a credit to the labor movement.

Chi Dancers Like the Hoof Incentive Dished Straight

CHICAGO, Feb. 19.—Ballrooms here definitely prefer dance bands to so-called show orks for the simple reason, oper-ators explain, that patrons come to their

Canadian Union Heads Alarmed Over Spread of Canned Music

Turn on tears because they let mechanization get the jump in theaters-complain that disks are used for dances-single house uses trench crew

TORONTO, Ont. Feb. 19.—Heads of the local musicians' union muttered threats of action against the public playing of phonograph recordings. And in the threats of action against the content of the conten

Arthur Dowell, secretary of the To-ronto Musical Protective Association, claims there are none of the mechanical players in this city yet. And that there won't be any if he can help it.

won't be any if he can help it.
"We were foolish to have ever allowed
theaters to fire musicians and install
canned music," he sid. Negligence on
the part of musicians to keep mechaniration under control has resulted in
only a single house in Turonto, the Casino, using live music. This doesn't
count the Koyal Alexandra, playing legit
and rolling in the biggest take that if has experienced in years.

emporiums to dence. Of late leading dance temples have tested show bands and lost heavily on those dates, the outfits disappointing with their dance mu-sic and going too far with strictly show specialties.

Ops don't mind a few novelties on the diet but insist on good dance music above anything clas. In some instances unknown leaders ran rings over name competitors due to their better stock supply of dance tunes.

Air Plugs Pop an Angel From A Brain Trust of Ethereal Space to First Place Cats to Cut Rugs

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-t.e.m. week days and 11 a.m.-t.e.m. Sundays, for the week ending Thursday, February 17. Independent plays are those received on WOA, WYEW, WACA and WHA, Film times are designated as "F," mustad prediction numbers as "M." Based on data supplied by Accurate Reperting Service.

Wk	t. This Wk.	Net	Ind
	1. Goodnight, Angel (F)Berlin	35	27
i	2. I Double Dare You	32	29
ē.	3. Dipsy DoodleLincoln	28	23
ň	4. Thanks for the Memory (P)	27	20
	5. You're a Sweetheart (F) Robbins	25	27
3	6. Sweet as a Song (P)Robbins	24	16
ŝ	7. I Can Dream, Can't 17 (M)Marlo	23	22
í.	8. Whistle While You Work (F) Berlin	20	21
í.	8. Bei Mir Bist Du Schoen	20	10
	8. Two Dreams Get Together Remick	20	8
1	9. Did an Angel Kiss You?Pamous	19	19
	10. More Than Ever	18	22
	10. Just a Simple Melody (F)	18	17
	10. The One I Love (F)Feist	18	11
,		17	11
	11. You Took the Words Stight Out of My		
	11. You Took the Words Hight Out of My Heart (F) 12. I See Your Pace Before Me (F) Crawford 12. Rosalte (F) Chappell 12. Somebody's Thinking of You Tunight. Schuster-Miller	17	0
	12 I See Your Page Before Me (F) Crawford	16	21
	12 Rosalte (P) Chappell	16	19
	12 Somehody's Thinking of You Tunisht Schuster-Miller	16	9
	13. Nice Work If You Can Get It (F) Chappell	15	- 8
	14. Mams, That Moon Is Here Again (F) . Paramount	14	17
	14, I Live the Life I Love (M)	14	16
t	14. Outside of Paradise (F)	14	13
	15. It's Wonderful Robbins	13	19
1	15. TabooSouthern	13	14
	15. I've Hitched My Wagon to a Star (F). Harms	13	9
	15. Sweet Someone (P) Peist	13	- 8
	16. Love In Here To Stay (F)	12	11
1	16. Sail Along, Silvery Moon (P) Select	13	134
,	16. My Heaven on Earth (P) Witmark	12	7
	16. Toy Trumpet Circle	12	7
	16. Moon of Manakoora Kalmar-Ruby	12	- 5
	16. You're an Education Remick	12	- 2
	17. In My Little Red Book Marks	11	22
	17, It's Easier Said Than Done Olman	11	16
7	17. True Confession (F) Pamous	11	12
	18. Some Prom a Chimney Shapiro, Bernatein	11	11
	18. Let's Sail to Dreamland Spier	11	9
	18. In the Still of the Night (F) Chappell	11	9
	18. One Song (F)Berlin	11	6
	18. With a Smile and a Song (F)Berlin	11	0
	19. Once in a While	10	20
	19. Ten Pretty Girls	10	14
	19. Bob White Remick	10	0
	19. Goodnight, Sweet Dreams, Goodnight, Shapiro, Bernstein	10	5
	19. Everyday's a Holiday (F) Famous	10	- 4
	The state of the s		

NEW YORK. Feb. 19.—There'll be no enanger of the Viennese walters or hese damper of the Viennese walters or hese down one-step polishing off The Big down one-step polishing off the Big Apple if one is to believe the goings-on at Hotel McAlpin, where mesters Johnny Massare is professoring a series of Friday Massare is professoring a series of Friday Massare is professoring a series of Friday and the brings along an intrument, the house supplying a piano. The architects are "cata" on 32d street.

ment, the house supplying a plano.
The scholars are "cata" on 52d street, but Mesener claims these truth-seekers are a "brain trust" smong the juven, are a "brain trust" smong the juven, are a "brain trust" smong the juven, are a brain trust of the jum peeps have risen are demonstrated by the names assumed by the aggregations formed. When the massive weaker looking one barrehouse gauge weaker looking one barrehouse gauge braining one barrehouse gauge the provides are to be a supply to the provides are to be a supply to the provides are to be a supply to the provides area, locking only a drummer-man who can really send. The field is open.

The "Swing Swamis" are students of the occult as far as anyone can figure out. They are without themselves and in another world when they start send-ing. The "Razzle Danzle Trio" sport their stuff as the little Brothers of swing. But the pay-off entry is that of Jim-my Roosevelt. Not the son of FDR, nevertheless claims to be a "Fireaide Cat."



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ORCHESTRA ROUTES

(Routes are for current week when no dates

Adams, Johnnier (Royal) Commbus, Ga., 24-26; (Capitol) Atlanta 27-987, 4, 5, Adrock, Jack; (Manoa Inni Massa, Ps., no. Agrew, Charile: (Merry Garden Chi, ii, Adatos, Orie: (Inniasico, NVC, no. Adatos, Cris; (Varsity Inni Athens, O., A Morron, Kenny: (Varsus and Star, 13. Marconic Temple) North natrews, Jimmie: (Masonic Temple) North Antichero, Jinnaie (Masonio Temper Antichero, Masonio N. Masonio N. Antichero, Masonio N. Masonio N. Yu. h. Apollon, Ali (Hennett) Hinghamton, N. Yu. h. Apollon, Ali (Hennett) Hinghamton, N. Yu. h. Apollon, Ali (Hennett) Hinghamton, N. Yu. h. Aribine, Zium (Repelandi Brooklyn, N. Yu. C. Aribine, Zium (Repelandi Brooklyn, N. Yu. C. Aribine, Zium (Repelandi Brooklyn, N. Y. C. Aribine, Zium (Panningo Cilib) Orlando, Masonio C. Aliwatter, Pred. (Panningo Cilib) Orlando, Masonio C

Auwater, Fred. (Flamingo Glub Fla., nc. Asplanu, Don: (Mirador) NYC, nc. 8 Bacheler Boys: (Roosevelt) Pittsburgh, b. Baker, Fred: (Frepless Bar) Veto Beach, Fra Basel Box Boys: (Harry's Inn) Sidney, N, Y., Bartal, Jeno: (Picradilly) NYC, h. Barton, Jimmy: (Helmont Show Boat) Bridgearion, Jiminy: (Helmood Show Boat) Brings-port, Coom, nc. surer, Billy: (Old Nash Tavern) NYC, c. recher, Gene: (De Witt Clinton) Albany, Baser, Sene: (De Win Bercher, Gene: (De Win K. Y. h. R.); (Billimore) Atlanta, Go., h. Berdun, Bunny: (Arcadia International) , fe, fe, y. Duke: (Honkey-Dory) Slamford.

Coon. D. String, J. C. String, J. String, J. C. String, J. S Blatte, Bob) (Franchow Un-Block, Bert: (Hallohow Un-Block), Milcha (Chi-Am Chateau) Boodf, Milcha (Chi-Am Chateau) Broodf, Milcha (Chi-Am Chateau) Tradshaw, Tinyi (Sunost Terrace) Indianap-mendihaw, Tinyi (Sunost Terrace) Indianap-mendi olla no. Irandwanne, Nat. (Statler) Detroit, h. Bresse, Loui (Nicollet) Minneapolla, h. Bright, Sol: (Hawatian Faradas) Holly

Brinckley, Charles: (Log Cabin) Aurora, 111. Brooks, Alam: (Collegiate) Rochester, N. V., es, Billy: (Garde) New Haven, Conn., h. unchik, Yescha, NYO, no. NYO, no. Clarences (Garden) White Plains, N. Y., re.

Castero, Deimar: 47aily-110 Guid) Dayton, O., He. Gaeiro, Amando: (Yemzeri) NYC, ne. Ghester, Bibt (Defroit A. C.) Defroit, b. Osen, Augusio: (El Turcador) NYC, ne. Goffey, Back: (Lobotul Hease) Covington, Ky.,

Section Emil: (St. Regin) NYC. h. ville, h. sresen, Dan: (Taily-Mo Tavern) Albany, Coresion, Dani (Tany-10 Asserts) Asserts, N. Y., B. Y., Charles: (Commodore) Detroit, no. Crawford, Jack: (Penabody) Memphia, h. Crocker, Mei: (Braze Ball) Parkersburg, W. Crocker, Mel: surrey: (Rarwood) Rochester, h. Cromwell, Chaustey: (Rarwood) Rochester, h. Cullom, Rad: (Rilver Moon) Galbap, N. M., nc. Cullom, Rad: (Rilver Moon) Galbap, N. M., nc. Cummira, Hernie: (Palmer House) Chi, b.

D'Accy, Phil: (Mayfair) West Orange, N. J., Darley, Frank: (Meadowbrook) Cedar Grove, N. J., ro. N. 7s. 78 dide: (Habighi) Washington, Dauche, Circles (Ghebagai Chub) Circleand, ne. Dauche, Circles (Chiefasa Chub) Circleand, ne. Dauche, Circles (Chiefasa Chub) Circleand, ne. Davis, Johnson, dained Chub Milwaukee, ne. Davis, Jehnson, dained Chub Milwaukee, ne. Davis, Jehnson, Chub NYC, 6s. Chub Chub, Pica (Ghous et Jacques) Olikhonato, Davis, Arthur (Cotton Club) NYC, 6s. Davis, Arthur (Cotton Club) NYC, 6s. Angelo, James (Predict Grill) Albany, Dadishi, Mickey (Blate Line Club) Kannad City, Man. M. Celly, Man. M. Cotton, Chub Chub, Chub Chub, Mickey (Blate Line Club) Kannad City, Mo. D. Thomasaid Chill Albany, Carlli Albany, Danish Chub, Mickey (Blate Line Club) Kannad City, Mo. D. Thomasaid Carlli Albany, Carll ro. Eddie: (Roleigh) Washington,

Mo. nc. r. Skippy: (University Grill) Albany, Coty, Mr.
De Bair, Skippy: (University
N. V. 76.
De Vedi, Don: (Badio City Rainbow Room) N. Y. 16.
De Yedi Don: (Badio City Rainbow Room)
NYG, 16.
Dibert, Rammy: (Webster Hall) Desroit, b.
Dixon, Dick: (Glera Palasts NYC, nc.
Dixon, Dick: (Glera Palasts NYC, nc.
Donnelly, Sciency: (Odd Mill) NYG, 6.
Donnelly, Sciency: (Odd Mill) NYG, 6.
Donnelly, Sciency: (Author's) Kanans Gity, Mo.

Drake, Herman: (Heldelberg) Baton Rouge, Las, h. Drindall Sisters: (Broadview) St. Louis, h. Drummond, Jack: (University Bar) Alban, N. V. v.

rummond, Jack: (University N. Y., 10. N. Y., 10. Art: (Church Corner's Inn) E. HartuBrow. Art; torsactor ford. Comn. mehin. Eddy: (Cocoanut Grove) Los Anprice, nc. Dunrr, Dolph: (Green Derby) Cleveland, no.

Following each listing appears a symbol. Fill in the designation cor-responding 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—amusicment park; ro—road house; ro—estaurant: s—showbast; r-t-heater.

dmund, George: (Loyale) NYC, c. E554, Lee: (Penthouse) Boston, nc. lugie, Preddy: (University Club) Albany. ngle, Preddy: (University Club) Albany, N. Y. Ec. stee, Robert: (Ensley Chatrau) Birmingham, DC. Evans, Al: (Chez Firehouse) NYC, nc.

Tain, Paul: (Grossman) Laktwood, N. J., ec. (e. Dick: (Mary Journey's) Bridgepost Sain, Paul: (Mary Journeys)

et Dick: (Mary Journeys)

et Dick: (Mary Journeys)

exity, Don: (The Pines) Newtown, Colin. De.

et Col. (Don: (State Pines) Newtown, Colin. De.

et Col. (Don: (State Pines) Newtown, Colin. De.

et Col. (Don: (State Pines) Newtown, De.

et Col. (Don: (State Pines) Name Name)

et Col. (State Pines)

et Col. (State

an. 56. sep. Basil: (St. Morita) NYC, h. serick. Marvin: (Syracuse) Eyracuse, N. Y., h. reeman, Jerry: (Paradise) NYC, eb, riml Jr., Rudolf: (Essex House) NYC, h. sicher, Charles: (Colonial Club) Angusta.

Gagen, Prankt; Charlied Washington, D. C., h. Gallo, Phil; (Moorehead) Pattsburgh, S. German, C. G. Gallo, Phil; (Gorene Wagen Inn) Shrifterd, German, Gallo, Gallo renet, Elisco: (Yumuri) NYC, nc.

н Hackett, Bobby: (Nick's) NYC, nc. Hade Bros.; (Markham) Gulfport, Miss., h. Hagen, Waller: (San Carlos) Pensacola.

Hade Brok. Waller: (San Hasen, Waller: (San Pial, Corge: (Taft) New York, h. Hall, Endle: (Colonial Tavern) Havthorne-Hall, Eddle: (Colonial Tavern) NYC, c. H. Hotspots: (Tony's Tavern) NYC, c. Chib) Cincionali, nc. Chib) Cincionali, nc. N. Y. C. arlem Holspots: (Tony's Tavern) NYC, c. arlem Holspots: (Tony's Tavern) NYC, c. arris, Acc: (Cotton Chib) (Incinnati, nc. larris, Claude: (Joey's Stables) Detroit, nc.

LeBaron, Eddic: (Colony) Palm Brach, no. LeRoy, Roward: (Leuia Jaliet) Johrt, Ill., h. Lec. Georgie: (Jockey Chub) Rannas City, Mo., Bc. Lewis, Harry: (Collego Inn) San Diego, no. Lewis, Vic. (Times Separe) Rochester, N. Y.,

ne. Lightbeurng, Eirk; (Piccadily) Baltimore, ne. Lindenas, Udo; (Ebrita Palari, New York, et Lindenas, Udo; (Ebrita Palari, New York, et Lindenas, Udo; (Ebrita Palari, New York, et Linden, Johnson; Galling, Gerger, Galling, Henry, H

MoIntyre, Land: (Lexington) NYC, nc. Mack, Ed: (Martin's Tavern) Lima, O., Mar. 13, nc. Mann, Millon: (Penthouse) Battimere, nc. All, Mullon: (Peathouse) Baltimore, no.
Manniore, Orgen; Milmankee,
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Martin, Bola, (Milman,
Martin, Milman,

Mills, Dick: (Sportsman's Inn) Galraston, Tex. no. Mills, Juck: (400 Club) Wichtia, nc. Moore, Eddie: (Earlas) Huaca, N. V. b. Morelli, Larry: (Merry Gardens: Lynchiburg, Va. Morton, Gerry: (Savoy-Plaza) NYC, b. Mosley, Snub: (Barrel of Pun) NYC, nc.

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

Hurtley, Hal: (Chez Maurice) Montreal, Que., Hartley, Hai: Chres Maurices accourages, water Headrick, Pearl: Girenner's Rainbow Gar-dens Jehnstown, Pa., Ec. 1970, Physics of Computer States of Com-letes and Computer States of Com-McRh. no. McRh. no. McRh. no. McRh. no. Herman, Woody: (Triances) Cleveland, b. Herman, Woody: (Triances) Cleveland, b. Computer States of Computer Savin Rack. Computer States of Computer Savin Rack. Conn., Mc. (Patrio) Royale' Savin Rock. Hoff, Sid: (El Patlo) San Francisco, b. Holden, Virginia: (Normandy Inn.) Warren, coden, Virginia: (Normandy Inn.) Warren, Pla., fr. orten Family, The: (Port Orange Tavern) Albany, N. Y., Ed. undern, Dean: (Normandie) Boston, b. umber, Wilsom: (Heddelberg) Baton Rouge, La., h. La., h. Hunter, Vic: (Butterfly) Springfield, Mass. b. Huntey, Lloyd: (Mount Royal) Montreal, h. Irish, Mace: (Chanticleer) Milburn, N. J., ro.

ockson, Paul: (Old Mill Tavern) Jackson

N. J., re. rueper, Benny: (Bavarin) Buffalo, c. rumin, Costya: (Russian Best) New York. Kuennier, Robert: (Martin's Rathakeller) NYC, ne. Kurtze, Jack: (Rome) Omaha, h. Kyser, Kay: (Blackhawk) Chi, ne.

LaMothe, Oliva: (Resegarden) Aliddictown, LaMothe, Oliva: (Recegaron) amontone, Cotthe, Motely, Berk: (Case Grande) Berwyn, Md., ne. Murro, Hel: (Medinah) Chi, nc. Murphy, Dick: (Tampa Terrace) Tampa, h. N

Nagel Harold: (Billmore) Providence, h. Namee, fikipper: (Rainbow Gardens) Little Rock Art. Rock Art. Rock Art. Navior, Oliver: (Club Rex) Birmingham, bc. Nelson, Ontic: (Vetor Hugo's) Beverly Ellis, Fe. Newman, Ruby: (Hadlo Cily Rainbow Room) NYO, Re. Newman, Ruby: (Rainbow Room) NYC, Rr. Nickles, Billic (Yorch Cills) Los Angeles, Re. Nickles, Billic (Yorch Cills) Los Angeles, Re. Nickles, Panis: (Yrocaders) Orbitoly, Plan. ret. Norton, Bob: (New Garden Contes) Deteott. 6: Norve, Red: (Commodore) NYC, Is.

Climan, Valt (British Owenias) Nanasu.
N. X., h.
Otsen, George: Ga Conga) NYO, ne.
Otsen, Walter: (New Zulluss Gardenville, M.
Y.
Y.
Oliver, Eved: (Bock's Cafe) Yakima, Wash. Ocenbaugh, Leon: (Pryper Tree Inn) River-

Pable, Don: (Merry-Go-Round) Dayton, O., Paimer, Procedy: (Cotonial Inn. Singac, N. J., Paimer, Skeeter, Co., Parks. Skeeter: (Seneca) Rochester, N. Y., h. Pancollo: Ila Consal NYC, no. Pancollo: Ila Consal NYC, no. Ila Consal NYC, no. Ila Consal NYC, no. Parks. Bobby: (Stork) NYC, no. Perks. Bobby: (Stork) NYC, no. Peck, Earl: (Gocohut Grove) Eridgeport. Conn., ne. endarvia, Paul: (Aragon) Chi, h. elerson, Dec: (Seven Gables Inn) Milford, rierson, Luc. tor-COUNT, DC. COUNT, DC. COU ton, Jimmie: tProce avg. orgh, fc. orgh, fc. (Port Arthur) Providence, man, Jack: (Port Arthur) Pilman, Jacki: (Port Arthur) Pravidence, R. 1, re. Pollack, Ben: (Blue Boom) New Orleans h. Powell, Johnny: (Mario's Mirados) NYC, ne. Price, Stanley: (St. Nicholau) Decatur, Ill., Mar. 13, h. (Pamous Deor) NYC, ne. Prima, Louis: (Pamous Deor) NYC, ne.

eryot, Roger: (Drake) San Prancisco, h Raginsky, Muchas (Astor): NYC, h Raginsky, Muchas (Astor): NYC, h Raginsky, Muchas (Mater): NY, b Read, Kempi (Riverside): Utica, N. 7, 50, Read, Kempi (Riverside): Utica, N. 7, 50, R. W. L. No. (Dyn. Montague): Nacous, B. W. L. No. (Dyn. Montague): Nacous, Reichmann, Joes (Materia Hopkins) San Fran-Rivinan, Lee (Walley): Nacous, Reichmann, See: (Walley): Nacous, cisco, h. Reisman, Leo: (Waldorf-Asteria) NYC h. Reyes, Chica; (Continental) Detroit, nc.

Reynolds, Buddy: (Rose Garden) Hannibat Mic. 5. History, Joer (Zeke's) NYC, c. Historis, Zedict Hed Mill: Broat, nc. Hoberts, Zedict Hed Mill: Broat, nc. Hoberts, Red (Zeage's) Milwaukee, b. Hocco, Mujince: Hell Mill: MYC, Nc. Book, Mujince: Hell Mill: NYC, Nc. Book, Mill: Berkolchill; NYC, nc. Rogers, Billy: Berkolchill; NYC, nc. Rogers, Eddy: (Beverly Hills) Newport, Ky. Book, Eddy: (Beverly Hills) Newport, Ky. Bo. Romany, Emil: (Garbet NYC, rc. Rosen, Tommy: (Wisteria Gardens) Atlanta sell, Jack: (Melody Mill) Chi, b. s. Chet: (Mellenden) Cisycland b.

pris, Cheti (Hodemoden) Cisveland, h.

inders, Jose (Prabase) San Pyrnciasco, h.

inders, Jaco (Prabase) San Pyrnciasco, h.

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Jose (Marci (Cay Village) NYC, c.

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boll, Russell; (Parasingo) Oriando, h.

joll, Loce (Blackstone) Pt, Weeth, h.

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rs, Wall) Series, Walli (Treprical Rocci) Memphis itServices, Ganzio (San Sourit Hacaras, Inc.
Services, Ganzio (San Sourit Hacaras, Inc.
Schritt, Sacki (Ricer) Holaston, Fres, InSchritt, Sacki (Ricer) Holaston, Fres, InSchritt, Sacki (Ricer) Holaston, Fres, InSchritt, Sacki (Ricer) Holaston, Inc.
Sanish, Van. (Merry-Go-Round) XVX. Inc.
Sanish, Sacki (Francis, Eport) Holysson, Inc.
Sanish, Sacki (Hoyal Palm) Minni, h.
Sanish, Sacki (Hoyal Palm) Rinni, h.
Sanish, Sanish, Sanish, Sanish, Sanish, Sanish,
Mo. 20, 1997. io., pc. pes, Eddie: (Prankie's) Teledo, nc. effer, Wally: (Kansas City) Kansas City

Texas Co-Eds: (La Pontaine) Huntington Ind., h.
Thomas, Eddle: (Nut Club) NYC, ne.
Thorn, Otto: (William Penn) Pittsburgh, h.
Torney, Bob: (Dixle Grove) South Bend, Ind. no.
Towne, Loren: (Club Joy) Lexington, Ky., no.
Tracy, Jack: (Chez Parcel New Orleans, D.
Traci, Jack: (Colombor Beng, Ser.,
Track, Jose, (Malesey Beng, Ser.,
Van Winkle, Jose; (Melesey Grill) Robesso, Lod.
Vannechtik, Arlie: (Blue Moont Vickburg, Jose)

Miss., c. Veil, Tubby: (Reuns) Chi, re,

Wade, Johnny: (Romance Inn) Angola, N. Y. nc. Wadkina, Jimmy: (Harlem Casino) Pitisburgh, Dr. Walder, Herman: (Spinning Wheel) Kannas City, Mo., no. Wardlaw, Jack: (Town Casino) Miami Reach hc., Andron, Bob: (Murray's Wonder Harl New Market, N. J., nc. Walking, Sammy; (Gibson) Cheimall, h. Websier, Raiph: (Blassen Renth) Kamas (Gly, Mo. nc. Weiner, Michael: (Old Roumanian; NYC, 7s. Weiner, Lee: (Michigan Tavern) Niles, MCC. Winsion Jack: uses retensis: Cambon, O. 6. Woodfield, Harry: (Horbstein: Cambon, O. 6. Woodfield, Harry: (Cher Ami) Buffalo, nc. Zeining, Rublin: (Cartwen) NYC, nc. Zeining, Rublin: (Cartwen) NYC, nc. Zeinin, Leo: (Benjamin Franklin) Phila, h.

Young, Sterling: (Stevens) Chi, h. Young, Olen: (Shawboat) St. Louis, b.

802 Boasts Biggest Army

NEW YORK, Feb. 19.—Year-end report for 1987, presented this week to the membership of Local 802 by Secretary William Feinberg, reveals that the local musiclans's union represents the largest unit in man-power among the affiliated locals of the American Federation of unit in man-power among the affiliated locals of the American Peteration of Monicals. Housing 1866 with 16,88 to 18 years and 18 years and 18 years and 18 years with a membership of 17,766 Chicago Federation of Musicians number best in the Federation's books with almost 10,000 toolers railying found the almost 10,000 toolers railying found the Petrillo flag.

PITTSBURGH, Feb. 19. — Announces Kay Baife, of WWSW, polled the Pitisburgh Symphony Orcheatra this week showing that 32 of the 90 long-hairs are laze-initided, many of them present of ex-bight club bandsmen.

San Fran Clubs Warned by AFA

March 1 deadline for closed shop - acts lined up-negotiations continue

SAN PRANCISCO. Feb. 10,---Begula-tions set down by the American Fredera-tion of Actors governing wages and working conditions for entertainers were mailed night club employers here during

tine week.

They contain terms with the AFA local to cover all phases of working conditions, salaries, hours, etc., and become offective allowing the control of the contro the week

discolution.

The rules provide that night clubs employ only APA members in good standploy only APA members in good stand-ing. Members of the APA already under contract were advised that they must complete their engagement under the terms specified, but in the event they are not working under contract they are not to accept salary for the week ending furch 5 less than the minimum wage. In its attempts to secure contracts Al

Smith, local representative, said the APA would continue a policy of nego-tiating with each individual owner unthat is a minimum scale is adopted. Smith soid that a few out-of-town agreements had been reached, but that as yet no local contracts had been signed.

Name Scarcity Forces Repeats

CHICAGO, Peb. 10.—Scarcity of night club names has the leading spots here consulted familiar notables for repeat consulted familiar notables for repeat spots here been keeping headliness have been keeping headliness have been keeping headliness and the prospects of landing fat roles in forthcoming Broadway musicals are keeping the others away from the

are keeping the others away arom car Windy City. Cher Pares managed to land Lou Holtz for limited engagement repeat. The College Inn bought Willie and Eugene Howard, recently at the H-Hat, opening with new show Priday, while the HH-Hat re-engaged Willie Shore and the Hi-rest re-engaged Willie Shore and Armida. Both recently closed a long casesement in that spot. Dolly Kay returned to the Royale Prolics yesterday. Last year she was there for nearly a full

Kalcheim Joins CRA's Chi Office

CHICAGO, Peb. 21.—Jack Kalcheim, Jocal agent, Joins the Consolidated Radio Artists' office next Monday as head of Artists' office next Monday as head by Charles E Orean, CRA prez, before departing on a 10-day business trip to Hollywood.

Bob Sanders, formerly with the CRA Hollywood branch, was transferred here to take charge of the hotel and onemight division, with Cress Courtney and Hank Linder in as assistants.

Bain Ork at Spokane

@POKANE, Wash., Peb. 19.—Jack Bain and orchestra opened a month's engage-mont at the Desert Rounduy room here Wednesday. He succeeds Chuck Donley, who has left for Honolulu. Assisted Manager Joe Crowe plans to have a floorbow Saturday nights, starting this

Snow White Club

MILWAUREE, Peb. 19.—Plans are under way for the opening after Easter of a new "fluodreiss" night. club by Bernard A. Olisch.

Spot will offer dancing, "clean" too shows and will be operated with the advice of a group of boat mind A contest among youth organization to name the apol is

Anti-Toxin

CHICAGO, Peb. 19. - One movie producer during a stopover here re-marked that vaudeville should stage a strong comeback now that Lou a strong comeback now that Lou-Holtz, under contract to Seiznick-International; Fred Allen, at Para-mount, and Milton Berle, at RKO, are making pictures.

"They should help chase audiences "They should help chase audience from movie houses," he explained.

Chi Casino Dark: Hotels Cut Shows

CHICAGO, Peb. 19 .- Lent will cast a gloomy shadow over the local night club horizon. Saddest news is the closing of the Congress Casino in the Congress the Congress Casino in the Congress Hotel March 2 after a four-month season, Spot, according to Manager Bob Lambert, will reopen after Lent. Pollowing Jimmy Dorrey's engagement a sis-act minimum was climinated and the minimum was climinated and the minimum was climinated and the Meroft's Ork will remain at the Casino until classing time.

Otto Eilel, of the Stevens Hotel, will close the huge Boulevard floom for Lent Cocketta downstairs 10to the strainer Cocketta downstairs 10to the remained open since Goom, Latter spot tremained open since

downstairs into the smaller Continental Room. Latter spot remained open since the reopening of the Boulevard Room late last year but no entertainment was used. In addition to Young's Ork a floor abow will be presented nightly,

AFA To Supply A. F. of L. Show

CINCINNATI, Feb. 19 .- American Fed-CINCINNATT, Feb. 19.—American Fed-eration of Labor's Union Label and In-dustrial Exhibition abow at the Music Hall here, from May 16 thru 22. will get its acts from the American Federa-tion of Actors. Show will be paid, idea of the affair will be to elaborate upon the benefits of products made by AFL union members.

Ralph Whitehead; executive secretary of the APA, is chairman of the enter-tainment committee.

Seattle Spot Reopens: Others Have New Shows

SEATTLE, Wash., Feb. 19.—The Casts, shurban nitery near here, reopened this sek. Cafe features floor shows nightly week. Cafe features floor shows nightly and is open every evening save Monday. Opening entertainment headed by Bernio Nyles, Zertyle and Inocene Hewitt. New floor show as The Banch has the Tal Sings, the Huntley Sisters. Vivian Lee, Holen Kelly and "Boob" Whitson and Did Milles and Band

Maplewood, Wichita, Burns

WICHITA, Kan., Peb. 19.—Maplewood Suppod Club, near here, was destroyed by flames last week with an estimated loss of \$16,000. It formerly was Preshfield Tav-ern and dance hall.

Swing Towards Vaude Gains Ground Thruout the Country

effort on the part of dual pix feature houses to suppliant one of the two flickers with stage attractions, for one or two days with slage attractions, for one or two days with slage attractions, for one or two days pronounced with the actition of several new apot bookings in scattered sections of the country. Increasing problem of liming up even occasional good outsiler-ing up of the gireaways, or of similar stunts, has forced many operators to con-sider the return of a cutralled form of

In Detroit the Colonial Theater has an Detroit the Colemial Theater has switched from three days to a full week of fleah. The Majestic, minus stage shows for years, is also on a seven-day ration of vaude. The Del-Hay Attractions there is booking in Sunday shows at the

Beacon and Lincoln theaters.
In St. Louis the Fox Theater, F. & M. house, is bringing in live entertainment house, is oringing in live entertainment for the first time in four years with the appearance of Fred Waring and his Penn-sylvanians for a week starting Friday. Any sizable response at all will mean the continuation of the policy there, with the bands of Guy Lombardo and Horace West always remelled.

the bands of Guy Lombardo and Horace Hedd already penciled in.

Main Theater, Columbus, O., is adding Weinsedby sight flesh showing to Satur-Weinselby sight flesh showing to Satur-day vaude. Keith's, Indianapolis, is planning a week-end policy of eight-set lasge shows for Saturday and Sunday, in addition to the picture, according to the operators, Central City Amusuments.

HOLLYWOOD, Peb. 19.—New policy of Sunday night vaude shows will be tried

Lynch Gets Walton: Philly Spots Hypoed

PHILADELPHIA, Peb. 19.—Jack Lyuch, former manager of the Hotel Adelphia's Cafe Marquery, is taking over operation of the Walton Hoof.

Lyuch is spending \$40,000 to modernize the roof garden and expects to open about March 15. Run on a no-cover no-about March 15. Run on a no-cover no-

minimum policy.

minimum policy.
With the opening of the Walton Root,
Locust street is fast becoming Philly's
"52d street." With Lynch back in the
night club picture and several other
epots taking a new lease on life a
remaissance in niteries is expected here.

Claims Contract Breach

CHICAGO, Feb. 19 .- Princess Lyandra, CHIGAGO, Feb. 19.—Princesa Lyandra, dancer, filed a compilate with the American Federation of Actors against Harry's New York Bar, charging illegal cancellation of her two-week contract after her opening-night performance a couple of weeks ago. Her contract called for 875

weekly.

The APA turned over the complaint to
the Department of Labor here for
further action.

again at the Wilshire Ebel Theater, sta

again at the Wishire Ebel Theoter, start-ing April 2s. Shows will be produced by ing April 2s. Shows will be produced by Parie. Shows will feature 10 headline acts supported by a name band, Spadolint is bringing own contumes pick up boal line girls. This will mark the second attempt to stage vande in the 2bed.

Bands, Units Get Long Runs on Southern Tour

CHARLOTTE, N. C., Peb. 19.—T. D. Kemp Jr., bred of the Southern Attractions Circuit, has signed a flock of name bands and big units to tour the South during March and April.

Pats Walter Ork opens February 22 at Spartanburg, S. C. Thai Ray Futton Band commences March 4 at Burefield, W. Ya. Anton Schilles Welskin Nights.

unit opens at Bluefield March 11, Major Bowes' Anniversary Renue starts at unit opens at Bisefield March 11, Major Bowes' Anniversary Renue starts at Greensboro, N. C., March 10. Count Berni Vict's Spices of 1933 unit opened at Montgomery, Ala, the extrems south-ern end of the circuit, last week. Other mane attractions tentatively set include Harry Howard's Hollywood Hotel unit and Waring's Pennsylvanians. Small units now playing for Fernanders

and Waring's Pennsylvanians. General Small units now pleping and the Small units now pleping and the Small units of the Small units of the Small units of the Small units of the Small units for eight consecutive weeks, the Small units for eight consecutive weeks, the fame attractions getting only four a two-day shadow only one and two-day standing only one and two-day standing.

Bookers Favor State Control

PHILADELPHIA, Feb. 19.-Contractors' PHILADELPHIA, Peb. 19.—Contractors' Association, local organization of booting agents, went on record last week as favoring State regulation of the Indivaring State regulation of the Indivaring State regulation of the Indivaring State of the Indivariation, which long fought regulation, held a meeting last Thursday night to discuss the new State bookers' and the Edward State bookers' of the Edward State of the Edward State of the Edward State of the Edward State of the Indivariation of the October 19. The Indivariation of the Edward State October 19. The Indivariant State Indivariant State Indivariant State Indivariant State Indivariant State Indivariant Indivariant

Pitt Bookings Take Dive

PITTSBURGH. Feb., 19.—Reacting to slump in steel production, bookings have taken a dire, while the number of entertainers available is increasing due to immigration from other cities, as cording to the Entertainment Managers' Association here. Unlike three months ago, when spots were clamoring for acts without getting them, some clubs are even cutting shows entirely.

Missouri Club Reopens COLUMBIA, Mo., Peb. 19.—Rudy Hor-vath's Orchestra reopened the Quad-rangle Club last night after helps dark since December 10. Howard Howath and Edwin Dele are owners.

50 Kansas City Clubs Using Shows: But Salaries Are Low

KANSAS CITY. Mo. Feb. 10.—Nitery is still not what it should be. Most activity still good here despite has of acts are waiting for spring, when at industrial movement. Carey's Club least is decon new spots will open.

opened this week, with Al Schwarfs as enuescent 50 local cibbs are using professional takent and musicians every night in the week. Eddie Spits and Jack Randezzo, of the Club Continental, hired Mickey DiBella, ensee, to handle Mickey DiBella, ensee, to handle state and Jack Randezzo, of the Club Continental, hired Mickey DiBella, ensee, to handle Sidney Arden's Band, state of the Club Rander Spits and Sidney Arden's Band, state and Spits and Sidney Arden's Band, and Spits and Spits

1700 REVIEWS

writer.

that's what The Billboard offered readers of its Night Clubs - Vaudeville Department last year!

About 800 of them were night club reviews, 700 were vaudeville reviews and more than 200 were detalled reviews of new acts. Each review represented the thoughtful, frank opinion of an expert

Leon & Eddie's, New York

With Eddie Davis away resting up for the next three weeks, Jack Waldron has been brought in to head the new Cafe Society Revue.

has each strongest in the connection the title has to the show, which is a typical Loon & Eddic's spley, hotches, elittering the connection of the connectio

Eddle Davis

Georgia Southern, burlesque stripper making her night club debut here, is m for two or three red-hot minutes in on for two or three red-hot minutes in which she shakes errything. Strictly a many term which L. & E. patrons always expect. Jean Scott, cuts brunch in eg-display costume, is on for a pleasing military tap, and blond, googcois Elitha Boack offers a Jushy personality and as eys-filling figure, but some perty and expectation of the property of the number of the cost of the period of the Blond see spect Military Putton unker-

Blond and sweet Mildred Fenton makes a solid impression, her clean-cut person-ality and good handling of ballads and rhythm numbers enabling her to stand rhythm numbers enabling ner to sunnu out. The Li Foun Troupe, three boy and two girl Orientals, present a melange of plate spinning, floor acrobatics, table contentionistics, high kicks and what not. Good flash stuff, but the contortion numbers should be played down, especially during the dinner show.

claim during the dinner anow.

Fitzgerald, Williams and Gregory,
colored trio, got the show off to a good
start with their rhythm singing, planoing and dancing, Lillian Fitzgerald,
beautiful and versatile, sings and dances, while her two male partners accompany white are even man partners accompany on the plano and hoof fast and furious. The show was closed by Lans, Tree and Edwards, three youths doing zany stuff, mostly zippy singing of special, spicy pyrics, topped off with a dash of hoofing. Their breezy personalities and amusing material combined to put them over.

winning a couples of encores,
Aside from the show, there's Lou Martin's band (playing both dance and show tin's band (playing both dance and show music competently) and Clarence Fos-ter's singing and swing outfit for relief, And, of course, there's the friendly Leon Enken doing the handshaking and bragging (rightfully) about the good Saken going the property of the goronging (rightfully) about the gorond and liquors.

Harry Davies is still p. a. ing.

Four shows a night. Poul Denis.

Savoy Hotel, London

Three good acts on view. Rebla English humorist, is an excellent cocentric and a slick juggler. Kentt and Paddy, heavy-set Continental acro-medians, insolate some surprising and difficult ancing stunts into their bright comedy routine.

Harris, Claire and Shannon, only American entry, are in their fourth and PATRICIA:

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×

Closing

12

weeks

Rainbow

Room

and Rainbow

Grill

Night Club Reviews

last week here. This shapes as the best act of its type to be seen at this spot. Orchestration is keenly noted, whilst the costuming of the two girls reaches a Bert Ross.

Club Tivoli, Juarez, Mexico

Current show at Club Tiveli has three lent is only fair.

Bonnie Allen, one of a trio of dancers

Bonnie Allen, one of a trio of dancers, opened the show with an Oriental dance which brought a fair hand.
John Condy, handsome emsee, finishing up a long run, was on next, singing Josephine, which netted a good hand. Encored with Bet Mir Bist Dis Schoen.
Frank and Betty Hall, contedy tap Print and Betty Hall, contedy tap Bisty Control of the Control

Routine is ordinary.

Nine Cavalero, now in her eighth week here, showed signs of needing a long rest in her songs. Sang My Hero and Sympathy to good hands but apprared tired and pale. Sings without

Anthony, Allen and Hodge, new dance trio, finished bill with a waitz medley not difficult nor too well executed. Team needs more polish.

Hal Middlemoorth

400 Club, Wichita, Kan.

Arlie Simmonds, one-time Kansas niversity maestro, with his sweet-swing band; Lee Bernie at the Hammond I trio Organ and Thelma Mitchell yocals are current example of con clicking best with mixed crowd here

Spots draws collegiates and heavy-pursed couples seeking night life, with sprinkling of Western Kansas visitors. You pay for music, beer and sanwiches,

You pay for music, beer and annwiches, and get them, nothing more.

Simmonds is a big draw with the collegines, and the despin interluce on collegines, and the other interluce on the continuously. Band's style holds sit-downers as well. Bernie and Michell are assess to Simmonds, and hold-cover engagement is best comment hold-cover engagement is best comment. on his drag here.

on his drag here,
Joe Landwehr, owner, has a radio outlet over KPH. being first MOA client
locally. Johnny Henry, emisse, does neat
job of radio plups nightly. Landwehr
is at present skipping floor shows due to
recession.

Yacht Club, Chicago

Another small seater in Chicag

Another small seafer in Chicago's Greenwich Village attracting a late crowd. In using names for balt, most of the recent toppers having been imparted from Chicansland.

Current headliners are Billy Gray and Jerry Beegen. Oray returned after a long absence, having previously made the results have a sea easee. He has after developed a smarter style, a more matter personality and some class that is dominant in his delivery of both gags and paredles. Bergen, half-pinter, is funny and has a number of good bits on the floor to help him stay that way. Probably their best bit of business is Gray's Sulfa-up of Paul Muni. With Bergen coming on from the studence as the film star. Carnered geme solid laughs. Some of Gray's lyrics are off color and are strictly for cafes and late-bour

A line of six heavyweight gals opens A line or an nearyweight bear opens with a fast rhythm number. Kids are plenty sexy, altho oversize for this spot. June Glory, blond acro dancer, followed with a tricky turn and a flashy cartwith a tricky turn and a flashy cart-wheel finish. Hazel Harmon, swing vocalist, moved in for a warbling session. Opening night abe did once worn-out tures which placed her in a disadvan-tageous spot. A change of her program should make her as popular here as she managed to be in other local niterias, attraction of the session of the access of the streaking right in the disadvent of the average of the disadvent insadranton of the average of

surrealistic siggle fantasy that is beyond the digestive imagination of the average night clubber. Their costumes were highly revealing, and that perhaps was the producer's main idea in the first place. Gray and Bergen walk off with a burly lake-off of this number. Al Goldom's band improved consid-erably since the last viewing, playing a consideration of the consideration of the con-tent of the control of the control of the con-tent of the control of the control of the con-tent of the control of the control of the con-tent of the control of the control of the con-tent of the control of the control of the con-tent of the control of the control of the con-tent of the control of the

dance music.

Norman Warren is doing a commend-able managerial job pinch-hitting for the vacationing Sunny Goldstone. Opening

show played to a capacity room. Minimum is \$2. Sam Honigberg.

Hi Hat, Chicago

Names, favorites with local night club-Names, favorties with local night club-bers, are proving drawing attractions in this near North Side nitery, atill operated by Lou and Elmer Falkenstein. For several months now the spot has been concentrating on two or three strong acts (usually singles), augmented with a couple of specialties by a four-girl line a couple of specialties by a four-girl line and a light dance team. Business has been holding up, and the \$1.50 week day minimum is no drawback.

minimum is no drawback.

Nan Blackstone, scheduled for this cafe for nearly a year, finally left the Swing Club in Hollywood to take in the local environs. She is a smart and mellocal environs. low performer, possesses a brilliant per-sonality and enough showmanship to keep her on the floor plunking away at keep her on the floor plunking away at the plano just as long as she desires. Her material is good night club matter. Her material is good night cases and cutterfailing for affecting and account entertaining at one plano and her accompaniat, Darryl Regers, at an-other. Did parodies of auch tunes as Lexicet Gol for Town and Never is a Mil-

Laxiest Golf in Town and Never in a Million Years and special material with
double meaning lyrica
meaning away between acts and on his own combining a bag of nonzense under the accumulative title of All-American Shore,
sectiva-fine dancer and a likable chap.
Armida, Mexican pepper pot, is also
staging a return engagement. She is a
forey personality, both in song and dance,
or Latin flavor or songs back, but all

Brought some new songs back, but all favor.

Brach and Manners, youthful tay bram, pleased with a couple of easy-going routiness early in the bill. The kids make a nice appearance and the girl is an eye-fetching blonde. Do etco. atops but are presented in a pleasing steps but are presented in a pleasing The Four Hi Hat charmers parade thru

the opening and closing numbers in at-tractive briefs. Opener is a neat fenc-ing routine and finale is another coning routine and finale is another con-tribution to the swingoman's lane.

Sid Lang and orchestra are well in their third year, playing show and dance music. Jimmy Cassidy still on hand as intermission planist. Sam Honigberg.

Rendezvous Villa, Youngstown, O.

Despite curtailed industrial produc-tion, keenly felt in recent weeks by night club operators, this spot, just outside city limits, continues to pack 'em in with its grind policy and 25-cent ad-mission charge.

Food and service are nothing to brag about, but never less than a dozen acts are on tap from early evening until the wee small hours, and seldom is the club

were small noirs, and seaton is the cuto without a good crowd.

One of the best floor shows of the season is current. Gorinne and Costello present a violin-ballroom dance that is excellent. Cerinne, besides being an artist on the fiddle, plays the instru-ment through a being an artist on the fiddle, plays the instru-ment through a being an artist on the fiddle, plays the instru-Costello awinging her thru the air and over his shoulder, Phylis and Evelyn Murble provide top

novelty with routines in modern and old-fashioned atmosphere. Dione Cortez sings Old Man River, doubling in a male bass and a soprano. Blond Rita Zane does a burlesque number that is more art than obscenity. Cherie is the "cute" portion of the bill, while Jerry Jordan adds nore spice with her scantily clad pose number

Ben Hilson's Jazz Maniacs, noe Negro and, here many seasons, play sweet Ben Hilson's Jazz Maniaca, ace repro-band, here many seasona, play sweet and hot music for the large dancing crowds and ably handle the musical scores for the hour-long floor shows. Rex MoConnell,

Casa Havana-Madrid, N. Y.

With Mario (Mario's Mirador) owning a 50 per cent chunk of the establishment now, this spot is expected to be better now, this spot is expected to be able to compete for the fickle patronage of Broadway. The shrewd addition of the "Casa" to the old tag was probably the first trick. There has been no change in policy that is evident. Dinners re-main at \$1.50 and there is no cover charge. Three shows a night and two alternating bands are still offered. is an attraction at moderate tariffs,

Entertainment feature of the new now is Nano Rodrigo and his band of show is Nano Rodrigo and his band or cight, including the girl accordionse. The outfit, besides having gained some particular of the second of the second of the second of the second of the better spots of the second of the sec

Spanish floor show as foutteess. Ensecting is handled by Don Casanova, as personable and ingratisting an accented spleier and singer as his name is romantic. Has intros may be a bit vervoes and flowery but his manner is charming, and there is power as well or appead in his high-pitched lyric tener.

Carlos and Carita are a youthful dance pair in native offerings that more than make up in real and seemly abandon what they may lack in technical finess. telr two numbers were fast and color ful, and the last, a rumbs, worked in all the little thicks that go toward making

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PARISIAN MIDGET FOLLIES

MRS. INE ROSE, MANAGER.
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Wm. Marris Agency.

the dance intriguing and exciting. La Milonguita, a dork lass, sings a fango number with expression, and La Guanilla, a striking-looking gal, adds blte of graceful stepping and castanet mpaniment to her stirring Plamenco

consists. Only holdover is Cesar Tapta, lithe dancer equally adopt at intricate heel-clicking and at eastance clacking. In addition to his soilo work he is also tesmed with Sille. Dorec, a golden-hined looker, for a balroom turn of ease. The Socarras (Magic Plute) Band supplies alternate dance risythms with the inderioe burners.

edripo bunch. Publicity for the spot now handled by

Irving Zusman. George Colson.

Marie's Crisis, New York

One of the standard Greenwich Village is, this comfy, intimate eating place by Marie Dumont is still a popular

Only three singers and a ptanist-and Only three amgers and a planut—and Marie herself—but that's more than enough for a spot this size. New comer is Nena Aquilera, vivadous, lovely bunet from Mexico, whose Mex songs are a delight. Her American pop stuff is good but not as fine as her native

tunes.

Here for more than a year, blond MiniMuriel is singing finer than ever. Hertich soprano with a range of three
octives gives her numbers, especially
ballant and torch some, that extra
ballant sind torch some, that extra
dione, with the some of 18 Want Fo Badione, with the some of 18 Want for Badione, with the propriate another without
a smooth Coprision, another without

- warehy Coprision, another without is superb. perb. Corrigan, another veter is an excellent entertainer, too,

Tall, blond Eleanor Nielson lends her soprano to operatia and pop tunes, dis-playing control and an easy-to-hear tone. o's been here four months

is excellent and prices as

Madrid Cafe, Detroit

The thing that makes this spot inter-esting is the Mexican band, new to this territory. Arturo Waters and his Latin Americans moved in here a few months ago from Texas, where they already had a reputation, and have built up this Michigan avenue cafe into a leading epot for the Latin ractal groups, with a more than 50 per cent attendance

more than 50 per cent attendance of probably native Americans as well. The band now has six pieces and will thertly expend to 10. Waters does his wn arranging and plane work, and

another Knockout

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ing. New York City.

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sings as well. Band men have their specialities, such as the clarinolist's solo of When My Baby Calls Me Sweetheart. Style of the band ranges from hot just to sweet, with an ability to adapt playing to both types of music in an instant.

No one instrument stands out, althouse individualistic work is done by the so one instrument stands out, altho some individualistic work is done by the horn on occasion. It is, instead, a well-matched ensemble, capable of first-rate teamwork. They provide plenty of volume in a spot that requires it to be heard above the crowd, but could also play softly as shown by interlude muste,

The crowd liked this style of playing, as shown by the unusual zest put into dancing by every couple on the crowded floor. Secret of Waters' Band appears to be the unique way he has of making the crowd and the players feel like close The crowd liked this style of playing, too crowd and the players feel like close friends after a few minutes of playing. Music is adapted to the racial style when Mexican and similar places are not being played—for instance, a Mexicanization of Rei Mir—that was still recognizable, but so wholly racial in rhythm that it delighted this crowd.

Madrid is under management of John Perez, who was one of the town's first night spot operator; in the LaPlaza Cafe five years ago. H. F. Roves.

Antlers Club, Kansas City, Mo.

Two acts and the supersolid sepin awing style of Tommy Douglass' Band

awing style of Teenmy Douglass' Bant here this week, and the colored hoofer, who chowns as he taps, is entertaining and curystingly adept on vocal chortness with the Douglass boys in the groov-behind him. Two encores. Little Dist. colored gal, acores with her singing of Hendy Man, Roserfe and her singing of Hendy Man, Roserfe and douglass boys the Duckey, band again doing accomplet Duckey, band again. One bow for Datis.

coning accompaniement los up brown. Remainder of the show is all Douglass, Beddest Tommy, who tools alto sax, brothers Bill and Buck Douglass play shorters and an accompaniement of the same christing in Kansas City. Lowell Painter's rhythmis extend of Citif Love, drums, rhythmis extend of Citif Love, drums, rhythmis extend of Citif Love, drums, printing the same city, Lowell Painter's rhythmis extend of Citif Love, drums, rhythmis extend of Citif Love, drums, rhythmis extend of Citif Love, drums, printing the control of the control of the cities of cities of the cities

Basic, playing in a similar low-class club on Kasasa City's 12th street for years, finally was recognized and sent up to the "big time." The same should ring true for the Douglass combo, for it stands as the best five unit in this

ction. Club itself is large and plainly deco-ited. Attracts fair patronage and can commodate more than 275 person:

not of the tux and tails type, but ex-terms opposite. Nevertheless, it is a superb musicians of a see fur sets and superb musicians of a superb musicians of and thus does it presper. Service excellent, waitresses even con-senting to dance. The club is in city's west bottoms, near packing houses.

Dave Dexter Jr.

Ritz Hotel, London

This noted spot has two acts, both American, on view. Three Music Hall Boys, plenty popular in London's West End, get hearty laughs with their witty

End, get hearty laughs with their witty Victorian vocal travestles, accentuated by loud but true-to-period dressing. Boys have corking pipes, too. Nella Goodelle is one American song-streas who is easy on both the eyes and ears. Pascinating brunct has tons of personality and a fine voice, hitting the highest notes with ease. Earns several

Big FTP Revue Is Canceled

CHICAGO, Peb. 19.—The elaborate vaude revue scheduled by the Federal Theater Project for the Great Northern Theater here has been canceled by Harry Minturn, local head, who, it is reported was not satisfied with the material and talent shown during rebrarals. Ned Dandy, who has been with FTP for the last 10 months and under whose supertest 10 months and under whose super-vision the revue was cast, was dismissed.

Acts that would have been used in the revue will be spotted in the PTP vande units now playing schools and other public institutions in this area.

Vaude Spurt in Indianapolis

INDIANAPOLIS, Feb. 19 .- Vaude is on INDIANAPOLIE, Fox 19. "Values is again the upewing here, with Keith's again entering the field with a two-day stage show weekly. Shows are presented on Saturdays and Sundays with first-run pictures. First show last week was Hollywood Sketch Book Revue, head-Hollymood Sketch Book Revue, head-lining Brown and LaVelle.
On Priday the Clear-Fred Waries.

On Friday the Circle opened with Fred Waring and band. Johnny Perkins, rotund comedian, headlines the new PAUL

To Check Florida Benefits

NEW YORK, Peb. 19,-Alan Corelli, NEW YORK, Feb. 19.—Alan Corelli, Thester Authority watchdog, left for Florida Wednesday to check on the Kiwanis Club benefit in Palm Beach and the Night of Stars show in Mismi. Both are supposed to be run off latter part of this month

Sees Brothers After 32 Yrs.

SHATTLE, Wash., Feb. 19.—Palomar Theater during the past week was the scene of the first reunion of Bert Wall, known on the stage as Bert Rome, with his brothers, Harry and Dan Wall, in

More Vande Set For Omaha Houses

OMAHA, Neb., Feb. 19 .- More OMARA, Neb., Feb. 19.—More stage shows for the Orpheum Theater bree are announced by E. R. Cummings, Tri-States district manager. The Orpheum booked in traveling shows about nine times in 1053 and the same number in 1057. Thus will be desibled during 1935 and may be jumped to two week-long and may be jumped to two week-long. Real of time house will show duals.

Interest in stage shows was renewed when Waikiki Nights and a feature grossed \$5,500 in one day last November. House coats 3,000. Lits Grey Chaplin, with Scandals of 1938, pulled \$16,900 for the first week in January. Bat weather kept Ted Lewis and his show down to \$16,250 for the last week in

Brandels Theater, planning on stage stage renovated and dickering with the *************************

PEPPERS

INSTRUMENTAL TRIO RECORDING ARTESTS. Now HICKORY HOUSE, New York.

FREDDY JAMES BENSATIONAL DANCER AND VERSA-

Now COTTON CLUB, New York.

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Exclusive Managemen GEORGE IMMÉRMAN 156 West 44° ST, Bryant 4-8060 New York

ROSINI

THE PHENOMENAL PRESTIDIGITATOR Held Over 885 CLUB Chicago Direction—AL BORDE

DEAN HUDSON

FLORIDA CLUBMEN

The Normandia Basten, Mass.

Wilfrid Du Bois

Now Playing DRAKE HOTEL. Directions SLICH & TYRREIT

Opening February 25 ORIENTAL THEATER.

EXCLUSIVE MANAGEMENT-WILLIAM MORRIS AGENCY

THE

"A DIFFERENT DANCING LINE" Now Playing YACHT CLUB, CHICAGO

Direction-SAMMY CLARK-WM. MORRIS AGENCY-CHICAGO

Management

News and Angles on Night Club Operation

Sulky Waiters Ruin Business

IT STRIKES us as the height of stupid I SIMIKES us as the height of stupid a nitery management when an operator untagonizes and in other ways creates unrest among his waiters when things go wrong with business and profits.

gio wrong with nutsienes and pronts.

There was a classic example at any
There was a classic example at any
The place is quite fashionable and its
clientele quite discriminating. Suddenly patronage fell of classic. The
Ounce tried to stem the close with nore
denly patronage fell of classic. The
Ounce tried to stem the close with nore
denly patronage fell of classics. The
Ounce tried to stem the classics
and the liquic could not be improved,
yet nothing happened. Then just as
suddenly the pendulum began to swing a
suddenly the pendulum began to swing. the other way. The owner finally con-fessed that the trouble had been with feesed that the trouble had been with his waiters, and that he alone was at fault. He had tried to force them to work 12-hour shifts for \$1 instead of \$1.50 and the men had sulked and grown careless, with the result that service

A matter of less than \$10 a day had undone the good will of a fine reputa-tion, a consistently excellent outsine and the expenditure of hundreds of dollars for added entertalmment.

Dance Cavalcade Idea Gains

A NEW wrinkle to be tried by the Hotel New Yorker, New York, next week is the "Dance Cavalcade" idea. It events so the "Darice Cavalonde" idea. It calls for four dance teams being featured each week and vying against each for the patrons' favor. The patrons will be requested to vote for the team that catches their fancy most. The two teams receiving the biggest votes will be held ofver for the following week.

Good Coffee Important!

Cood Coffee Important!

PERPARATION of coffee is given plenty of attention at the Cher Parce, Chicago, the management recling that a constant of the control minutes.

Naborhood Spots Grow THERE has been an unusual growth of

THIREE has been an unusual growth of Leighborhood night clubs in New York area, drawing business away from new patronage to the night club idea. The neighborhood spots feature in-ternative, no cover, small or no mini-ternative objects and a cosmal friendly proposed to the night control of the con-trol of the cover of the control of the country likely of the control of the country likely cover and the country likely cover and the country likely cover the country likely cover the country likely cover likely cover likely cover likely lik be exception of one or two of the spectacular type).

A Real Change

WHEN Bill Robbins was named ex-WHEN Bill Robbins was named ex-clusive booker of the Park Central Hotel, New York, he brought in his own p. a., Ed Weiner, and also a new head-waiter—claiming the spot needed new

DHOTO POST CARDS A Qualty Depresenting

> and Reproductions of any Phetogra-ranting. One ever Negative made p lot, Gloss "Mirror" mish onir. 100, \$2.25; 250, 54.65; 500, \$7.09; 1,000, \$14.25, 10% Cash with Order, Bal. C. O. D. als returned induction. SATISFACTION GUARANTEED.

8x10 Lobby Photos, Special, New 12 fer \$2.25, D. W. Stock, Get our prices on any size from Ministers up to 40x60 Elements SPECIALLY DESIGNED GROUPINGS OUCASO PROBLANT NO Review 34 BAYTON O. type of publicity and management in addition to new taient. This idea of a clean-out change of policy has brought results.

Homemade Noisemaker

Homemade Noisemsker

PENTIO COLLADA, owner of the El
ENTIO COLLADA, owner of the El
Historica New York, likes to fool around
the Chico, New York, likes to fool around
they improve his citib, Among his
trickiest devices is a home made "noisemaker," which is a combination radio
plugged in this gadget lets out a whirring hum which fills the void and price
works voices from bocoming. Thus partrons
found voices and also have the feeling
that the place is allive. When the band
off no it litterferes with the music. off, as it interferes with the music.

Matinee Shows for Women RT PADULA, of the Arcadia-Inter-

ART PADULA, of the Areadis-International, Philadelphia, is enticing
women customere to a Wedeneday
MR. AND MRS. GLENN SCHMIDT,
managers of the Beverly Hills Counmattered with a stunt that has a novel vy Olth, Southpate, Ky, were in Chiand compelling twist.

Live and the state of the county Olth Southpate, Ky, were in Chicago lati week tooking over new talent
htended to state.

"Big Apple" Here To Stay

CHICAGO, Peb. 10. — Big Apple number, used as a finale in the Col-ege Inn show for the last few weeks, caught on so well that Manager has caught on so well that Manager Frank Berling has decided to hold on to that feature indefinitely as an ex-tra added attraction. The line gala shop for partners among the patrons and bring them on the floor to strut

shopper or the woman who craves a little divertisement but finds herself without an available male ecort, the "hon party" abow is advertised on the women's pages of the dailies with the reassuring outgestion that they come unscorted. The tariff is 81, which includes lumchoon and

tariff is 81, which includes the analysis of a full-length show.

The stunt has caught on famotisly and many of the other spots in town and many of the other spots in town ports almost capacity turnouts for the matines, thus filling in very profits when the other capacity turnouts are the matines, thus filling in very profits when the other capacity turnouts for the matines, thus filling in very profits of the capacity turnouts.

Club Owners Check Talent

MR. AND MRS. GLENN SCHMIDT,

Club Talent

New York:

THE KENNY FAMILY have a bit of

CORTEZ AND MAIDO, who have been taken for dead by their families and best friends these past three months, and the second three months, and their families are their families. Resetting card from Detroit. PETRIS SISTERS, colored harmony tro recently featured in Love and Floser, the coming new Cotton Glub abow, shaded for March 15. Chrence Robinson shaded for March 15. Chrence Robinson March 15. Chrence Robinson and Grill here, is set to open at host stay of the control of the second Robinson and Grill here, is set to open at hamas, Petrulary 32. hamas February 22.

Chicago:

THE BOOTS McKENNA line at the College Inn has become a permanent fixture at that spot. . JOS WALLACE goes into the new Inn show Priday . CHICAGO THES, following conflictions between the advertising and editorial department, is now eliminating reviews

departments, is now eliminating reviews of the new night club shows.

BUDDY ROOERS closes at the College Inn this week to open a theast rour at the Lyrie, Indianapolis, March 4. Just bought a nowelty number from Oilbert & Walker here.

THE DUANGS are here as even-month stay on the back after a seven-month stay on the Coset. . HELEN MORGAN is penciled in for the Hi Hat. . BEATRICE HOWE closed with Eddie Varzos' unit and returned here

turned here.

. CLYDE KISSINGER and Jayne
Lowe, strollers in the Morrison Hotelis
Cocktail Lounge, had their contract extended another four weeks.

. RUTH
AND BILLY AMEROES are back in town,
this time at the Bismarck Hotel.

Here and There:

DOROTHY DUVAL, accordionist-co-medicane, is in her seventh week of an indefinite engagement at the Ventura Hotel, Ashland, Ky. She is playing the Pick chain of hotels and recently con-cluded a four-month stay in the Olympic Bar of the Fountain Square Hotel, Cin-cinnati. . . . JACK MIDDLETON, Cincy

Pepper, the LeMaires, Lois Marie and the Balancing Stevens for the Union the Balancing Stevens for the Union
Bartonders' Ball at Castle Farm, Cincinnati, Tuceday night of last week. Tommy Dorsey's Ork furnished the nelodies.
. CORVINO AND YOUTTA have split
and Corvino is now dancing with a new
partner. Ardella ART BONGER my Dorney's Oft furnished the melosies.

. CONVINO AND YOUTH have spik to COVEN A STATE STATE A ST

THE THREE SERENADERS (Jack Dal-

THE THERE SERENADERS (Sack Datton, Joe Kesser and Jack Morton) are in their second month at Colesimo's, Colesimo's

Y BRENNAN AND ALMA, WALLY working Minwest clubs for Ernic Creech, of the Sun ofice, are current this week at Murray's Buffet, Richmond, Ind. . . . BILL FRASER takes his show, Hit Parade of 1938, featuring the Fraser Family and Thall and Rooney, into the Nine-Mile House, Cincinnati, Tuesday (22) for an

indefinite stay.

GALE SEXTET open a week's stay at the Grey Wolf Tavern, Sharon, Pa., on the 22d, then move en to the Nixon Cofe, Pittsburgh, for two weeks. . OLIVE WHITE goes into the Nixon Cofe, Pitts-burgh, next week. Set by Lew Weiss. CHITE goes into the Nikon Care, Fitta-urgh, next week. Set by Lew Weiss.

JEFF AND MARY ROLAND were coked into Flitcker's, Wilmington, by he Vincent & Fleids office, Philly, RICHARDS AND MONNETTE have hurgh.

held over a second week at Penn, Pittsburgh

MILES

Talent Agencies WILLIAM MORRIS Agency, Chicago, reviving showing nights at the Strat-

reviving showing nights at the Chicago, Wednesday (23). ford, been out since New Years... CHARLES GREEN, CRA prez, has been in Cal-cago the last couple of weeks on busi-ness... BILLY RANKIN now booking club dates for Sligh & Tyrrell in Chicago

SLIGH & TYRRELL, Chicago, plan opening of a New York office berg month. Also reports it will book the new Ringside Club, Fort Worth, which Tom Daly is to open this spring.

EMPIRE THEATRICAL BOOKING EMPIRE THEATRICAL BOOKING SERVICE, Detroit, reports the renewal of its contract with the Kentucky Club for colored floor show. Chuck Burns, formerly of Burns & Curtiss, is now as associate with Empire. . . SALLY FIELDS, Detroit booker, booked the em-tire floor show and music for the Octatire floor show and music for the Oldstoble show February 15. Jay Jason, implementation of minutes and impresentation of minutes. Let of curies, before the control of Burns & Curies, is now operating by himself. He says while things have slowed up he doesn't think it as but as it is pictured. DANNY COLLINS-RALPH WONDERS

DANNY COLLINS-RALPH WONDERS
combine is planning to subbease the
offices now occupied by the Lou Irrin
offices now occupied to the loud
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continue booking colored band attractors for Irwin. JOE GLASER is to
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RUTH BALLANTINE, of Lee Salkin Attractions, Chicago, sold the Burton Boys to the Chee Pares as a fill-in band-stand combination Mondaya. . MRS. LOUIS LIPSTONE, wife of the bead B. & K. booker in Chicago, lost her mother last week.

TOMMY BURCHILL, Chicago booker, is recuperating at his home from an attack of pneumonia,

EARL BAILEY, of MCA's London of-fice, was in Chicago last week for a bis conference with J. C. Stein and Bill Coodhart. . . LUCILLE FISHER has left the Will Harris booking office in Chicago.

Ohio Spot Gets New Name

EAST LIVERPOOL, O., Feb. 19.—Chat-terbox Glub is the new name of the former Lincoln Lodge, three miles cost of here. The spot has been completely renovated. Floer show and Bobby Fits-Ploce show and Bobby Fitsgerald's Band current,

STACEY is emseeing the new show at the Black Bear, Reading. Ps. Others in the show are Neison and Boxing Cats, in the show are Neison and Boxing Cats, HENRY LEWIS, emsee at Matteonia. HENRY LEWIS, emsee at Matteonia, Stockton, Colif. for the least five months, expects to hold down the post for an-other three at least. .. BERINIE LIT

DANCE / PROTECT YOUR PROFITS OF PARAMEL Bases Chart for through the parameter of the profit of the profit HALLS / PROFITS OF THE PARAMETER OF LETHERTY NON-TRANSFERABLE DANCE CHECK WESTERN BADGE & NOVELTY CO.,

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MILTON BERGER, Associate

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FOR A

BIGGER

Boston Vaude Down to 1 House Despite Season of Good Grosses

Keith-Memorial left-two burly spots only flesh "competition" - key house grosses listed - repeat names brodied mostly-talent dearth, film dating blamed

BOSTON, Peb. 21.—Despite good grosses rung up by vaude here, the city is down to due white spet and even bruise-to-mouse. With the M. & P. Metropolites. Thesite (4.300 seats) having dropped vantouse. With the M. & P. Metropolites is the REO Ketth Memorial, which recently was given the vaude switched from the BEO Ketth Boston. The Memorial has been doing a flourishing business and country of the current season Reptember 2 a survey of grosses of the Met and the Memorial provides a good baransets.

Ethel Merman topped the Keith open-Eibel Merman topped the Keith opening show and whanmed in a spifty
\$2,000 for an eight-day stay. Labor
boy helped considerably. The following
boy helped considerably. The following
the parade in addition to inciment
weather crimped during the day, but
nightfall mided somewhat for okeh
turnstling. Ian Ray Hutton Ork and
Whiti Mayfair fared with a fair \$17,500.
Costo Nelson and Harrier Hilliant JoiCosto Nelson and Harrier Hilliant JoiCosto Nelson and Harrier Hilliant Joilewed and scraped in \$17,000. Milton Berle and Company had a good week-end but sagged for an \$18,000 close. Pats Berle and Company had a good week-wilder resumed the ork bookings and showed a \$19.000 for the week. Muriel Page week was not as good with \$13.500. the Page week was not as good with \$13.500. the should be should be should be should be brought in a satisfactory \$60,000. Her slary was \$1,000. Jack Lafter and Vince lary was \$1,000. Jack Lafter and Vince lary was \$1,000. Jack Lafter and Vince lary was \$1,000. Jack Lafter and Vince and Chick Webbs Ork, with Zilla Fitz-craid, followed with a very satisfactory \$2,000 the week that the Reith cut its prices from 39, 55, 75 cents to 23, 35, 55, cet was the reason. The Met continued at its scale of 35, 55, 75 cents at was the reason. The Met continued at less scale of 35, 55, 75 cents and was the reason. The Met continued at less scale of 35, 55, 75 cents.

New set p, a. of Mary Dees, who completed Jean Harlow's last flicker, and Monte Blue, silent flicker star, run down star, run preciable \$19,000.

preciable #19,000.
Misch Atter and Shella Barrett worker Mischa Ster and Shella Barrett worker and Shella Barrett worker and Earlet Bort #10,000. Mixed Green and Earlet Bort #10,000. Benny Fields and the Hartman, with Sonja Henie's Henpy Londing and week of Happy Londing, with Majorto Galnaworth heading the vanide. And week of Happy Londing, with Majorto Galnaworth heading the Vanide. Week of Sonja Henie at the Booton Charfen. The Benny Fields week asw the Schill management and the Met revise Schill management and the Met revise. Actin management and the Met revise
h-o, prices, Former picture-policy prices
were retained when the Ketth Memorial
took over vaude, but changed to 35, 40,
65 cents from 25, 40, 55. Met went from
25, 40, 55 cents to 35, 40, 5.
Comparisons: Senson before the Three

Comparisons: Senson before the Three Stooges had copped a 27,000 take. Morion Downey dropped \$7,000, compared with the \$22,000 of the past season. Fats Walter equaled his last appearance. NTG came in twice hast year, first for the comparison of t S23,000. This year he went way below for the \$19,400 figure. Ethel Waters dropped the season over last by \$6,000, her 1937 total being \$25,000. Sally Rand. coupled with Benny Fields, last time go a \$25,000 take, while as a solo this Sen-

tion the took \$22,000.

Mistropolitan season began its fall sension September 2, with the Tusty Yeast Justee taking a good \$25,000 via Labor bay boosts. A fair \$48,000 for Mail Halled Ork, with Lathrop Brothers and Lec. The Company of the Company

First appearance of Dorothy Stone and Charles Collins settled for a nice \$24.000. Duke Ellington sensated should with \$32.000 (Emils 201s on the screen). Yacht Club Boys washed in a satisfac-

tory \$20,000. Helen Morgan and Jimmy Savo (the picture was the awful Angel) manisted \$\$35,000. Dave Apollon revue, namisted \$\$35,000. and Apollon revue, \$\$21,000. A socke \$\$4,000 was chulked to Borrah Minevitch Jane Froman and Stoopnagle and Budd, picture being Para's All \$\$abs.

Beginning of Christmas buying spree anagged Frank Parker's week, with Shaw and Lee, \$18,500. No fault of the tenor. Week of December 2 saw the Met cut its scale from 33,58,78 cents to 25,40, 55. Both Kettn and Met had lowered 65. Both Keith and Met had lowered prices. Hal LeRoy week copped a nifty 823,500. New departure in band pres-entation was the battle of music with Jack Denny and Lucky Millinder's crize and with Peter Bodgen's house band, mak-ing a total of 50 missickers. Brought in a mild \$18,700. Bunny Berigan Ork 10 million 10 to \$12.500

brought a so-so \$18,000. New Years Eve extra showing at \$8.55 brought the week's take, with Little Jack Little's Ork and Eddle Peabody, up to a big \$31,000, Ella Logan took x mild \$18,500, Patricla Bowman week, hyped by the p. a. of Cecil B. Dedhile and Margot Grahame in connection with The Buccomes-brought in take to. Jack Powell week, good entertainment, rought a so-so \$18,000. New Year's Eve in connection with The Buccancer, brought the take to a fair level of \$18,000. Georges and Jaina cleared with \$18,000. Fred Waring's Ork landed \$26,500

\$29,500.

The Condoe Brothers and the Rigoletto Brothers, playing to the screen's The Brothers, playing to the screen's The week of the Met and the Section of the Section

Dave Apollon unit last year copped 839.000 or \$18.000 over the last Hub visit. Fred Waring fell from \$43,000 to \$25,800. Major Bowes amateurs took \$23,000. as against the previous \$12,000. Another Bowes unit last season followed



· Scrow Type Microphone · Full-Length Microphone Stand

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the \$23,000 take with \$20,000.

Harriet Hoctor last year played the Met for a \$25,300 grees. Last January, teamed with Mitz Green at the Keith, the dual name take was \$19,200.

the cum name was was easy.

Lack of proper name talent for local houses shut up the Met vatude. Recurrence of the same acts burt, too. Poor pictures bit indirectly at vatice; also the apostting of the Met's first-run pictures aposting of the Met's first-run pictures when the control of the met of the control of the cont

The Met last season on a 52-week figure took in around \$1,250,000. The Keith Boston with 34 weeks ran close to

and two boys make up the turn. Pote tially, the set has plenty; setually, delivers weakly and rates poorly as a

Boys and the brunet open on trum;

Boys and the ordinet open on trumpets and sax, respectively, playing selequately for vaude houses. Blonde then sings a scat number, highlighted by cooch and torso wigglings. A travesty, with the blonde and a boy participating, or a love scene from Grand Hofel, shapes up

love seems from Orana most, assessive as a good idea shot to pieces by excessive rough stuff. Distasteful exhibit is made more unpleasant by the boy spitting on

Cinda Glenn

Reviewed at the Palace Theater, Chi-cago, Style-Comedy. Setting-In one, Time-Ten minutes.

the girl's arm.

Tapping and challenge close. J. P.

-JUST McNALLY'S No. 20

. Please send me none ... Mand

Cits State.

PRICE ONE DOLLAR

EW. BRIGHY, ORIGINAL COMEDY, Y Vander De. Musical Consety. Hurlemen nativel. Night Chib Herries, Harder an see Hand, Entertainees. Contains:

Name Hant, Entertaines, Contains: 5 Seconting Monoidegues, 7 Roseing Acts for Two Males. 7 Roseing Acts for two Males. 8 Seconting Monoidegues, 18 Seconting Monoidegues, 18 Seconting Monoidegues, 18 Seconting Monoidegues, 18 Seconting Formals Act. 18 Seconting Monoidegues, 18 S

WM. McNALLY

81 East 125th Street, New York

DANCING BY MAIL Fee. or Adv. Two. 84: martine Tay Lesson for we. including Standard mo-Step and Brook, 256, ed. Walts and Poy Post. J. Hall Leroy stated Seed for Lie "R". 25.28 May St., Ciril, O.

STROBLIT

STROBLITE CO., Dept. S-1, 35 W. M St., New York

WANTED

city Acts at ency. IR-Pocada NAME CAIL, NOW WORKING MEASY, WHE OF WHITE BOYERS AND REAUTI-FUL REVUE.

Auditorium Thrater, Remark, O., Fabruary 25-28.

that are too exaggerated. Her drunk type ta okoh for clubs but not theaters. Closes with her etretching hands busi-ness and a rough and ready arm num-

Reviews of A

Abbott and Costello

Reviewed at Louw's State, New York. Style—Comedy sketch, Setting—In two, Time—Five minutes.

This act is a modern-day rarity in that This set is a modern-day rarily in that thalis from burlesque, a jump few acts make nowadays. In this case the transmission make inspired happing up as a fast that the same section with laughs for vaude stands. Section with laughs for vaude stands. Bud Abbott, comic, and Lou Contello, straight, do a soldier routine, with two contents of the same transmission.

straight, do a soldier routine, with two other men as privates. Extra two have one or two lines. Abbott is a fresh pri-vate and Costello his officer. Act is punctuated by Costello whamming his partner in the kisser, Abbott also getting partner in the kisser, Abbott also getting partner in the Land with the continuation of the partner in the contract of the contract of the partner in the contract of the contract of the table of the contract of the contract of the contract of the partner in the contract of the contract of

tent.
Act has pace and enough laughs of
its kind to do well. Audience gave a
good reception, altho less slapping is
called for.

J. F.

Four Franks

Beviewed at Loew's State, New York, Style-Duncing, singing, comedy. S. ting-In one. Time-Seven minutes, Altho the act has been around for some time, no new act raview is shown in The Billboard files on the Four

A lanky American redhead, recently educated in Paris night apola to do a femme Maurice Chevaller, Rer forte, however, is not Chevaller vocalizing but the freakish behavior of her rubberlike hands. She manipulates them about her face and sides in such a way as to produce atrange but funny sights.

Opens with a French song that is oken but not sock. Then follows with im-pressions of Betty Boop and Greta Garbo

Loew's State, New York (Reviewed Thursday Evening, Feb. 17.

Packed house for the last show, the flesh and pic offerings being of a high order. Henry Youngman leads the stage contingent, together with Andy Sanella's O'R. Well Forgo is on the screen Youngman's talent is liberally sprin-lled thribut the show. Has the first

Elect thritout the show. Has the first spot and also enases, agaging right slean; with a haugh in every phrase. Young-man's humor is fast, his actives requir-man's humor is fast, his actives requir-like a smart technique in that a flop-peroo wastes practically no time and is followed by four or five good ence. Violis hoke and screw; impersonations are all there. Clicked all along: Desire doing the weeks, is a solid 34-Desire doing the weeks, is a solid 34-

Value Books and servey impersonations Andy Sanela and orchestra, with Divise Deane doing the vocals, is a solid 34-man outfit. Byle of the ork varies, and the servey of t

from the usual style of eccentric dancing. Business has N good shot of leg-breaking acro in it, but sometimes the act seems to go overboard in trying to stylice itself. Use canes for a novelty effect, wear tails and top hats and do a strut in a manner completely different. Turn went off well. Paul Ackerman.

RKO Keith Memorial. Boston

(Reviewed Thursday Afternoon, Feb. 17) Reviewed Thursday Aftersoon, Feb. 17).
Snow White and the Seene Duarly starts its second frame today and so doce the flesh bill. Rhapsody in Rhythm (44 minutea). It's a rare occasion in the money of the flesh bill. Rhapsody in Rhythm (48 minutea). Rhapsod in Rhythm (48 minutea). Rhapsod in Rhythm (48 minutea) proceeds, is a miniature flast inputsed proceeded, in a miniature flast inputsed proceeded, is a miniature flast inputsed proceeded, in a miniature flast inputsed proceeded, in a miniature flast inputsed proceeding in the Rhythm (48 miniature flast inputsed proceeding in the Rhythm (48 miniature flast inputsed proceeding in the Rhythm (48 miniature flast inputsed flas

chamber of commerce for an none burg and fans thru his repertoire of plugging top ork leaders and their music and playing two and there trumpets simultaneously in grand style.

THREE **CHOCOLATEERS**

originators of

"PECKIN"

and the new dance sensation

"PENGUIN SWING"

now 6th Month

COTTON CLUB New York

held over indefinitely

Vaudeville Reviews

Trumpet solo of Sugar Blues appeares te mental request of hearing his alone." Got a nifty hand, Lovely Rosemary Deering, dansets

"alone." Oot a nifty hand, Lovely Rocemary Deering, danseuse, holds, dotter spat with a drum-major holds, dotter spat with a drum-major and the spatial spatial spatial spatial in military drill toe ballet with a fluorescent gun exit. Toe rise near wines gives impression of walking ever trench breastworks. Quite effective and, mics applauses. Mes Deering is out at the closing production number with the line scrim lowers to make the scene evanese. scrim lowers to make the scene evanesce

serim lowers to make the sceine evanesce into the filters Snow White, while the Memorial's pit elevator rises to annow a singing one of the pic's tunes. An excellent piece of showmantship. Goorges Campo, pantominist and mintig, gives out his husiness in expert tempo, the attoicne going for his bead tempo, and offer the composition of the pick of the pi

Very good.
Al Bernie has closing spot and it's Al Hernie has quantity spot and not winder at the Trocadero. Paul Munit and Charlis McCarthy bits were untustally good. Bernie in his long document of celebratic efforts casts out the proper projection that makes the people he is impersonating practically on the

A youngster, unbilled, ambled onto the stage during Deering's closing ballet number and had to be chased by an

Biz early p.m. show packed. Sidney J. Poine.

Music Hall, New York

Beviewed Thursday Evening, Feb. 17) With Adventures of Tom Source on the screen, the stage show this week is a so-so affair that is certainly not as good as the last show, which ran fire weeks (due to the sensational run of

Stage show is composed of a long first

Show White).

Stage show is composed of a long first number, a consedy juggling turn in one rounder. A consedy juggling turn in one rounder, a consedy juggling turn in one the consequence of the conseque by spins and actionful movement. The Rockettes then come on for precision routines that are always superflowers. routines that are always sure-fire—espe-cially when the girls line up clear across

chair when the girls line up clear across
the stage and prance in perfect unison.
Tommy Kelly and Ann Gillis, featured
in the picture being shown, take a bow
as climax to the finale. Just say "thank
you" and give the patrons a chance to
see them in the flesh.
The pit cochestra of fear a beauty of the

see them in the legin.

The pit orchestra offers a brace of concert favorites, with the Thais Meditorion standing out mainly because of David Novales' exquisite violin work. Richard Leibert provides the usual but splendid session at the grand organ. The news root completes the stage-screen program. Opening day business was good and the show appears set for a two-week run. Paul Denis.

Oriental, Chicago

(Reviewed Friday Evening, February 18) (Reviewed Fiddey Evening, February 18)
Augmenting The Goldsyn Follies on
the screen, in for a fortnight, is a compact and entertaining stage bill that,
pact and entertaining stage bill that,
flowcod, Only two scenes, partitioned
off by Sylvia Clark, former vasude comodicine, who is now dofing all right
modicine, who is now dofing all right
the fact that ordinarily costumed line
impresses with its work despite Samuy
Goldwyn's gigantic creations. Much of
the credit is due to the Iona belinds

in each case.

The opening, Out of the Inkwell, brings up Jeffrie Gill on the pit elevator to tenor a romantic ditty, while the Hild Ballet one by one pops up from huge inkwells bordering an oversized desk top. Execute a cute novelty turn, followed by the Trado Twins (posturn, followed by the Trado Twins (pos-ing as book ends) with their always de-pendable nonsense offering. Their com-edy impressions while one is on top of the other disguised by a long overcost bring some heavy latypis. Sylvia Clark is a winning and talented

systia clark is a winning spat takented little song impressionist, doing special material that blends with her disaming personnility. She had the house with her mimicking a basement counter girl reading a remantic novel in which the climactic chapter is missing, and drew hearty laughs with a skit of a gal seeing

a relative off on a train.

Closing scene, Shoppe Modiste, revolves around Alphonse Berg and his amazingly clever dress-making work. Uses three models and fashions eye-fetching couns at a moment's notice. The line owns at a moment's notice. The line is a modernistic brevity to the warbling if You're a Sweetheart by Jeffrie Gill of You're a Sweetheart by Jeffrie Gill makes a proper entrance for Berg. In the wind-up are featured Prince and Princess Selinds, a thoroly entertaining dance team. Do a whirlwind waits to Jieo Denube and rictous impressions of the tange as it may be danced in Amer-ica, England and Germany. Latter is

the termination and Germany, tops in dance mimicry, tops in dance mimicry, thouse very good first evening show opening day. Total gross should make both Goldwyn and Balaban & Katz very, Sam Honigberg.

Loew-Globe, Bridgeport

Reviewed Sunday Evening, Feb. 13) Shades of the Palsoc! Triple headline show here, with Art Jarrett, Pifi D'Orany and Three Radio Ramblers, besides five

and Three Badio Ramblera, besides five other acts. States, acceptate one, elected DeLong States, acceptate one, elected DeLong States, acceptate one of the con-putation of the company of the con-trol of the company of the company of the property of the company of the com-sequence of the company of the com-sequence of the company of the com-pany of the company of the com-trol of the company of the com-pany of the company of the com-trol of the company of the com-pany of the company of the com-trol of the company of the com-tro

Art Jarrett, topping the bill, received a tremendous evation. Lad is generous with his numbers, giving eight of them at this show.
Samuels Brothers, with Edith Fleming

sames Brothers, with Edith Ferning and Frances Black, was the supprise act. These lads, natty in naval uniforms, did a fine fliration tap number with shapely Miss Fleming. Their comic wooden soldier dance also scored heavily. Miss Black did a passable more-duncing

Pift D'Orsay had no trouble with the aponsive customers. Left 'em limp com applause for her fast routine of ongs and characterizations. Three Radio Ramblers, mimicking por

Three issue Rambuers, ministing popular performers, are different from the usual run of this type of act, for these boys add the comedy fair. Joe Panton and Company, standard acrobatic novelty, closed the show.

County Fair (Monogram) on the zereen, Samuel A. Lefkootta.

Stanley, Pittsburgh

GRIBICY, FARSDUTTIN
(Reviewed Saturday Afternoon, Feb. 19)
Pitty minutes of flash variety had
a capacity dudlence potunding polms
above here in weeks,
the best received
the Disposition doubled as an effortescent
cames and grating tap dancer for a
steed-splitter that began the bill with

gusto.

First came the Keene Twins with Vic and Lamar, a quartet of acros who rhythmically catapulted into more than a dozen varieties of somersaults and mis laneous twists that earned plenty ap-

Pittsburgher Rossmond a cutie on retisourgher Resamond, a cutle on the accordion, scored with a trio of tunes, most spectacular being Flight of the Bamble Bec. She took an encore on Once in Auchile, punctuated with brief singing that could just as well have been omitted.

een emitted.
Dixon's sparkling personality plus his
erp hi-jumps netted him a bull's-eye,
oo, the a couple innuendoes smacking
if his former hight club days seem out of keeping with his otherwise

someness. He followed on a dance duri with petite Gloria Pranklin, whose mimicking was as competent as hewith petite Glo mimicking was a graceful stepping.

Best chattering pair here in months was 71m and Irene, whose radio repartes seemed even better on the stage, where the customers could reliab their facial the customers could reliab their family drollery. Entering to a big hand with typically vaudeville team inanery, they then gold bedoom. Here doing well then gold bedoom. There doing well lesquing Bel Mir Blat Du Schoen as might be suing by Johann. They extend with some Big Apple and Trackiri that bought them book for two deserved brought them book for two deserved.

encores.
Socko curtain number were BorniMinnevitch's Harmonica Reacala, whose
clowaning and harmonica symphomizine
clowaning and harmonica symphomizine
ment. One mite in the crew, doubling an
heckling nime and soleids, should be
a good grab for the mortes.
Bellow the state of the state of the
a good grab for the mortes.
A proposed the state of the state of the
stage, Dave Houdy's 15-phone Stanley
crew supplied music with uniform
amoothness. On the screen, Radio City
Revels (REO). SRO Storto Prank.

New Cross Empire, London (Week of February 7)

Latest unit by Horace Reves (Brittan), Bob Gernghty and Howard Deighton (both American) tabbed Co-Co-Nats and stars Maurice Colleano.

stars Maurice Colleano, Show is heavy on concey, with the versatile Maurice standing out. Puts in plenty of tumbling, Risley and tector-board acrobatics, trick drimming and trombone and trumpet playing atop of his acceptable clowning. The Colleano Family do more than their share with

Family do more than their share with plenty of aerobatics, dancing and other bits enhanced by capital showmanship.

Another Asietican are pulling in plenty another harderien are pulling in plenty novel hokum experts. Alded by easy-to-look-at Allee, who has other plens. More comedy comes from Pop. White and Swagers, good tric of English knock-mart material. Unfortunately, bets somewint upon performance by indulgine in an orgy of fifthy aptiting bits.

Elisis Bower, fermine feed of the show-ber accustomed act with Billy Rutherford and hits heavily.

her accustomed act with Billy Butherford and hits heavily.

Don Barrigo and his Banditas are an okeh musical aggregation specializing in rumba rhythms. Good line of giris, tagged the Danoing Senoritan, work hard and on well. Show is already booked well sheet

Roxy, New York (Beviewed Priday Evening, February 18)

It's old bome week at the Roxy, with the Rooneys and Timbergs, father and son in each case, again leading the his Show opens with a gag argument as to Show opens with a gag argument as to who gets top billing. Rooney Sr. and Pat Jr. take their turn first in a session of gags and dancing. Act, of course, is an old standard and pleases the audi-ence. Rooney Sr. shows himself quite





MITZI'S **Broadway Novelties**

ANNA PAULINA

BABE FLANNERY

and following cast: DOTTIE DOLLASKE — JUNE JUST LORRAINE BORRIS — EVELYN WILLARD Opining Tour of Senden May 7, 1938. Perm. Add.: MITZI BRUGGEN. 0232 Obstratella Ava. Obicago. III.

gry and views the stepping of his some with parential affection. They do soft-seed and relythm work. Part Ir, adds a lot of eccentric material.

The Timbergs, with their nervous, each of the control of

natch.

Gae Foster girls appear in a few production numbers, and in one, a Viennese waitz, are abetted by the 12 Daneting Bans, chorias boys. Best of the Foster routines, however, is a bicycle turn which draws salvos of applause.

Elina Ball wocals in the production

numbers.

Fic is The Baroness and the Butler
(joth-Fox). House doing excellent business at this showing.

Paul Ackerman,

State-Lake, Chicago (Brylewed Friday Afternoon, February 18)

illucioccod Friday Afternoom, February 18) Sesson and Neal, novel harp and birdmindling act, open with fitting producmindling some should speed it up.

Johnny Mortison does a dance and

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Johnny Mortis

Joe Morris and Company do a hurfor Morris and Company do a bur-quish talk act that will probably well in this burgain house. Does page out for a big time, with funior ging along and interfering with the man's interest in a blonde, and then the climsk mams showing up at

for the climix manus showing up at the wrong limit. Grant are back in the wrong limit of the windy clipt and their comely acrobatics on the spring man fashioned like a beer truck are still funny. Their stuff is well timed and there is just enough of well timed and there is just enough of the world with a stuff in the world with a stuff in the world with a state of the world with a state of with some ordinary Hollywood darks off with some ordinary Hollywood and the world with the wo

talk, interviewed by Masestro Verne Buck. She is a lovely blonde and has a gracious presonality, but like other Hollywood ingenues is not too arrong on talent. Does a dramatic skit and follows with

ingener manutic skill ams
Deem of or kongs,
Deem of or kongs,
Deem of or kongs,
House likes in, bright pajama contimuse closes with a pepty, modern routimes to the music of several pop turnes.
Buttiness first second show opening day,
Buttiness first second show opening day,
Con-tereon Beg, Borrows
Son Hontgberg,

Paramount, New York (Reviewed Wednesday Evening, Feb. 16) Clyde McCoy and orchestra and Mitzi

Green share henors on the Paramount boards this week, with the Nicholas

Donains into week, with the Nicholms Strobbers taking a good selec of applause for their fast tapping.

McCoy's outfit is discessible and pleasant on albe ear and has a good vocal trio in the Beneet Sisters. McCoy does his least of the strobbers of the selection of the Beneet Sisters and the selection of the Beneet Sisters. self engagingly. Closing tune is a sock-erco. Ruling to Glory on a Trumpet. Bennett Sisters make a swell appearance have a definite refinement in their singing and arrangements. Offer St. Louis Blues and I Wenne Make Rhythm. Harmonine splendidly despite fact that their voices are not very full. Wayne Gregg, ballad singer, does Thanks for the Melody in a pleasant enough fashion, but doesn't have the class of the Bennett

Nicholas Brothers' turn is sure-fire

Nathing Succeeds Like Success. MARQUIS THE MAGICIAN option. Their work is hot, rapid and delooking, and they are on for quite

Mittal Green, into of Babes in Arma, had the audience in the pains of her hand with her singling and impersonations of George Ariles and Panny Brice.

Feeling, The Lody Is a Tramp and others. Her delivery is superb, both in singling and character work. Turn received and deserved a solid round of applause.

Pic. The Bucconer (Faramount). The Control of the Control

plenty of talent. Three Richys, two men and a girl, are a corking opener specializ-ing in bar and table acrobatics with smart interpolated comedy. Monti Trio, two girls and a man, score with juggling tricks

interpolated comedy. Monti Trio, two interpolated comedy. Monti Trio, two on low unicycles. Act is brint and heat witeran down and acrobate eccentric victors down and acrobate eccentric victors down and acrobate eccentric age seal act. Amphibians this beatity. Magerian entry on the bill, with a fine reputation in Europe, create belly laught with their indescribable antice. Bow off Continental pantominate, is not so fortic Continental pantominate, is not so fortic of the state of the pantominate of the particular continents of the particular continents and proves popular. Paul Remes and proves popular. Paul Remes and proves popular and proves popular particular personality stated by the suverage-stated flemence, the first offer an act that is personal particular personality stated by the suverage-stated flemence, the first offer an act that is personal particular personality for the program of the province of the

Germon humoriat, proves successful and geta laughs. Three Dervils, girl acro-bats, have a smart routine of difficult traces. Fin Chen, sike Lag dancer, does a function of the control of a cod animal act that is thed.

spots, but generally is liked.

Bert Ross.

Vaudeville Notes

MAP WEST has gone over to REO fer her stages appearances in Chicago, Feb-ruary 25, and in Cleveland, March 4; but so fap B. 75 for New York are unif-cided. It has been reported that Loew's the State, only opposits to the Para-mount, but was turned down by Miss West as too pairty. JIM Moc. West was too pairty. JIM Moc. program have been signed for the-ner program have been signed for the-ater appearances by Pinchon & Marco. Vic Orasiti, of filcker, her tend and with the Rockwell-O'Keefe office for future tailed dates. BEERLY

future radio dates. . . BERRY BROTHERS sail March 10 with atx weeks BROTHERS sail March 10 with aix weeks in Paris and three in London already set. The STEER SHAVER, with Cities of the Steep share the Steep sha

ART JARRETT was booked for four

ATER, Pittaburgh, first-run movie house, will bring in mentalist Aian Dass Pricady as an added attraction. DGIX with the property of the prope

Keviews of Units

The 1938 Swing Show (Reviewed February 13 at Ceramic Theater, East Liverpool, O.1

Theeter, East Liverpool, O.J. Variety is the keynote of this unit, with alapstick artists, a frained hear, and all-gail band. Froduction, adequate for middle-stated movie houses, accents eving tunes, precision darkeing novel-wing tunes, precision darkeing novel-middle-stated movie houses, accents eving tunes, precision darkeing novel-middle-stated middle-stated mi

of tree routines, the line work several production

Fun is provided by the Stevens Brothers and "Big Boy," 500-pound bear, The animal toyed with his master, gave kids rides, and wound up with some oldtime drag-me-out antice

The Euricos, man and woman, offered fine bit of balancing and club juggling: Merrick and Allen do a nice bit of ac-Merrick and Allen do a nice bit of ac-cordion playing with pantonine: Maxine and Bobby, the latter a small terrier, do unusual titcks without cues. For novelty, there is John Fox, European censation, who walks thru a beick wall. All in all, it's good entertainment for the vaude-inurgy small continues of the con-dition of the coreen, The Patient is Room On the correen, The Patient is Room Ess McConnell.

PITTSBURGH ACTS

FILEBURGH ACIS

(AMP Dendemed from page 3)

EAWP President Bobby Fife, will also
consider invitation by Alliance to establish permanent headquarters in the
Labor union outleting.

Expected to come to a head will be
issue of acts adiliating with any union,
state of acts adiliating with any union,
amore beling presend under over by
American Pederation of Labor sympa-

Cross-section poll of entertainthieren. Cross-section poll of entertain-ers at EXMP same last faunds revealed majority in favor of ciranization along APL, lines, not with food autonomy. APL in the control of the control of affiliating such catheral most shift of affiliating such catheral most shift of training system of American Federa-tion of Actors, which was rejected last summer by EAWP communities that peti-tioned Rodpn Whitehead to consider Puttedrugh as an autonimous branch.

Pittsburgh as an autonomous branch. If meeting temorrow falls to produce solution to entertainers' sentiment for unfonding Fife plans to ask Pittsburgh Central Labor Union for charter which will grant EAWP sympathetic co-operation by musicians', bartenoirs' and hoel-restaurant locals, white allowing life group to retain independence in naming offers and amount of ours.

Manufacture and amount of dues. Jeffres, former Pittsburgh APA sight who heads entertainment committee for People's Alliance, claims he "wants to arrange wage scales and see the show people organized into some kind of union, regardless of what union, as long union, regardless of what union, as long as pay can be raised from its present situation." If Sunday meeting falls to pan out Jeffries will ask Whitehead to come here and offer AFA tie-in with local autonomy. For five hours last Sunday agents and

For five hours last Sunday agents and nots buried the hatchet to stage the sec-ond annual EAWP dance in the Roose-low show were Marie Wagner. Ecology Blove show were Marie Wagner. Ecology Sistem, Kildare Twins, the Hagmond, Plying Demona and Fish Brothers. Syd Magda-colm was emisc. Made by Joe Schnier's colm was emisc. Made by Joe Schnier's Orchestra.

Orchestra.

Committee for the affair includes Billie Councily, Amy Berlinger, Bobby Pife, Magfulohn, Freddle Meyer, Buth Stevens, Helen Vale, Louise Carroll, Carnette Talchief, Gloria LaMarz, Betty Simon, Rifa Reese, Nora Lewis, Loretta Chieve, Terry Holme and Deacon Oblowski. Terry Holme and Deacon

DOROTH

NOW APPEARING JAMES

RADIO CITY MUSIC HALL NEW YORK

HE MAXFIINS

RISLEY COMEDY ARTISTS

Just Completed Six Months European Engagements

NOW - SECOND WEEK

PALACE THEATER, CHICAGO

Direction-MILES INCALLS

PRINCE AND PRINCESS

OF SCANDINAVIA Comedy and Ballroom Interpretations NOW-ORIENTAL THEATER, CHICAGO

THEATRES

1270 Sixth Ave.

Radio City, New York

Curb on License Commish's Ben Turpin Set for Power Sought in New Bill

eviews

NEW YORK, Peb. 19 .- A bill designed NEW YORK, Feb. 19.—A bill designed to limit the license commissioner's power is being drafted by the American Civil Liberties Union, Bill, it is believed, will seek to climinate closing of theaters unless operators or lessees have had jury trials. This would eliminate the so-ended orana. And would eliminate the so-called "one-main" set-up which is in effect at present. While the union will make no official statements until the bill in in shape for introduction at Albany, it is shape for introduction at Albany, it is understood that a State legislator is ready

to introduce it.

Burlesque will probably be nided by the peasage of the bill which will probably seek to free all brauches of show aby seek to free all brauches of show or other forms of regulation. It has been pointed out that the aame power which enabled the license department to close show the seek of the seek of

American Civil Liberties Union is a

Hudson, Union City, N. J.

(Reviewed Wednesday Evening, Feb. 16) (Black and White Revue)

The Risks and White Revuel that Bildson packed em in for about the state of the sta

races.
Ofay contingent included Bob Carney,
Happy Hyatt, Bob Taylor, Franklin HöpBitts, Billy Fields and lively Miml Reed,
pretty Betty McKee, luscious Honey Bee
Keiler and deliabitful June Marshalt,
Vakia (Glucen of Bhake), Spoons Brown:
David, Gollath and Wittye; Môke and
Poke and Norma Price were included in
the list of colored principals.

Chorus of six white chorus girls and

Chorus of six white chorus girls and two showgais made a weak showing common the control of the six Lindy Hoppers and colored chapter of 10. Bob Carneys new drusts hit and Happy Hyat's burlesque of a Carney definitely has something in his lackristed scene, but selseoring in the right spots would doubtlessly put it over the control of the control of

of minority groups, particularly those en-gaged in labor and political disputes. Organization will probably get the nod of Organization will probably get the non or approval from labor unions, certain edu-cational and liberal religious leaders, American labor party exces and miscel-laneous liberal groups. Whether or not there will be any organized religious or political pressure against the bill has not been indicated as yet.

Burly Tag Still Banned in N. Y.

NEW YORK, Peb. 19-Altho censor J. P. Masterson has received no recent A. Masterson has received no recent squawks against burlesque productions, he has not, as it had been rumored, made any attempt to have the city fathers okeh the use of the word "burlesque."

There have been persistent rumors that Masterson had asked or "suggested" that the title be given the city's stamp of approval and managers be allowed to use it. This was denied by the chief censor.

lest hand of the evening were Moke

and Poke, colored eccentric comedy team. Norman Price displayed a fair voice and sold several numbers to good advantage.

sold several numbers to good advantage.
Second half is much shorter than first
and bill could probably be imploved
upon by cutting down zome of the first
half and showing more of the second.

Benn Hall.

Rialto, Chicago

(Reviewed Friday Afternoon, February 18)

Receivend Friday Alternoon, February 18)
The leading burlesque house here is becoming a fertile apot for vaude acts, its atock each being a Companyatively to aprinkle the weekly bills with strong vaude specialities, a relief from the rubberly of the special special control of the special control of the special control dancer. Marte Sarle, who has As for the burly end the line takes this week's honers. George Clark has fashloned several good numbers which the Richard Control of the special control of

San Fran's Follies; Liberty Reopens

SAN FRANCISCO Feb. 19.—Eddle Eko-luk has completed a series of changes at the Capitol Follies, with "Roxanne" (Mra, Kinginh Levinsky) getting top bili-ing this week, replacing Jeryl Dean, Also set are Key Johnson; "Enarus," beauty Vanna and Bitty (Burnoy) Mack, p. 2008. set are Kay Jonnson;
winner of the Texas Centennial; Eddle
Janes and Billy (Bumps) Mack, cemics.
Chorus has also undergore a change
for better and younger dancers. Ben
booked to open here shortly.
Burlesque is again on the boards at the
Liberty, Harry Farros using the stand-by,
French Vanifice, Ginger Britton and Babs
Station are featured.

Book Added Attractions

NEW YORK, Peb, 19.—Phil Hosenberg has booked Al Pharr into the Republic Opened February 18. Oher bookings by Septiment of the Period Period Bigou, Philly, February 18. Harry Sey-mour and Loye Astrid. Pebruary 58. Roman Brothers, vaude act, and Tip Tap Tom open at the Hudson, Union City, Tom open at the Hudson, Union City, February 20, as an added attraction, and Wade and Wade wing into the same bouse Pebruary 21, Mise 8t. Louis, Artic District Carlon and Jack Ryan open at Worcester, Pebruary 21, and the Five Quintuplets go into Washington's Gayety as an added Gareta goes to Worcester week. of Pebruary 128, and Margie Hart swings to Boston's Howard, week of Pebruary 28, and Margie Hart swings to Boston's Howard, week of Pebruary 28. St. Louis also goes to the Troc. Philly, Pebruary 28 as an added attraction.

Los Angeles Biz Better Than '37

LOS ANGELES, Peb. 19.—Outlook of the buriesque situation here is favorable, according to operators of the two burly houses. While business was definitely off houses. While business was definitel for the last seven weeks of '37, it abown a marked improvement since the first of the year.

A good indication of better times in the

A good indication of sector times in the burly field here is the fact that the Dalton Brothers just poured about \$60,000 into a remodeling job on the old Follies Theater. Spot, built in 1904, is now one of the ranking houses on the Coast since its renovation.

He renovation.

Business at both the Burbank and
Pollies is good, with the Saturday midnight shows pulling in the heavy cash.
Audience is sprinked with Hollywood
celeba at these showings.

New York

New York

DONA DAVIS is exclusive manager for
Mickey Walker's personnal appearances in
Mickey Walker's personnal appearances in
Butfalo, week of February 18. Thence to
Castino, Toronto, Pebruary 28. and Hudson,
Union City, America 4. "Refer Control
Comitio, Toronto, Pebruary 28. and Hudson,
Union City, America 4. "Refer Control
Comitio, Toronto, Pebruary 28. and Hudson,
ESTITY MATYELIS fully recovered from
STITY MATYELIS fully recovered from
STITY MATYELIS fully recovered from
anather in Harleon. . . . BOB CARNIX,
of the Hirst Circuit, quest at a becfield reed at the Backstage City, Delron
City, Selvenson.

Ex-Champ Walker

Set-More Notes

Max Rudnick Feted

Max Rudnick Feted
ABE AND IAROCLD MINNEY helped
Max Rudnick celebrate latter's eighth
anniversay control of the Editings we've
of February 21. Almost an entire new
cast and extra attractions featured the
acts and extra attraction featured the
broke in a new comedy dance routine
last week in Wilkes-Barre, which Joe
Williams will book shortly in interier.
.. BETTA DODD, dancer, who opened
at the Regulbic, recently, comes from
the night cithes.

Where Are They Dept.

Where Are They Dept.
EDDIE CONLISE, former burly comic and circus clown who opened a girlle show at the Shoreway Theater, Point Place, Toledo, February 22, wants Raiph Dept. Control of the Control of t

Chicago Chatter

JACK KANE, who recently reopened the National in Louisville, is reported planning to open the Capitol in Toledo. O, formerly a Hirst house. . . . HARRY HIRSH, manager of the Gayety, Minne-apolis, is vacationing in Mismi Book. Fig. . . . HELEN COLDY playing as added PRANCES ABRAMS, Milt Schuster's services, left on a four-week vacation in lot Springs. Her slater, less, is pinch-

From All Over

From All Over

NEW YORK'S new Hoensing year starts
May 1. There's been talk of attempting
to persuade Faither Knickerbooker to
year, but thus far it's just been that
much talk. .. BARNEY GEBALD, etburly producer, had his second short zecompared to the producer, and his second short zefrom Manny King, Piato and Della, Mac
Statem, Mrs. Allibon and "AuryonerStatem, Mrs. Allibon and "AuryonerStatem, Mrs. Allibon and "AuryonerGEORGE C. MAUREST wants to her
from Manny King, Piato and Della, Mac
Statem, Mrs. Allibon and "Auryonerfrom Manny King, Piato and Della, Mac
Statem, Mrs. Allibon and "Auryonerfrom Della Mrs. Allibon and Language
at the Gayety, Buffalo." .. And Mary
L. Ham, of Dover Fount road (Box 180).
Dover, M. H., wants to hear from her
brother, Townwy O'Mel.

Plenty Wrong-What's Right? What's Needed? Readers Tell

What's urong with burtesque? Plenty, judging from box-ofice grosset. A recent article in The Bitl-board offered opinions from many what they thought was wrong but who also offered ideas to put bursely box in the profit brackets. Many readers have sent in their cleas for early bursely bursely bursely. Here are asset opinions, you may be a finited to find the profit of the profit

REHEARSAL

and took plenty of para-mitting.

Highlighting the second half was
Valda's dance. The Queen of Shake's
number is hot (but very hot) and bursted
the house's thermometer. Taking the

e, Aprens, Smocks and Pajamas, Also Net Loco Sets and G Strings, Specializing in those Brasslers and Gadests. Poorless Hotel, 110 W. 40th St., New York City. send in your suggestions. Address: Burlesque Editor, The Billboard, 1564 Broadway, New York City.

Advertise Clean Burlesque What will help burlesque survive? In street scenes or any scene advertis

What will help burlesque survive? In attect scenes or any neone advertising could be used. Sell the space and let its properties of the space and let its properties will look clean whether they are or not. Have the gittle pose more on a guy can the space of the space

fifthy before the bright lights go out. As Jimmy Lake said, "Too little is actually seen of the chorines."

The prices are high in most bouses the help lan't any too courteous at times. Too many sloppy drunks are similted to disturb the patrons around a semilited to disturb the patrons around

them.

The managers are devoting too much time to other businesses, arriving late to the threater, etc. The people left into the threater, etc. The people left will be a seen to be a seen

Spend To Make

As a former advance agent on the Co-As a former advance agent on the Co-lumbia Circuit when burlesque was good I would certainly like to speak my pice. On the Columbia Circuit we had tal-ent, which shows lack today. Some of the shows had a story, Material was written and all shows had scenery and (See PLENTY WEONG on page 30)

A SINGER and a TALKER

Just closed a very successful and real pleasant engagement at the Star, Brooklyn, N. Y.

Now at the Eltinge, New York City, indefinitely

Direction: DAVE CORN. ALL THANKS TO CARRIE FINNELL



February 26, 1938 The Billboard

Thru Sugar's Domino

SOMETIMES we wonder whether any of the alleged mass mind experts know what the public really wants. Of one thing we are certain: there isn't a showman living who has a foolproof formula for predetermining public reaction. If there were such a man he would have more gold than ever came out of King



Solomon's mines laid at his feet. What brings all of this up is the proud announcement by Mae West in a film trade paper that she broke all records recently at the Paramount Theater, Los Angeles, with a footnote to the radio industry, "Remember me, boys!" La West can truly thumb her nese at the radio industry and at any of us commentators who dared suggest that her dialog with Charlie McCarthy was offensive to public taste. With a gross of \$37,838 recorded at a theater that is alleged to do an average business of \$16,000, the sexy lady can indeed give the horse laugh to those of us who try to prove in one way or another that refinement in amusements pays good dividends,

The West case is a clear one because the Paramount engagement was in conjunction with her latest flicker, "Everyday's a Holiday." The answer to the whole thing, we suppose, is that the public is not as much concerned about its moral well-being as some of us are led to believe by the spokesmen in the form of clerics, reformers and politicians speaking for publication. The public will go where it feels fairly certain it will find escape, amusement and the other things that contribute towards getting it out of the rut of a humdrum and sometimes too strait-laced existence. Maybe these who exploit Mac West will wind up behind the eight-ball in the end. But so far they have shown remarkable courage in the face of great opposition. Time alone will tell whether they are playing the winning horse,

BY THE time this reaches print most of our readers will have read a siew of laudatory comment about the late O. O. McIntyre. Anything we say now must necessarily fall into the anti-climactic brackets. But when we pay tribute to this genius of the Fourth Estate we disdain journalistic showmanship. We pay this tribute in coin of the heart and with the sorrow that an apprentice feels at the loss of a master. For McIntyre was a master of observation, of phrase innovating and of painting word pictures that were as vivid as sunsets few of us are blessed with the opportunity of seeing often in our confined lives,

McIntyre was a pioneer among the successful personal columnists. He could have achieved a certain amount of fame as a keyhole peeper and as a weaver of scandal tales. He could have hurt personalities deeply with that trenchant pen that never faltered. He could have brought agony, fear and desperate anger into the lives of many whose public activities make bird cages of their home. But this small-town boy who never lost his small-town charm chose instead to act as Main Street's correspondent in the Big City. He charmed all who read him. And it is our guess that the estimate of 20,000,000 daily readers is way off. There must have been considerably more than that because we can well understand how a body might reach for McIntyre without bothering to read the rest of the paper in which his column appears. So well nigh half the nation mourns this inoffensive, charming and talented soul. We mourn him as one who afforded us many hours of pleasure and enlightenment about personalities in which we are all interested.

There are widely read columnists who impose upon their readers with gossipy deedads about nonentities. Just as there are comedians who hurt themselves by exploiting their families in dialog. McIntyre was not like that when he reached the peak of his success. One read about the really important personalities in the theater, art, literature and sports in his daily column. Never could one take offense at anything Odd wrote; neither was one ever bored. Mac was a gentleman and just as humble and simple in his relations as if he were a poor clerk struggling to carn enough to finance a honeymoon. When we mourn Mac it is hard to say whether we miss the man or the scrivener more. In both respects he was toos.

RADIO is neglecting an opportunity to really help itself when it refuses to co-operate with the film industry by protecting Hellywood's personalities from tattlers and snoopers. With vande and buriesque shot to pieces, films represent the only real training ground for radio today. If radio is not careful it will kill the goose that is laying its golden eggs.

When television arrives it is safe to predict that about 90 per cent of native radio talent will be unsuited to the new medium. Films will be the only source of television talent until something else comes along. There should be more co-operation between films and radio than has been manifested of late.

Another angle that radio folk should be mindful of is that films are a straight commodity sold direct to the consumer while radio will have to remain in the giveaway category as long as there is commercial sponsorship. What, indeed, would radio be today without commercial sponsorship? The branch that gives its product away must keep its hands clean. If it doesn't it will have less power to fight off lack of interest than a medium that grants no favors and asks none in return. Rather vague at first glance, perhaps, but worth thinking about,

As I See It

I NEVER OFT A BREAK. There is a new club being formed called I the Pive and Ten. Its membership is composed of fellows who were hobos and rode freight cars in their youth: I understand that Jack Dempsey, Jim Tully, Ted Priend and many others have already joined. A friend of mine Audy, sen Friend and many others have already joined. A friend of mine has been been as the most office of the sense of th

MAYBE TAN NUTS. During the week newspapers certify the following: "All Cappone has suffered a mental collapse in Alcianze beingtenting. He suffers apells of methancholis. Psychiatrists studied his condition and as yet have made no report." It sure is a strange case. You know it puszles not become the control of the property of the life of me, I can't understand how anyone could possibly get makentage.

. JACK WALLER, like most actors, wanted to go to Hollywood until be found out that Hollywood is where you have your face lifted and your option dropped. For the benefit of those who don't know what an option is— it's a nervous breakdown on paper.

AFTER ALL THOSE YEARS around the theaters it takes something AFTER ALL THOSE YEARS ground the theasers it taxes semetanus startling to thrill this writer, actor, comedian, or what an if Bm I must confess that Judy Garland did just that when I caught her at Loew's State. Swell! Which reminds me of another clever girl named Rose Maric, You mo doubt remember her as Baby Rose Maric. She was a clever baby, but I doubt remember her as Bay Rose Marie. She was a clever baby, but I think she has even more on the ball now that she has grown up. She, in think she has even more on the ball now that she has grown up. She, in think she has even more on the ball now that she has grown up. She, in gog picture scouts, why next one the patterns scouts and grah. ... Speak-long of picture scouts, why next one that she has grown up. She will bear watching. This girl she has what it takes. Only a year ago Judy Garland was on my air program. I said then she was slated to be a star. And she is 19 THERE EVER WAS ONE.

... MOST PROPLE WORKS.

. Most PEPDLE would were star come from. As a rule they fight their way up. For Instance, the star of coming into the money,

IF I HAD MY WAY. . . Te abolish capital punishment (so would you after you read Charles Francis Potter's stery on it in Readers Dipect). It pay a visit to each of the many people who wrote me such encouraging the pay a visit to each of the many people who wrote me such encouraging I'd tell that agent who booked that show for the home of the blind, what a dope his for sending a sitent picture and a jugging act . . I'd tell those dope his for sending a visit picture and a jugging act . . I'd tell those many and the picture of the blind what is a said that he is out Arcander's name in the baseball hall of fame that it is said that he is out Arcander's name (in pay 100 more where and save the flowers for latter. . . of course, I ame on a pay roll somewhere and save the flowers for latter. . . of course, I ame on a pay roll somewhere and save the Thomas and the same of the pay roll somewhere and save the Thomas and the same of the pay roll somewhere and save the Thomas and the pay that the pay that the pay the p

Chicago Chat

GNICAGO, never much of a producing center for legit, has nothing comto parable to New York's Cain's storehouse, last resting place of the remains
of many a production. But cain's storehouse, last resting place of the remains
of many a production. But cain's storehouse, last resting place of the remains
of many a production. But cain the storehouse of the producers have
stalked. In the old days, as Somma & Landin' Great Western Studies, it
was a scene of fewerink activity when such "mellers" as The Futz Meil,
was a scene of fewerink activity when such "mellers" as The Futz Meil,
was a scene of fewerink activity when such "mellers" as The Futz Meil,
was a scene of fewerink activity when such "mellers" as The Futz Meil,
was a scene of fewerink activity when such "mellers" as The Futz Meil,
was a scene of fewerink activity when such "mellers" as the fewerink mellers
weighted frames and it kept 50 artists buy. William dispose on coninerweighted frames and it kept 50 artists buy. William was well under way
properly 10 years ago at a time when the legit decline was well under way
and in recent versus the attudo became pretry much of a storage room for property 10 years ago at a time when the legit decline was well under way and in recent years the studio became pretty much of a storage room for props of old productions. Now it is being tora down and another landmark

propa of oan productions. Now the Marker With Burlesque? comof the old theater posses into oblivion.

Having been impressed by the What's the Matter With Burlesque? communications in recent issues, we dropped in at the Rialto to see for ourselves. A tyro could have diagnosed the case. The so-called comedy portions
again the second of the second of the second of the second portions
agaly unfunny and presented in from a show of 20 years ago, are stckentaitioned sirl, intoned into the mike by one of the strippers, abounded in
taiting veiled implications of homosexualism and what not. The production
thenly veiled implications of homosexualism and what not. The production
taiting but nothing to compare with the general second of the second of the
vauckers' (pardon the pun) to draw from as time goes on.

Now that Dolly Kay is back at the Royale-Prolice we'll again be hearing
Dennie Cooney's favorate, A Shantig in Old Shanty Town. Boilo Timponi.

Dennie Councy's favorite, A Shanty in Old Shenty Foren. Bollo Timponi, and a shanty of the Edisinger, off to California on a leave of absence because of ill health, and Pred Crows, who has been managing the Auditorium, succeeds

Conducted by BILL SACHSo 25 Opera Place, Cincinnati, O.

Biehl Sisters Open April 18

KANSAS CITY, Mo., Feb. 19.—Cleve Terbune, owner-manager of Blehl Sis-tern' Stock Company, is all set for the forthcoming canvas season. Terbune, stated that he has his east signed up thru Wayne's Theatrical Agency and will begin reheavails April 4 and open April 16 in Southeastern Kansas for his thru Kansas, Oklahoma and Missouri. Top will be waterproofed, poles and other equipment will be repainted and two public-address systems will be in-

A new line of royalty plays will be selected, with special scenery for each bill. Policy will be week stands at 10 m Policy will be week stands at 50 m Policy will be week stands at and vanderlile between the nets. A sixpless or cheek to the control of Grace Biehl will be featured. Besides Manager, Terbunc, roste will Besides Manager, Terbunc, beste will Besides Manager, Terbunc, beste will besides will be selected by the proposed by the prop vance and Sammy Martin will be stage manager. Big top will be handled by Bob Grady and three assistants, and Al W. Clark will direct the productions.

Billroy's Briefs

VALDOSTA, Ga., Feb. 19.—Wayne Bartlett shoots the writer a card, as follows, concerning added equipment this Bartlett shoots the writer a card, as follows, concerning added equipment this year: "Is there any truth in the rumor now making the rounds that Col. Mayo Holland (our bus driver) will use the loc-cold contents of the new 250-gallon water trailer to awaken you each morn-ing and the caterpillar tractor to pull you out of bed?"

ing and the catespillar 'Inchor to pull'
you cut of bed 'Levett informs via the
Also Uncle sold 'Levett informs via the
Also Uncle sold 'Levett informs via the
Also Uncle sold 'Levett informs via the
Haffner-Vinson Company) Mrs. Benny
Swartz and Mrs. Nat Mills, all of this
city, whom he is chairfuring on an
ing States, as well as Old Mexico, are
enjoying their trip immensely. They ozpect to return to Validata shortly,
the states of the return to the properties of the
Cochester, N. Y., has had had in itrip play
for anabeurs published. Spurred on by
the advice and encouragement of his
enricute mood and slant something
serious mood and slant something
specifically for Broadway. Several of his
chieracters sport nomes reminisent of
sup Finch is a silty kid. And I burningle
Diff. Gossandra Harrison, who has been
enlyving quite a lengthy vid in this city as the guest of Supenia Jones, whose parents operate the Patterson and Co-lonial hoties bere, has returned to her home in Humboldt, Tenn.

Wright's Vaude Tent Show Begins Its Season May 1

PRANKLIN, Tenn., Peb, 10.-Wright's FRANKLIN, Tenm., Feb. 12.—Wright's Vaudewilk Tent Show, now in winter quarters here, has ordered a new tent from the Nashville Tent and Awming Company, and the company is stated to usher in its 1938 canvas tour at Danville, Va., May 1. Show will this season carry Company, the 1933 canvas tour at Danville, taker in its 1933 canvas tour at Danville, Va., May 1. Show will this assoon carry a troupe of cowboys and cowgirls.

Among those already engaged for the Among those already engaged for the Market Company and John Wright, come-

Among those already engaged for the coming senson are John Wright, common and John Wright, common warmen with the senson and the senson will be senson and with the senson will be senson will not a billibility band. Show will be transported on two Chevrolet trucks, two Chevrolet sedans, one sport coupe, four boute trailers, a Ports. We senson will be senson will be senson with the senson will be senso

truck. Troupe will head northeast out

CURTISS SHOPRINT

QUICK SERVICE—LOW PRICES.
"Tent Show Meadquarters Since 1905."
CONTINENTAL, O.

GEORGE D. BARTLETT WANTS OHICK

MOXY THEATRE, KA

Managers-Players!

All managers and performers are invited to contribute news items to this page. It is our alm and purpose to make this department as interesting and helpful as possible. We can do that only if we have the co-operado that only if we have the ce-opera-tion of the nanagers and players in the field. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It lant necessary to write a long letter; a postcard will do. May we have your co-operation?

Rep Ripples

LOUISE KIRTLAND is with the Federal Players at Salem, Mass,

HELEN MURPHY, well known in New England repertoire circles, is directing the annual play of the Women's Club at Boxbury, Mass.

E. F. HANNAN has recently written number of short-cast bills for A. C. loc) Houck's Comedians, now in Pennsylvania,

PRANK ROBERTINO is doing his tap Hollywood, Pla.

ROY BUTLER, still touring the South-land with his General Electric unit, lond with his General Electric unit, Dothan, Ala, on my way to New Orlean and saw preparation for the Losses and saw preparation for the Losses to be really onething, even if it's only half as good as the equipment. The Relab boys are really preparing. Sow Bill Helb boys are really preparate. Sow Bill Jr., and it was a happy reunion for us all."

ROLAND SEDOWICK and family are now in their 25th week with Tom Wiedemann's Uncle Tow's Gobin show, playing one-night stands in schools thru Mis-sissippi. Sedgwick plans to launch his tent show in Missouri late in March

MAXINE MARTERNS is replacing Mrs. Harrison Aulger (Louise Sherwood) on the Aulger Broat. Show for two weeks due to the latter's lilness. Company, headquartering in Mankato, Minn. le reported to be playing to excellent business in that soction.

PORREST BROWN, who this sesson will return to the Biliray show to handle the advance billing after an absence of several years, accompanied by Robert

Kansas City Jottings

Hartlieb, jumped from Delphoe, O., to Ottawa, O., Sunday of last week to catch the High, Wide and Handsone unit, owned by Morris Nelson, last session with the Bilirgo organization, and Nell West. Brown says Nelson and West have a highly entertaining outfit.

BOB SHINN, well known in rep and tab circles, has joined the Cincinnati Pederal Theater Project and made his first appearance with the troupe last week in Boy Meets Girl.

PAUL BROWN, of Brownie's Come-dians, is spending his spare moments ironing out the winkles on an idea for a new thrill-ride for anusement parks and other outdoor attractions. He's con-fident that he's really got something

BUDDY HALE, of the Milt Tolbert Lesses White Show, reports that the or-ganization will this season sport a new top and several new pieces of rolling equipment.

BEHMER'S MIAMIANS, the past season with the Milt Tolbert Lanses White Show, are now in their sixth week at the Rousterie Club, Jackson, Miss.

CLARENCE AUSKINGS, agent known in rep circles, is now piloting Chief Rolling Cloud and the Dog Town Follies on theater dates thru Ohlo. He reports business good.

BILL GRAY'S BAND, well known in rep circles, will tour the Southern States from February 20 to April 1, with Derek Henderson, home-talent show producer. Henderson, home-talent show producer. Elleen Prevnst is vocalist with the ork.

FRED LYTELL is laying off in Hick-man, Ky., for a few weeks before head-ing back south again.

Fleming Plans Pic-Vaude Unit

COLUMBUS, O., Peb. 19.—Doug Pleming, of the team of Doug and Dot Pleming, now playing night clubs in this area for Ernie Creech, of the Sun office, plans to launch a small tent this atment under a picture-vaudeville policy. He will use a small cast and play the complex of the propers to make a week stands. He expects to make a week stands. He expects to make a week stands. The player than the pl show, the Fisher & Perning Minstrels, under canvas back in 1918-20,

William Clifford a Visitor

CINCINNATI, Feb. 19.—William Clifford, who for the last two nessons has on a circle out of Edmonten, Alla, was a visitor at the home office of The Rilboard her Monday en route to the Canadian city from Florids, where he has been vecationing since late in

December, He was accompanied by Bobble Englund, Eddie Deibert med Clarence Clidence, veteran stock and rep performer. Clifford plans to reach El-monton about March 15. He expects have two vauda units and one dramatic company working out of Edmonton the

Saranac Lake

Dave Rose last seek enjoyed a viiit from his wife, who is employed by Lowes Astoria Theater, New York, She was owell, having just been promoted to be well, having just been promoted to the dining room for all meals.
William Plunkett, of New York, one of our latest patients, is in fine shape and has been made an ambulant patient.

ith the privileges of the dining room

Harel Smith underwent the pneumo-late Smith underwent the pneumo-late operation last week and came thru in great form. She feels fine and still in great form. She feels fine and still Harold Rodner, Will Rogers Memorial Hospital executive, paid us a brief visi-lant week, taking in the races at Lake Peggy McCarthy, one of our best and most faithful cures, has at last received a substitution of a proma-tion of the control of the control of the promatical control of the control of the control of the Peggy 1s feeling fine and is happy over the change.

the change.

Please check your health to avoid the cure and write to those you know in Saranao Lake.

REVIEWS-(Continued from page 28)

tsual signs of He and in emart fresh-looking costumes. What is striking about tooking costumes what is striking about tooking cost routing, logically followed thru to the end. The pirate number is a spirited sidart, properly staged and a spirited sidart, properly staged and a house of the sidart is the striking bloome. In the sidart is the striking bloome featuring Miss Sario, a striking bloome featuring Miss Sario, a striking bloome mimber.

number.

The comedy is still in the hands of Country and Brenna, with straight assistance furnished by Jack Buckley. With less frequent repeats they don't tire the customers and the current crop of hits

less frequent repeats they don't tire the cubstoners and the current crop of his cubstoners and the current crop of his in the limits of the censors. When Joszy and another blonde are uneag-other supporting etratishts. The etripping department is still in The etripping department is still in The etripping department is still in Clair. Both are good-looking gals and shee paraders. They developed socio-following in this house, as noticed by the band that greets their limital co-

The Bell Troupe does creditable teeterboard work and is above average in appearance—four youthful chaps and a trim fittle brunet. Joe Silve takes up about seven minutes with routine banjo playing and Shirley Handler mukes banjo playing and Shiriey Handler mines a sexy-looking songatres, altho weak on voice and delivery. George Kaye is the new production number tener.

The carry birds get an additional treat of several screen shorts in addition to the feature, The Jury's Secret (Universal).

KANSAS CITY, Mo. Peb. 19.—Al W. Bark left here this week for Massa-hunetts to visit relatives and friends, it will return to the Midwest some

He will return to the Midwest some time in March to begin rehearants with the Biehl Bisters' Blook Company, with which he has signed as director.

John and Myra Caylor were seen in the village this week. Having closed that were all the seen and the seen of the week was to be a seen of the seen of the week was too. The Caylors will reopen their circle with the same cast after their rest.

their rest.

Farrel and Caprice left here this week for the South, where they will play dates until the opening of the tent season.

Jammie and Mildred Tubbs are recent arrivals here after closing with the Rivoil Theater stock in Denver.

Minner Players are showing high

Misner Players are showing high fhools in and around Kansas City with helr educational feature. Bill Brown, well known in Midwest

Hill Hrown, well known in addawest theatrical circles, was spotted on the main drag this wook. Audrey Bradley, having recovered from her recent operation in Sweetwater, Tex., has rejoluted the Harley Sadler cast. Glen Mortis and Hester Holderby are recent arrivals here from Southern Mis-recent arrivals here from Southern Miswhere they have been visiting the

souri, where they have been visiting tue in summoors. He was a sorted on the local rish of the was a sorted on the local rish of the week. He came in from Okishoma City, week. He came in from Okishoma City, recently in Larned, Kan, powed highly successful. Over 100 persons attended the affair.

Amber Wight, ingenue, who has been the first now with the Federal Thratter troupe in Chicago.

with the Caylor Players on their Minnesota circle, is spending a vacation here with her relatives. Jimmy Miller recently joined the Jimmy Miller recently joined the Glenn McCord Players, circling in Ne-

bresks.

Keith and Edna Gingles recently closed
their Along Came Juliet Company at
Rock Island, Ill.

Al E. Root, who has been inactive in
the rep field for the last three seasons, is said to be planning to launch a tent

Jimmte Hull's Comedians opened rently in Port Arthur, Tex., for an indefi-

cently in Fort Arbur, Tex., for an incell-nite stock run.

Eddie and Tillie Paoli, Midwest rep team, are vacationing with the home-folks in Albama. They will be seen with a Midwest attraction the coming

Skeet Cross, who recently severed his connection with Mickey McNutt, has formed a partnership with B. L. Dick-

formed a partnership with B. L. Dick-son. They will operate a circle with headquarters at Sioux City, In. playing, the same Hier-up of towns formerly made by the Cross & MeNutt Company, Eimo Maine is wastioning in Mis-south for several weeks while wating for the reopening of the Chylor Players of the reopening of the Chylor Players of the company was seen in the Gazez Juliet Company, was seen in the

Follies, Los Angeles

Reopening, following an approximate \$60,000 face-litting job, has meant a furn-away bit. The line-up of new facet, headed by Zvolyn Myez, is standard form up and they like it. This George Co. Clark production features Miss Myra and Valerie Parks, and Palmer Broad Valerie Parks, and Palmer Broad Valerie and Parks, and Palmer Broad Valerie of Parks, and Palmer Broad Valeries of Parks and Palmer Broad Valeries of Parks and Palmer Broad Valeries of Parks and Palmer Broad Valeries of Palmer P

Other women, and good ones they are. Other women, and good ones they are, include Joan Lynch, Virginia Woods. Dianne Raye and Hazel Walter. Shorth McAllister, Roland O'Reefe, Mandy Kay and Ben Hamilton take care of the comedy and talking turns in capable style. Material is above the average and style. is put over without the ald of smul in lines or business. Parker Gee and Walt Standford also aided, while Russ

Walt Standford also added, while Ecca Eryron, nice-appearing youngates, soid a Froduction numbers were, as a whole-nedly done. Cutstanding was a Busselin-scene, well produced, with the line of 22 kids working hard. In the strip of which Virginia woods took the heaven vision Virginia woods took the heaven dence to ask from more. Gorden Harrison's boys in the pit.

Actors Picket N. Y. Niteries

AFA pushes vigorous union drive-more clubs signambitious national plans

NEW YORK, Feb. 19 .-Performers picketed a raft of local night clubs this wrek as the American Federation of actors stepped up its campaign to unionize the night club field. Along unionize the night club field. 'Along with stringfur picketing went unch stunts as the handing out of rice to pedestrians as an indication 'for what Chinese retainment pay their acts' and also use of sidewalk spleters to explain the picketing. Among the apots where negotiations are now going on are the Rodie control of the control of the control of the retaining the string of the control of th

ice's, Monte Carlo and the Cavalier.

Meanwhile several night clubs came to
terms with the AFA, including the
several control of the control of the carlo
terms with the AFA, including the
several control of the control of the control
terms to be second Avenue Kretchma,
series the key spote of the Village and
the Lower East Side under AFA regulavers organized corns thus app. The AFA
is going after the Bronx, Gueens, Long
board and Northern New Jerney areas

With executive secretary Ralph White-head back from Miami, where he con-ferred with William Green and other Indem of the American Federation of Jahor, the AFA council this week laid plans to extend its night club organizing drive thrusus the country. Boston, Philadelphia and Pittsburgh may get night club organizers next.

The AFA reports that generally poor ing a cond conditions have does depress-ing night club salaries and that, further-more, there seems to be an increase in the number of short payoffs and audden closings. As a result, the AFA reports the organizers have been welcomed by performers and that no real trouble is anticipated in the night club field.

The Village Grove Nut Club reopened Thursday night under new management, being the only important new spot of the week. The Paradise switched definitely to a no-minimum no-cover policy

Robinson Gets the Gavel

NEW YORK, Peb. 19.—Bill Robinson, henorary president of Negro Actors' Guild of America, will receive a gavel Merch I when the Guild holds a sotree at the Savy Balroom to raise money to maintain its office at 1674 Broadway. Llocars Commissioner Paul Moss will present the pounding pin. Predi Washington is the Guild's executive director and secretary.

FTP Statistics

WASHINGTON, Feb. 19 .- Survey of Federal Theater Project activities thruout the two years it has been operating in this country reports a total of 1,501 productions, 2,833 average monthly performances and 1,043,-478 average monthly attendance. Music Project has attracted 3,107,-345 people a month to its 4,549 avernonthly performances. Monthly dance at music classes has been 140.321

See the World

NEW YORK, Peb. 19 .- Gloria Reyes ARW YORK, FUR. 18.—Gioria Reyes, dancer, who went to say good-by to some friends leaving for Europe on the Deutschland and found herself one of the pastengers, is back. Hav-ing overstayed her time saying au re-

ing overstayed her time asymg au re-voir, Miss Reyes found the gangplank up and the boat under way. She patid her passage both ways and claims she lost 32 pounds because she couldn't eat the German food. This is seeing the world in spite of oneself.

American Academy Students Present Two Productions

NEW YORK. Feb. 10—The senior stu-dents of the American Academy of Dra-matic Arts came a cropper this week with a pair of productions at the Belasco; they were J. B. Piciately's Draperous Corner, given Tuesday afternoon, and Rachel Crothers' Wint Ladies Med, offered yea-terday—and the kids failed to do partic-ularly well by either of them. If com-lainly well by either of them. If tilarly well by either of them. If com-parisons are to be made, Ladies was probably a bit the better of the twout it waan't very good.

Dangerous Covier, the most fascinating of all mental mystery dramas, practically plays itself—but most of the kids managed to get in its way most of the managed to get in its way most of the most of Dangerous Corner, the most fascinat-Small, as Olwen, probably the best role of the plan, falled to bring any effect even to the big speech at the start of the last act, thru which, as a matter of fact, she stumbled pretty badly. The last two date, incidentally, were run continuously.

When Ludies Meet also had a few nice When Ladded Rect also had a few hise individual performances but, altho gen-erally better than Corner, also suffered pretty body when taken as a whole. H. E. Currier gave a typically steady and assured performance as Woodruff; the seemingly always dependable Harroon Stevens got his Lughs handily as Man-Stevens got his Lughs handily as Man-Stevens got his hughs handily as Man-bers, even the east pretty budly out of type, and William Layton contributed a really excellent character bit as the French butler, the his showed a tendency to overaccontuniet it too much for good ensemble playing. Martha Roberts made an over-Bernhardtism Mary, fail-made an over-Bernhardtism Mary, failmade an over-permantium Mary, failing to suggest the dignify and emotional bonesty of the girl: Martha Bacon was a stilled and obvious Chare, Jane Wood managed to get some of Bridget's laughs and Frederick Overman was an acceptable Jimmie.

able Jimmie.

Ladies had no curtain-raiser. The first
act of Apron Strings was used to precede

Corner, and was marked by the best bit
of acting of the week—the anusting, beiterable, stendy character work of Stevens as the father. He was supported—
the state of the state of the state of the state
and Corpella Taylor, Staals Wilson
and Morgan James.

Eugens Burr.

Abe Lincoln Play Contest

NEW YORK, Peb. 19.—Southwestern adiana Civic Association is conducting Indiana Givic Association is conducting a \$1,000 playwriting contest on the Indiana life of Abraham Lincoln. Amateur and professional writers are eligible, plays must not be less than three acts and not require more than two and one-half hours for production. Manuscripts must be original.

Contest closes January 1, and manu-

WOR Subsid, CBS to Co-Op on Club Dates NEW YORK, Peb. 21,-Deal 1

NEW YORK, Jeb. 21.—Deal between the CBS Artists' Bureau (Columbia Artists, Inc.) and Indio Quality Group, WOR's proxem producing subsidiary and New York operating corporation, whereby the latter will book city data on which CBS receives inquiries, is due to the control of the Bureau. However, the last-named de-partment will not appear in any of the negotiated contracts nor in the booking any dates. Additionally Abramson a another deal along the same lines adding with a major talent office.

has another pending with a major talent office.

Deal will not give the Radio Quality set-up the exclusive on dates procured by CBS, which is retaining the right to shop in the open field on any such to shop in the open field on any such affairs. A split on the profits will take care of CBS. WOR's booking adjunct is a leader in the club date field, having placed talent last year for 700 such affairs, Abramson states.

Abramson additionally has his own agency, Hotel Entertainment Bureau, which he had before joining WOR and which books ship cruises only.

Share-Work Plan for P. A.'s

NEW YORK, Feb. 21,-According NEW YORK, Feb. 21.—According to Emanuel Eixenberg, press agent for the Group Theater and spokesman for the New York Theatrical Press Agents, a job limitation or sharing of work plan is definitely in line for the p. a.'s. Committee over the week-end met and drew up tentative recommendations which probably will be submitted to the memberahip pership tomorrow. Old practice of a press agent garnering an indefinite number of shows is understood to be set for the scrap heap.

Duffy Bill Seems Doomed

WASHINGTON, Peb. 21 .- Ch the Duffy Copyright Bill meeting with success were knocked into a cocked hat by a statement from William I. Sirovich. chairman of the House committee on patents. Sirovich and the bill was favored by only radio and hotel interests. whereas films, legit and publishers were opposed. These latter are the chief in-dustries interested in copyright legisla-

Ted Shawn Series Set

NEW YORK, Peb. 19,-Ted Shawn and his male dancing company will give five consecutive Sunday evening performances at the Majestic Theater, starting Petruary 27. The group has been touring the United States, Canada, Cuba and Loudon for the past four seasons.

Hutton Unit Tour Set

NEW YORK, Feb. 19,-Ina Ray Hutton NEW YORK, Feb. 19.—Ina Ray Hutten unid ber all-gilf band have been set for a series of one-nighteen in theaters thru Virginia, West Virginia, North and South Carolina. Houses do not usually book vande. Tour opens at the Grannia The-ater, Bluefield, W. Va., March 6, and ends with the Carolina Theater, Spartanburg, with the Carolina Theater, Spartanburg,

scripts should be mailed to Ivor J. Robscripts anothed be mailed to fror J. Rob-inson, president of the Association spon-soring the idea, at Bocneville, Ind. As-sociation will control 25 per cent of the rayalties from the publishing, produc-ing and filming of the play, the other 75 per cent going to the author.

Marionettes Mystify Agents

NEW YORK, Feb. 19.-U. S. custom agents, unfamiliar with marionettes, suspected Bob Plinch of using strings and controllers to camouflage expen-sive wood carvings by the sculptor Nicholi for snuggling into the coun-try from Canada. Considerable delay suspected Bob Flinch of using strings try from Canada. Considerable delay ensued while the performer educated the agents.

Acts wishing to avoid similar in-conveniences at the Canadian border should present official reports of their theatrical effects.

Philly Performers Want Agency Pact

PHILADELPHIA, Feb. 19.—The United Entertainers' Association demanded that a virtual "closed shop" be granted it by booking agents at cooking agents at a meeting with Contractors' Association Thursday

the Contractors Association Thursday night (17).

Tom Kelly, UEA business agent, de-clared that bookers should be compelled to hire only talent which held UEA cords. Other demands made by Kelly

(1) Written agreement between book-ing agent and actor.
(2) Orders for acts must be in writing.
(3) All bookers be licensed by the

State.

These demands were backed up by Victor Girard, agent for the State Department of Labor and Industry, in charge of enforcement of the bookingcharge of agent law.

agent law,
Officials of the Contractors' Association indicated they would go along with
the new provisions, provided the State
rigidly enforced them and clamped down
on "chizelera."

Detroit Armory May Go

DETROIT. Peb. 10.—Detreté may lose one of its largest auditorium, scoording to a resolution passed last week by the city council. The Navai Armory, a commendation of the control of the council of the c DETROIT, Feb. 19 .- Detroit may lose

SECRETARY WANTED

BOX D-121, The Sillboard, Cincle

WANTED-LASSES WHITE'S ALL STAR MINSTRELS

Middle Man that can sing ballads, also End Man that can sing and darson from't wors, write, also made Arbitros W. D. WALE, See Sitz, bothen, Ala.

FOR SALE

ton, seats, against Figures Efurator, portable to ready to show. Multimes Efurator, portable to ing picture curtiff, sumplets, excellent conditions will have abdusts. J. E. BENNETT, Jockson, M.

BROADWAY BEAT-

(Continued from page 5)

Set. Their artistry in scenery, lighting, costume and direction makes our lower arman professional stage look sick." They sound as the they were pretty good.



SELL 8 x 10 GLOSSY PHOTOS OF THE LOVELIEST GIRLS IN THE WORLD

OVER 100 EXCLUSIVE, CONGEOUS PHOTOGRAPHS— POSED BY THE MOST BEAUTIFUL MODELS AVAIL-ABLE. ART STORES - CAFES - BEER TAVERNS, ETC., WILL BUY ON SIGHT.

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By BILL SACHS
(Communications to Cincinnati Office)

TORING CAMPBELL, after Weeks of lycoum work thru Utah, after seven weeks of lycoum work thru Utah, Idaho, Arizona, Nevada and Wycousing, this week jumps back into Illinois, Minnesota, Missouri and North Dakota for a 15-week tour for the same bureau, and then on to California for a month's weakion. That he is still working hard is attested by the fact that he re drove 1,000 miles and worked 17 shows in one week. Campbell recently enjoyed a reunion with Poxwell and Company, a reunion with Powerl and Company, and caught John Mulholland's lecture-show in Salt Lake City . . . HAS OUR PACE been red since we received the following: "Your magic notes in the Pebruary 12 issue irked me no end. I left New Orleans recently and know the lowdown on magic in that city. Let me straighten out four items from that locale, No. 1—LeWain, who worked the locale. No. 1—LeWali, who worked the No. O, department store, has no school dates in Louisians because it seems there's a law against such things, although the law against such that is from me there is take it from me there is in years, but take it from me there is no work for any outside mast in that town unless they'll work night clubs for \$25 per week or less. Only spots for was per week or less. Only spots that pay are the two botels, and they are booked from out of town. No. 2—Any magical who gets paid for his services is giving a 'commercial magic exhibition,' I suppose, so I cannot call the sould on George Pierce a misstate ine squid on George Pierce a misstate-ment. However, I think it was mislead-lug. No. 4—Whitehouse, not Whitehead, played the Juny Hotel Roof and never even considered going to the West Coast. As a matter of fact, he is now in Chicago, where he hopes to make new agent affiliations. This I know to be a fact because I am Sincerely Yours desired; weekey Whitchouse." a KID ROSTERS, agent in advance of the Brother Bar Company, postals from Richmond, Va. Chenpany, postals from Richmond, Va. Land Carlon, and the Richmond, Va. Land Carlon, and the Richmond, Va. Land Carlon, and the Richmond Land Carlon, and the Matiental Bar Land Carlon, and the Hotel Adolphita, Dallas, Pebruary 15 to move on to the Adelphita, Philadelphita, for Pebruary 26 opening. The delphita for a Pebruary 26 opening the Richmond Carlon, and their Pittaburgh domicille en route. because I am, Sincerely Yours Wesley Whitehouse," . . . KID

MUBOURNE CHRISTOPHER M winding up a week at the BRO Shubert, Clucinnatt, sojourned for a few days in the Queen City before jumping on to Columbus, O, where he opened Priday (18) at the Palace Theater, He's still with the Pred Samborn turn, Christopher was a still produced the pred Samborn turn. (18) at the Falace Theater. He's still with the Fred Sanborn turn. Christopher was a visitor at the magic desk several times during his Cincy engagement. BERNARD ZUFALL, memory expert, played the Institute of Arts and expert, played the Institute of Arts and Sciences of Columbia Durbersty, New York, Tuesday night (15), lecturing on The Art of Memory. He has also been landing some choice publicity, such as a plug in the syndicated Satt I's True cartoon and a story in One magazine. CHAS MILLER, clere, kid magician out of Toledo, is a working Onle ochools (15), and the columbia of the Charles of (formerly Mrs. Greystolie). JEAN
POLE, the "Pantomystic," is currently
playing city dates in and around his
home village, Pittsburgh. BADLEY,
St. Louis mystifier, jumped into Memphis Pebruary 12 to catch the Blackstone
show. PIERGE THE MAGICIAN and show . PISRCE THE MAGICIAN and the missus were guests of Billy Russell, of Batavia, N. Y., during their recent engagement in that city. Billy enter-tained the Pierces and saveral local magi



at a buffet lunch. Balance of the evening was spent in looking at colored moving of lisselfs act and point thru moving of lisselfs act and point thru AND MADAME HUDSPETH, who since November have been making theaters and clubs in Washington with their mental turn and dog and pigeon act, are planning a journey thru the South for the months of March and April ...

and phasmans a power but in a course of the years, retiring when other duties forced years, retring when other duties forced themselves, upon him, still gives an occasional performance in and around his home town of Arnolds Park, is. . . . TUNG PIN SOO (All Wheatley) has returned to Chicago after concluding a successful fortnight's stay in the Piorenties. Board of the control of the contr tine Room of the Hotel Gibson, Cincin-

P. A.'s WOOING-

(Continued from page 3) theaters or other places willing to pay

press agents. Paradise Restaurant, Russell was p. a.-ing, planted pictures of its chorines in Life, Look and other mags, The International Casino worked some The international Cusino werked some neat pictorial tie-ups, too. Life runs a "film of the week" layout and even standard maga and the newspapers are running more pictures than ever before, heing compelled to meet the new com-

petition. Whereas in the good old days the-atrical photos usually meant poses of the state of the state of the state of the filling dress being plant of the state spice, pornographic and other shutty aheefs—theatrical press agents today must bustle to arrange more dramatic and more newsy photos than can be tied and more newsy photos than can be tied

Life, with offices in the Chrysler Build-ing, New York; Look, Register and Tribine Building, Des Moltes; Pic. 79 Seventh avenue, New York (these being the leading three), and about a dozen others that include Nose and Then, See, Phot., Photo-History, Picture, Click, Peck, Photo, Photo-History, Picture, Click, Peck, Photo-Moltan, Actual Detective and Moute

PLENTY WRONG-

(Continued from page 26) mes, And soubrets who could dance costumes, and southers who could dance and tumble and sing. Ingenues who were good talking straight women and prima donnas who could sing. Comics who could work clean and get laughs and other good people with talent to make a burlesque show good. They did not have to stoop to dirt and fills such

not have to steep to dirk and filth such as they do novadays, as a they do novadays, as a they do novadays, as a star of novaday and the star of the s

know that from experience.

It is about time they got wise to themselves. Send out big productions, themselves. Send out big productions full crews, advance man who can work run crews, advance man who can work, seener and costumes, good people who have talent; take those who cannot work but take their clothes off and make chorus girls of them and I am faire burlesque will be saved. In order to make money one has to spend money.

to make money one has to spend money.

It is a shame to see some of the
comics we know from the old school
working dirty. Burleaquera have no
one to blame but themselves for conditions which exist and lack of patron-

age in their theaters. used to cater anoets—theatrical prees agents tooday in the third prees are the second of the second

linstrels

(Cincinnati Office)

H. S. PALMER, of the J. C. Lincoln instrels, colored organization, reports Minstrels, colored organization, reports that the company has just concluded an unusually successful jaunt thru the Texas ranking the control of the translation of t in the spring.

LEON LONG reports that his New Or-LEON LONG reports that his New Queans Ministrels, colored troups, will be augmented late this month when his old partner, Earl Frans, Joins him in Alabama with new wardrobe, scenery, two new cars and a line of special paper. The show will leave Alabama Pebruary 28, with Gadden as the last stand. Rome will be a first stand in Georgia, March 1 and first stand in Georgia,

SILAS GREEN SHOW concluded in canvas trek at Brunswick, Os., recently after a run of 11 months without missing a performance. In the roster of missing a performance, in the roster of recently and recently appeared to the roster of recently and recently appeared to the recent performance of the recent pe and James R. Jackson. Rehearsals begin late in March and the show begins its new season around the middle of April.

WILSON S. (BILL) WINNEY, end man of 50 years ago, who now conducts a restaurant in Oneonia, N. Y., held down restaurant in Oneonia, N. X. held down an end with the Hnpy Coons Minstrel Show held at the Universalist Church, that city, for two nights recently, Oper was under the direction of Rev. Charle Myman, who acted as interlocutor. End men, besides Winney, were Oscar Wells, Carr Hotaling, G. Vaughn Russell, Don-Carr Hotaling, G. Vaughn Russell, Donald Palmer and Bill Abbott. Circle comaid Faimer and Bill Abbott. Circle com-prised Larry Schomo, Kenneth Knisk, ern, John Radley and Merritt Barnes Among the specialty artists were N. K MacEwan and George Sinstack. Mrs Wyman served as accompanist.

for the best sourpuss in the field. I've seen most of them, worked with lots of them, and my choice is Dave Cullings, chief judge with our organization."

DON'T WRITE IN to tell us that you'd like to hear from so-and-so. Our space is limited, so we'd like to confine it strictly to endurance show news. If you want to contact your friends in the business, write to them in care of The Billbourd's Letter List.

ACE ADAMS typewrites from Henry-etta, Okia., that he is now engaged in special advertising work in that State, but that he has a yen to break back into the endurance field. Says he would like to read a line here on Joan Powell, his former partner.

The Original

Geo. W. Pughe

Opens Thursday, March 3

Want Entertaining Sprint Teams, with wardrobe, who can take it.

> GEO. W. PUGHE Gardner Hotel, Shreveport, Louisiana.

All old employees contact immediately.

Endurance Shows

Grossman Show In Sudden Fold

An Sudden Fold

San Antonio, reb, 19.—Max Grossman's Show of Shows, which had been
running for four weeks at the Olmo

running for four weeks at the Olmo

Saturday night. The show was ordered
closed by a courte injunction earlier in
the day and the final sprints were
the day and the final sprints were
test and a teleotom fullsh, however, when
the participants refused to return to
planting the state of the state of the state

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and Joe scote, some temperas and Joe Melshen, Cloris Wears and Joe Notte, Doe Colifer and Jean Defuce, Jack Glenn and Mancy Bartz, Bill McDenleis and Opal Feedig, Jack Kelly and Jertti, Saenny Kirby and Millie Meyers and Billy Ryan and Vina Walker, After 31 days of walking the kids are reported to have come out with approximately \$250 to be divided among them.

BILL OWENS, erstwhile walkie-show BILL OWENS, erstwhile walkie-show ernse, has resumed his beer and wine selling in Visalia, Chilf., after being laid up for a spell with a trick back. In up for a spell with a trick back. In doing two Bo-minute atints per week over the radio there for the Rex Bottling Company, but he reports that he's itchy to get back behind a nike and sell out on the contest and kids. Owen is auxious to know what has become of the gang with the last Ocean Park (Calif.)

"THE BILLBOARD dated January 29 at hand and, boy, am I gind I was lucky enough to obtain a copy," pencils Chic (Always the Gentleman) Organ from Los Angeles, which he refers to as "the world's largest village," "Geems as the all the old gang is going back into the endurance field," continues Chic. Heard from my partner, Jimmy Johnson, endured the property of the property o rld's largest village."

"REGARDING your article in a recent issue of The Billboard as to who is the best "sour puss" floor judge in the endurance above field," earthbles K. Webster, who says he is speaking for 10 other teams besides himself, "let me say other teams besides himself, "let me say that I have seen quite a few so-called floor judges, but the four best sour pusses in the business, in the order named, are Joe Pinceinelli, better known as Joe Pooch: Strule Bernard, Dick Leyer and Larry Cappo. They are showmen and know how to run a floor."

IRVING SIECHE, formerly of the en-durance field, now has his own band playing in Hollywood, Fla., for the

IN ANSWER to a recent inquiry regarding the White City show, Chicago, Lou Dans reports that the show folded Lou Dans, reports that the show folded after 1.10 hours, with six teams and three solos remaining. Teams were Jerry Allen and Evither Soyder, Pete Tremble and Lou Melsher, Ed. (Sindow) Davis and Helen Peak, Ed Tompkins and Evelyn Oger, Jack Stanley and Babe Perry and Schonozel Snyder and Jerry Hughes. Solos were Al Smith, Ed Dietz and Lou Dans

Survived by three daughters,

ADCOX — Mrs. Hattle, mother of shelly lishler, musician, and Mrs. Loha O'Wesney, wife of Ray O'Wesney, assistant general manager of Howe Bros.' Circus last year, recently in St. Louis, gurial in that city Pebruary 10.

ALBERTS—Earl (Bernie), former ride (ceeman with the Art B. Thomas Shows, Pebruary 14 in McKennon Hospital, Sjoux Palls, S. D.

ALPERSON — Mother of Edward L. Alperson, president of Grand National Pictures, in Omaha recently.

ANDREEPP-Perdinand, 57, European clown, in Paris recently.

cown, in Paris recently,
ANNON—Mrs. Alice M., mother of
Jack Annon, projectionist at the Orjokenn Theater, Clarksburg, W. Va., and
Karl and W. E. Annon, for the past few
years with Eliver Brox. Circus, January
20 at her home in Philippi, W. Va., after
an illness of 10 years. Also survived
by her husband, J. C. Annon, two staters and two bothers. Burial in Masonic Cemetery, Philippi.

BIGOS—Jacob Ewing, 70, former ex-bibitor and theater manager at Martins Perry, O., February 13 in Aultman Ros-pital, Canton, O., after a long illness, Survived by his widow, two daughters and three sons. Burial in Martins Perry, and three some. Burnai in Martins Pering BLANCH—Roy, camera man, killed re-cently at Woolloomooloo Bay, Australia, when a mast of the ship on which he was filming scenes for an Australian film fell on him. BONOPP—Irring, 48, who with his

buther Leo operated the recently built Saybrook Theater, Madison, Conn., and who for 18 years also operated the Bonoff

who for 18 years also operated the Bonont Theater, that etty, recently in Madison, currived by his widow, two children, his BERANCALEONE—Many, 90, sister of James A. Passananta, head of the J. & J. Novelly Company, Detroit, at her bona in that city after a brief libros. Surtice of the property of the

Cemetery, Detroit.

CallwELL—Sam. 71, musician and former vaudevillian. February 10 in Los Angeles of pneumonia. He had trouped with the Venetian Trio and other musical acts and appeared with prominent orchestras as violinist. As a composer he wrote scores for a number of films. Services under Masonic and BPOE

CAPEHART-Charles, 69, president of CAPEHART—Charles, 69, president of the Capehart-Carey Company, specialists in theatrical advertising, February 13 at his bonne near Fishkill, N. Y., of heart disease following an illness of several months. Survived by his widow and a

disease following an illness of several months. Survived by his widow and a sen. Bernard, Chicaso. Services Pebrussen, Chicaso. Services Pebrussen, Chicaso. Services Pebrussen, Chicaso. Services Pebrussen, Pebrussy 17 in Boeton following Magnet Chicason. Services Pebrussy 18 in Boeton following Magnet Chicason. Services a subtletible entertainer. Go. musical consedy seprence, Pebrussy 14 in Pritch Avnuts Hospital, New York, after a possible Bluess, An Marre Louise Day, and remained on the musical consedy seprence, Pebrussy 14 in Pritch Avnuts Hospital, New York, after a possible Bluess, An Marre Louise Day, and remained on the musical consedy and vaudeville stage for 10 years until vived by her husband.

COLEMAN — Joseph, father of Jyes Likus, former prima doma in burder of the permitted of the four days.

Colleman Services of the Control of the Con

DEXTER-Mrs. Emma Scroggs,

Tocalist and singing teacher in Detroit for more than 40 years, recently in that city. Burial in Mattapoisett, Mass. DONAHUE-J. Joseph. 60, former op-mior of the Park and Rialto theaters. Woomsocket, R. L. Pebruary 8 at his home in that city. He had been ill several years. He was first secretary of the Rhode

in that city. He had been ill several prays. He was first secretary of the Bhode Parts. He was first secretary of the Bhode Parts. He was first secretary of the Bhode Parts Managers' Association. He was a secretary of Boy He was been secretary of Boy He was been secretary of Boy FOSKETT—Mrs. Boy, wife of Boy Galland States, which is the second of the Boy He was the second of the Boy H

The Final Curtain

an, February 3 in Brooklyn. Services February 7 at St. Francis Xavier Church. GEORGES - Alexandre, French

over of comic opera scores, in Arras, GETZ-George P., former owner of a private 200 near Holland, Mich., Pebru-

private non near Holland, Mich., Pebru-ary 11 in Massi.
GLOVZE-Mayor John D., Walterboro,
S. C. and owner-manager of the Rite
Theater, Walterboro, in that city Pebru-ary 7 of a heart attack.
HALLER-E. Thomas, 88, for 30 years
drum major for the old Pagoda Band,
at his home in Mt. Clemens, Mich., re-cently. Survived by three daughters and

HENNE- Louis, 63, 25 years ago HENNE—Louis, 63, 25 years ago opera-tor of Henne Bros. Shows and later builder of kiddle rides, Pebruary 9 in New Braunfels, Tex. He retired about 10 years ago. Survived by a daughter, Louise: a brother, Adolf, and two si-ters, Mrs. Theodore Tolle and Mrs. S. H. Pricce, all of New Braunfels. Services Pebruary II and burial in Comaltown

Tex.) Cemetery, HUDSON-Mrs. John, 50, mother of

HUDSON-Mis. John, 50, mother of Jerre DeVers, chorine with Ballyhoo Company, Hirst Circuit. In Stockton. Collit. recently of pneumonia. Also unreserved the sound of the sound through the sound one was need of an organization which operated 15 houses in Canada and supplied French pictures to over 100 Canada the control of the control

his widow and two children.

JACKSON.—Frank A. 69, for 17 years
stagehand in charge of Scottah Rite
Cathedral stage, Masonic Temple, De-Cathedral stage, Masonic Temple, De-troit, in that city Pebrusry 9. He was a member of Union Lodge of Strict Ob-servance No. 3, P&AM: the Consistory, Detroit Commandery No. 1, Monroe Council No. 1: Peninsula Chapter No. 16, Detroit Commandery No. 1, Monroe Council No. 1: Peninsula Chapter No. 16, Royal Arch Masons and the Moslem Shrine. Susrived by two sisters. Mrs. Julia Widrig, Gaylord, Mich. and Mrs, Ben Page, Ypsilanti, Mich. Burial under auspices of Union Lodge in Wayne,

Mich.

JOHNSON—William H. 60, for many years doorman at the Neth Markham Theater. Coulimbus, O., Pebruary 13 at his home in that city after two days illiness. His widow and son aurrive. Services from Olen Ress Cathedral, Commbus, and burnal in Olen Rest

KAUFER — Martin, builder of the mion Theater, Attleboro, Mass, recently t his home in Providence, R. L KENNY-Joseph F. 50, for many years runmer with orchestras in the Jeffer-

druininger with oreneating in the Jeries-son and Keith theaters, Portland, Me., at his home in Westhmok, Me. KERVIN-Arthur Ray, 68, stagehand, in Veterans' Hospital, Tueson, Ariz, Survived by his widow, Mrs. Marjorie Kervin, New York

LOTHIAN - John Emman, To, actess, LOTHIAN - Jane Emman, To, actess, in Broix, N. Y., Pebruary II. Born in Cincinnati, Miss Remnark made her described in the Control of the State of the Couring company, played leads in the stock companies of the Grand Opera House, Pittsburght the Auditorium Theast on the Couring company, played leads in the stock companies of the Grand Opera House, Pittsburght the Auditorium Theast of the Couring company, played leads in the stock companies of the Formation of the Town and Paids (a Pull MRESHALL-Albert Thomas, 64, for

drome Theater, Toronto, Ont., Pebruary 10 in St. Michael Hospital, that city, To in 2t. Michael Hospital, that city, Survived by his widow, Harriett Larkins Marshall: a daughter, Audrey, and a son, Lorne, also connected with the Hippodrome. Services from Miles Mortu-ary February 14 and burial in Prospect Cemetery, Toronto.

MARTIN—Ben, for many years asso-ciated with his brother-in-law, the late Walter Hunsaker, in West Coast outdoor Walfer Hunsaker, in west coast guscoox amusements, February 13 at his home in Hermosa Beach, Calif., after a long iliness. Services from White's Mortuary, Hermosa Beach, and burist in Calvary Cemetery, Los Angeles

MASON—Emma, 76, mother of the late Dick Mason, owner of the original Mason Stock Company, recently in Hollywood.

MELIES-Georges, 77, pioneer producer French films, in a Paris hospital recently. He began producing in 1835 and presided at the first international congress of the cinema.

NELSON-Billy, in Boston Pebruary 17 after a two-week illness. Burial in that

O'NEIL. — Tommy, veteran burlenque cemic, February 13 in Cook County Hos-pital, Chicago, of cancer. Survived by his former wife and daughter.

PARKS—Benjamin P., 83, last season assistant manager of the midget show with Beckmann & Gerety Shows and husband of Mrs. Leona Parks, known prohusband of Mrs. Leona Parks, known pro-fessionally as Midget Leona, Pebruary 7 in a San Antonio hospital. He had been in show business many years, Survived by his widow, a siste, Mrs. E. D. Morri-son, and three brothers, Walter, George

ton, and three brothers, Waiter, George W. and Andrew. Services Pebruary 11 and burial in Mission Park, San Antonio. PAUL—Emil. 49, formerly of Polile & Berger and Polile & Latto shows and connected with the recent Grand Rapids (Mich.) Shrine Circus as salesman, Peb-ruary 0 in St. Mary Hospital, that city. Hary V in St. Mary Hospital, that city, Body was sent to Ghicago for services and burial. Survived by a brother, Harry, PAYETIE—Mrs. Mary Ellen, mother of John J. Payette, Warners' general zone manager for the Washington, D. C. ter-ritory, and George Payette Jr., manager of Maryland Theater, Hagerstown, Pa. cently in Washington

PENNINGTON-Frank, 60, owner of the Righto Theater, Villisca, is, killed in an automobile crash near Council Bluffs, Ia., Pebruary 7. Survived by a son, Rebert, Pebruary 7. Survived by a also injured in the accident.

also injured in the accident.

PRITTS—PARIX M., 66, former advance man for the Johnny J. Jones Exposition and for many years connected with control of the many pears connected with as parade float designer, recently in Sarasots, PR., of a heart attack. He was a native of Charleston, S. C., where his surviving family resides of Menry Segal, manager of Emperial Pictures, recently in Boston.

SHIELDS—Patrick Dexter, 54, for 35 years a carrival showman, Pebruary 12 in Graham, No. Services February Graham

Graham.

THOMPSON — Theodore Rowland. 68, father of T. R. (Tommy) Thompson, manager of RKO film exchange, Kanssa.

City. Mo., recently at his home in manager of RKO film exchange, Kansas City, Mo., recently at his bome in that city. Survived by his widow, Mrs. Mattie B. Thompson: two daughters, Mrs. Charles Munger and Mrs. James B. Eldridge; his son and a brother, Will G.

Thompson.

VANDENBERG — Henry H. musician,
February 4 in Green Bay, Wis. For more
than 50 years he played with Marinette
and Green Bay bands and was a member

two brothers and a sister.

two brothers and a sister.

WHITING—Hithard, 46, for 25 years a
well-known composer of popular musse,
Pebruary D in Hollywood after a long
Pebruary D in Hollywood after a long
Tulip Time in Holland, Japaners See
Memor, Sing, Boby, Sing; Like a Fush, Oat
Of Water, Till We Meet Again and Bepond the Blow Howloon. He was a native
of Pooria, D., and during his career
was compared to the Company of the Company
West would be the Compan

WOLFINGER-Herman M. 63, make-up artist, Pebruary 3 in Rosedale, Calif. Burial in that city. Survived by widow,

Calife.

YOUNG—John L. 84, builder of Millon-Dollar Pier, Atlantic City, Pebruary 15 at his home in West Pulm Beach.

Fla. Starting as life guard in Atlantic City, friest promoter. He built Atlantic City's friest promoter. He built Atlantic City's friest promoter. He built Atlantic City's friest promoter. He built at and developed not constructed built and developed constructed Vounce Million. He was president of the Million-Dollar Pier. He was president of the Million-Dollar Pier Company until recently, when representation was effected. Survived by his wifow; a son, John L. Young Jr., and a daughter by his first wife, Mrs. Emma B. Shackleford, Mismi.

Marriages

BIORDI-BUZZELLI — Andrew Biordi, owner of the Majestic Theater. Eliwood City, Pa., and Mary Alice Buzzelli in Purification B. V. M. Church there Janu-

Phrincascou see 177 24.
CAMPOS-MORGÁN—Dr. Oswald Campos, Brasilian surgeon, and Dorethy Morgan, dancer, professionally known as Mille. Zee Zee, in New York recently.
CALLANG-SIFERICASON—Charles H. Callanger in Adrian, and the control of the contr

COLLINS-STEPHENSON — Charles H. Collins Jr., theater manager in Adrian, Mich., and Hope Wells Stephenson in Angola, Ind., January 31, PERRARO-HOLLAND — Vincent Per-

Ampola, Ind., January 31.
FERRARO-HOLLAND -- Vincent Fer-zero, nonpro, and Mrs. Betty Marrow Holland, cashier at the Musion Thouter. Albuquerque, N. M., recently.
HELLER-ORIELEY-Jackie Heller, ra-fo, and night club singer, and muth Co. and the control of the control of the Grant State model, in Chicago Pebrua-ary 17.

ATY 17, HILLIARD-MURPHY -

ainger at the Boyale Prolies Club, Chi-cago, and Maureen Murphy, line girl at the College Inn there, in that city

the College Inn there, in that city Perburary, 7. Perburar

PROPERTY 10.

LANGE-PORTER—Homer Lange, nonpro, Chicago, and Janice Porter, lyric
soprano of the Chicago City Opera Company, in that city Pebruary 16.

LOWATER-BARNATO—Edward Morton

Lowater, English actor, and Virginia Barnato, actress, in San Francisco Pebru-

ary 12.

MASCHINO-PALMACS — Henry Maschino, of the Maschino juggling act, and Nina Palmacs, of the Natito troupe, circus performers, in Bradenton, Pla., Pebruary 10.

MEERS-FRINK.-H. M. Meeks, assist-ant manager of Malco Theater, Inc. Hot Springs, Ark., and Lulu Edna Frink in

Springs, Ark., and Lulu Edna Prink in that city recently. NEILSON-MEE—James William Neil-son, stage manager, and Janet L. Mee. Deeppe, in Washington February 17. SNAPER-BERKELEY—Wilbur Snaper.

in motion picture business in New Jersey, and Betsy Berkeley, sciress. September 11. 237, it was revealed last week. ZAFFOS-OSBORNE - Gua Za

ZAFFOS-OSBORNE — Gus Zaffos, as-sistant manager of the Plaza Theater, Oklabona City, and Rosalle Osborne, nonpro of that city, recently.

Rirths

A 7½-pound son. William, to Mr. and Mrs. Ben Levey in Lebanon. Ky., January 25. Father is a musician and mother is the daughter of C. E. (Slatts) Taylor.

tent rep showman
A 5½-pound daughter, Veita Maye, to
Mr. and Mrs. Jack Shafer in Scott City,
Kan. Pebruary i. Father is a well-known chown

circus clown.

A 9%-pound daughter, Mabel, to Mr. and Mrs. J. E. Short in Franklin, Tenn., February 11. Father is tap dancer with Wright's Tent Show.

O. O. McINTYRE

Oscar Odd McIntyre, 54, whose column New York Day by Day was syndicated to 380 newspapers, died in his New York home February 14 following discased to 380 newspapers, died in his New York home February 14 following the property of the State of the Stat

ACTS, UNITS AND ATTRACTIONS

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

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Altre, Edna, & Go. S., (Booltmer's Boose,
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Altre, Nosa, (te. Mirage), NYC, pp.
Altre, Nosa, (te. Mirage), NYC, pp.
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Andress, Avan (Booltan Chor, MyC, pp.
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strate, Data (Memorial) Boston.

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Boyer, Martha (Falhee) Cht. t.
Boyer & Orits (Falhee) Cht. t.
Brach & Manners (Hi-Hai) Cht. nc.
Brach & Manners (Hi-Hai) Cht. nc.

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, Ec. (, Erfie (Club Alabam') Chi, nc. Russell (Town Gasino) Mismi Beach, nc.

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L. B. riem & Dunn (Barrel of Pun) HYC, no. ty, Lew (White) NYC, h. & Duda (Spanish Port) Mobile, Ala., no. & KM (Janet of Prance) NYC, re.

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 indeviduals

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showbat; t-theator.

NYC-New York City; Phila-Philadelphila; Chi-Chicago

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Dale, Maryon tle Mrieger NYC, nr.
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ords, Hal (Pitth Ave.) NYC, h. urles, Irene (608 Cub) Chi, ne. ox. Dave (Butler's Ye Old Tap Room) NYC, e. NYO. e. vankiin. Cas (Park Central) NYO. h. rankiin. Starray (Zeke's) NYO. re. raser. John (Radio City Rainbow Crill) NYO. re. raser. John (Radio City Rainbow Crill) NYO. re. raree Sisters (Billy Rose's Casa Manana) NYC, nc. Preed, Rhoda (Old Nash Tavern) NYC, c. Puther, Howard, & Sister (Adelphia) Phila, h. Purman & Lorraine (Vogun) NYC, re.

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Good Chit.

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Ricks & Herbert (Black Ca.) NYC, De.

Rill, Lewrence (Finnation) NYC, no.

Rilliard, Jerk (Meysle Product) Citt, 10.

Hillman Hechters (Finnation) NYC, no.

Rixon, Hal (Greenwich Village Casino) NYC, Discount & Hart (Ambasesdor) NYC, h. Holly & Les (Surp Hollow) Hollywood, pt. Holly & Les (Surp Hollow) Hollywood, pt. Hollywood, pt. Hollywood, pt. Hollywood, pt. Hollywood, pt. Hollow, no.

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Kaye, Johnny, on Paperon.

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NYC, Inc.
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20 Verde, Jane (Rochester, In.
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2 ealle Sisters (Eden Gardens) Worcester, Mass., ne. eater & Irmajean (Grephound) Jeffersonville. Ind., ne. ewis. Buddy (Kit Kat) Boston, re. ewis. Henry (Multroni's) Stockton, Calif-esta. Henry (Multroni's) Stockton, Califne. scheron & Adams (Congress) Chi. h. toniy. Leslie (American Music Hall) NVC. allongy, Ledia (American) Mause same at the Market Salks, Three (Bertolatel's NYC, Fo. 50 and the Market Salks, Three (Bertolatel's NYC, Fo. 50 and the Market Salks, Three (Bertolatel's NYC, Fo. 50 and the Market Salks, Three Salks, Three

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

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Lipstick, Jimmy (Harler) Reaton, h.

seth & Desh (Sit Fail NYO, nc.

linch. Bob (Ches Maurice) Moniteni, Can., oc. Mariera (Waldorf-Astoria) NYC. h. overton. Consulto (La Marquise) NYC. Bc. (ing Whitele (Wilays Barn) NYC. nc. ote. Harbert (Edgewater Beach Hotel) Chi. h. Pord, Geno (Rex Bar) St. Louis, no.

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17 Marcia (Bastler) Moreous City, no.
18 Marcia

THE NONCHALANTS

Deventh Week PALMER HOUSE, CHICAGO. Direction: MUSIC CORP. OF AMERICA.

ornita (El Chico) NYC, nc.

1717. Kaya (Nith Club) Milwaukee, nc.

1716. Leo (Triangie Cardens) Peoria, Ill., nc.

1711. Harriet (Chib Alabam') Chi, nc.

1721. Two (Scuthland) Seston, nc.

1821 (Park Central) NYC, h.

O'Des, Smanie (Brade Cil. h. O'Destil & Blatt (Science) Buyton, O., t. O'Netil, Peggy (Cavaller) NYO, 5c. O'Nes, Los (Yumuri) NYO, 5c. O'Des, Los (Yumuri) NYO, 5c. O'Des, Bost (Trought) NYO, 5c. O'Des, Jos (Trocadero) London, 10. O'Des, Jos (Trocadero) London,

Padnia, Margafet (Gay 96s) NYC, nc. Palnier, Este (Rose 20et) Ch. nc. Palnier & Tale (Rose 20et) Ch. nc. Palnier & Tale (Rose 20et) Ch. nc. Palso, Dick (Gid Mill) NYC, h. Parish, Frank (Havoy-Pians) NYC, h. Parish, Frank (Havoy-Pians) NYC, h. Pariser, Los (Anchor Chu) Sandiaky, O. nc. Pariser, Los (Pianning) Park) Miami Beach, Pariser, Al (Pianning) Park) Miami Beach

p. Audrey (Roxy) NYC, t. la, Tom (Billy Rose's Cara Manana) Autricola, Tom (Billy Rose's Cara Manana)
NYC, pp.
Sterror, pp.
Sterro

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III., hd.

151367, June & Cherry (Cher Parce) Chi, nc.
151367, June & Cherry (Cher Parce) Chi, nc.
15166, Georgie (Royal Palmi) Minni, nc.
151665 Tigers (Billy Rose's Casa Manana)
NYO, no. NYC, no. (Tower) Kaness City, Mo., t. Purce, Vio. Revue (Blackstone) Cleveland no.

Queens of Rhythm, Pour (Embassy) Jackson-ville, Pls., nc., Quiros, Ramon (Bimitri's Club Gaucho) NYC,

Rabood, Rajah (Firsta) Havana, Cuba, Bc.
Raborn, Bith (Queen's Terrace) Woodside.
Racburn, Burt (Mannabed) NVC, h.
Racburn, Burt (Mannabed) NVC, h.
Ramon & Le Moyne (Monaco's Cate) Cheve-land, c.
Rand, Saily (Billy Rose's Casa Manana) NVC, Band, Bally (Billy Riese's Gasa Manazas) NYC, ps. and e. hards, Jack (Old Roumanian) NYC, re-liman, Harry (Royal Palm) Miami, ne, s, Rosita (Rainbow Room) Rockefeller

ichards, Jack (Okt Rommanham) NIG, Ve-tilman, Harry (Royal Palm) Miami, Etc. 165. Rosita (Rainbow Room) Rockefelte oork, Edith (Loon & Eddie'a) NYC, no. oberts & Parley (New Yorker) NYC, ho-obitson, Bil (Cotton Citth) NYC, no. obitson, Bil (Cotton Citth) NYC, no. obitson, Filiky (Savaria) Huffab, c. octowed's Doctor (miny Stores Cana Manana)
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t.
bosemend (Stanley) Pittsburgh, t.
bose, Jack (Place Elegants) NYC, nc.
loos, Herbert, & Rosenbaum (Hoscom) Winnipeg, Can., t.
by (Stilly Rose's Cass Managa) cochida, Priv (BBHY Rossell PYC, no. NYC, no. NYC, no. NYC, no. Lossille, Mildred (Mixine) PYG, no. Lossill, Pad (825 Club) Chil, no. Cost, Children (Lyrio) Indianapolik, Lossi, Tipo, La Congal NYC, no. Const. Tipo, La Congal NYC, no. Const. Tipo, Link NYC, no. Const. Tipo, Children (1804) Pyg. (1804) Pyg

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18. Chair, Irene (Mayfarr) Hoaten, h.
18. Mortin, Char (Lo Mirage) NYC, no.
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elandis, Prince & Princess (Oriental) Chi, t.

chay, The (Lyrio) Indianapolia, t.
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Lyon, Citar (Bully Roofs Gass Manham)

NYC, ne. (Hilly Rose's Casa Manana) NYC, naw, Wini (Hilly Rose's Casa Manana) NYC, no.
hay & Rose (Woodward) NYC, h.
hay hebe (Budy's) NYC, nc.
berlain, Elsanor (Madle City Rainbow
Room) NYC, nc.
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Fia. h. hore, Willio (Hi-Hat) Chi, De. diverman, Jack (Old Roumanian) NYC, re. diverman, Jack (Plantation) NYC, be. dimpsec, Carl & Patth (Commodore) Detreit,

ne.

suon & Neal (State-Lake) Chi, t.

suon Me Neal (State-Lake) Chi, t.

suol, Hill (Rudy's) NYC, nc.

suih, Joe (El Toreador) NYC, nc.

suih, Zarie (Bravoori) Chi, h.

slib, Larie (Bravoori) Chi, h.

nith, Lee Lite Wood, Mo. ne. Mo. ne. nith, Rudy (Black Cai) NYC, ne. nith, Rudy (Black Cai)

SOKOMARAN, Nadia (Rossian Kreichma) NYC, Sokolavas, Larry (New Humanska: Lakweod, Spicas and Charles (Louin, In. Spicas as a post (Charles (E. Louin, In. Spicas as a post (Charles (E. Louin, In. Spicas as a post (Charles (E. Louin, In. Spicas as a post (Charles (E. Louin)), Inc. Stone, Al (Old Roumanian) NYC, Fe. Stone, Al (Old R

ndge, Dawn (Reith) Columbus, O., t. anita (Golden Grill) Rochester, N. Y., nc. atum, Ari (Fibiosa) Doerl NYC, nc. atum, Ari (Fibiosa) Doerl NYC, nc. auhman, Paul (Ambassador) NYC, h. aylor, Irene (Baverly Billa) Nesport, Ky. empleten, Alec (Radio City Raintow Room)
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THE TITANS

"RHYTHM IN SLOW MOTION" Now Appearing Philadelphia, Pa. tion MILES INGALLS, International Theatrical Corp., New York.

Todd, Arthur (Radio City Hainbow Room & Grill) NYC, no.

"Grown C. St. Control of the Control of Trains. George (Queens Terroco) Woodside, Trainst. George (Queens Terroco) Woodside, Trainstr. Dom (Berghoff Gardens) Pt. Wayne, Ind. re. Trains Eand (Cotton Chab) NNC, nc. Travis, Jinnale (Club Wonder) New Orleans, Troizky, Vera (International Casino) NYC.

Vaccaro (51 Gaucho) NYU, mt., Valles, Vern (Club Blass) Cleveland, ms., Valle & Stowart (Galty Cabert) Brussis, c., Van, Eddie (Golden Grill' Rochester, N. Y., Dc. Cello de Mary (Beverly Hills) Newport, Ey. 75. and Mary (Beverly Hills) Newport, Ey. 154. anderbills, Arine (Et Fide)) Albuquerque, N. M. b. aricty Boys, Three (26th Club) Milwaukes, he. ne. stoor, Joe, & Sparkleites (Palms Gargéns) Columbes, C., Sci. Colum Id.
Whale, Valerie (Biltmore) NYC, h.
Whale, Carlos (Yumurs) NYC, ne.
Vodery's Jubileers (Colton Gub) NYO, no.
Voella, Binda (Russian Art) NYC, re. W

World & Wade (Lewis (12) Booton, ne. Wade, Dick 16tt Hart NYC, ne. C. Wales No. C. Wales Weder, Buddy tunns merens.

Ala.

Wedeh, Frances (Harkley's) Platbush, Breoklyn, N. Y., inlyn, N. Y., inWeder, Charles J. Ondon, N.

Weders (Developers London, N.

Wended), Dobres (Cavaller) NYC, ne,

Wedfer, Heien (Embanay) Jacksonville Beach,

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Yout's, Ben. Eight White Guardsmen (Gibson) Chidnosti, b. Youngman, Neuny (State) NYC, t. Yvonne, Princess (Strond) Youngstown, O., 18-24; (Penn) Uniontown, Ps. 28-Mer. 1, 8.

HIRST CIRCUIT SHOWS (Week of February 20)

Pa. 23. (See ROUTES on page 71) White Revue: (Orpheum) Roading,

NEW DATE BOOKS



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playing schoolhouses

The Forum

Texas might profit from our experience at Pasadona. The superintendent of the public schools there talked very favorably in regard to booking our

act in the high - school auditorium, even Claims Scheme to the extent of the extent our proposition. He is also a member of an

us that he would like to catch a part
of our act and requested us to put on
an entertainment at the club luncheon before he would definitely book us in the school. Acting in good faith, we put on this entertainment for the club. the school. Acting in good saith, we said after the lunchcon the superinsendent tried to run sway without sening is. When he was corrected he told, and the school principal. After he and the principal table the matter over the latter he should be superintendent and principal had an understanding in regard to booke the school to book acts. It would seem that the superintendent and principal had an understanding in regard to booke the statement that the chool has not booked an act for the past three years, other schools in his jurisdiction and principals there told us that we would have to show a letter from the told to the statement of the school has not superintendent to the school has been to the school has the statement that the school has not booked an act for the past three years. Other schools in his jurisdiction and principals there told us that we would have to show a letter from the told to the school has not school had been to go the school had to the school had the school

of a booking

VAL-REY AND COMPANY

if it were in the late Thurston's has If it were in the late Thurston's hands, When are these magazines going to do convething about this? I know many magicians, professionals and noupro-fessionals, who have been cheated out of their hard-serned money by buying trath called magic. I would like all magic magonithes a letter, stating what desire sent the trash and what's wrong with it. If gonething it not done about design sent the train and what's wrong with it. If something it not done about this soon it will be hurting the good, clean, homest, magic dealers, of whom there are soveral. Then there is the magician who sticks ads in these magic magazines, stating that he wants to trade or buy used magic. I have never traded with a magician yet and got a fair deal. I mailed to a certain magician fair deal. I mailed to a certain magician in Wisconsin over \$100 worth of rare in Wisconsin over \$100 worth of rare pictures of magicians, almost my complete collection of six years. He was small pocket tricks prepaid. What I got was a lot of trank, and I had to pay over \$1 postage on the junk. It's magicians like this that should not only be kicked out of every magic club but should be stopped. I would like to hear from any-

one interested in getting a plan together to stop these so-called magic dealers and trading fools. L'EORAN. Manufield O White juggling, according to history, is an ancient art, it may cound strange when I contend that the art of club awhiging, club juggling and hoop rolling is American born. During my term of

apprenticeship in Germany in 1879-'83 I never saw any such acts.

The late Gus Hill, The Police Gazette

Clubs, Hoops American-Born Art, He Says

rke, Borna Jean elingues, Alms iros, Scots iros, Mrs. R. M. ah, Jennie itler, Mrs.

mores, Rebert Gertrade , Jean re, Lete Wilson on A Dolly Show

Cook, Elisabet

ock, Laura

Cruseford, Mrs.

Finds.

champion, was the first club swinger ever saw. I was on a bill with him in Whitestone, L. I.

I have been in magic well over 10

I have been in magic well over 10

James been in later years I met Moeria Cromits

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under the name of Hawson and June.
Regarding potelise and originators, the
Oreat Everhart, of hoop-rolling fame,
was an originator in stricted sense of
the word. He went with a med show
two seasons, spending his, leiture time
practicing his novelty before he introduced it to the public. In late years
hoop-rolling the control of the control
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of the degree. American artists act the pace and are holding their own, among them being Juggling Normans, Johnsons, Mc-Seing Jugging Normans, Jonnsons, Son Banns, Mowatts, Breen Family, Barretts, Burke Bros., Lánd and Allaire, Alburtus and Bertram, Jewells, Elkins, Swifts, Three Harvards, Walter Beemer and Jug-gling Maids, Joo Cook, Ollie Young, Wilbur and Girlie, Eddle Evans (Ex Vann Wyck) and that veteran Glever Conkey. HARRY LAKOLA

How Competent
Ride Help Can
Set Up on Time Set Up on Time

Set Up on Time week to week and get just enough money from the show to live on and are waiting for a chance to be put to work as regulars.

Mr. Martin can bear me out on this Mr. Martin can bear me out on this when I say that on every show they call these boys "roughless". Martin says that for 37 weeks his ride work up on this fine. One of the reasons his ride went up on time each week is that he had a competent crew of helpers, so why not forget the term "roughle" and call them ride help. I expect to have the same crew on our show this season and am going to put some on as regular ride men, and I'm going to see that the others get a decent salary to live on. CLIFFORD J. FRANCO.

After visiting several annali circutes last season I reflected back to the '80s and '90s and noted the difference in circuses of those days and some What are in the circuses

Says One Ring Would Be Help time one-ring show like Grandpa used To Small Shows to see, with the acts, dress and program, it would be Opening program

conceivable part of his body. It was a novelty but never appeared to click with the public. When he married he dis-carded the act and framed an Australian boomerung-throwing act with his wife under the hance of Rawson and June.

Replying to Renry Martin's letter in The Forum of February 5, I was not referring to regular ride help and fore-men when I said it might be well for showmen to call extra help by

Vol. L.

of those days and now. Why don't small shows try to reproduce the circuses of old. I believe that

tf n Harnall

advertised an old-

44th YEAR The

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FEBRUARY 26, 1938.

announced by the ringmater, with talking, singing, acrobatic and pantomime clowns; not burlesque walk-arounds, but clowns with the old, beggy arounds, but clowers with the old. begy clown suits and big white collars and colors not a suit of the collars and colors and the collar and for the inate nave a hippocrome paraset instead of an opening spec so that the face of each performer is, new during the show. On my last visit with the Barnes & Beers Circus, Mr. Beers said that a small circus advertiging three rings reminds him of a man with a beer income and a champagne taste.

EDWARD WERTLEY

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WY.

women				
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Afficient, Edna Armatrone, Frances Asher, Mötred Babecch, Pauline Babecch, Vivianne	James L. Blake, May Hiske, Siria Louise Blake, Devothy Elavin, Mabel Bartlett			
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FIRST NITERY-

(Continued from page 4) Instruction." Raye and Naldi were an instantaneous hit at the Room and complete 40 weeks in May, the not entirely consecutive. They return in October for eight weeks after completing their current run, and there is a deal pending for still more time. Holland and Hart and Dario and Diane are other dance teams that have played repeat dates in the Room

Dr. Sydney Ross, table worker doing Dr. Sydney Ross, table worker coing magic, doubled between the Room and the Grill for a year and a half and has been succeeded by John Fraser, "char-acter analyst." Helen Myers, planist, acter analyst." Helen Myers, planist, has been playing the rooms for more than a year. Dancer Dorothy Fox returns in May for a 20-week stretch, Carl and Leone Bonner played the rooms 22 consecutive weeks. Oliver Wakefield. Shella Barrett, Elessor Sheridan and Alex Templeton have played return engagements in the Re

gagements in the Room.
Some of the bands and acts start in the Grill, considered the less swanky of the two, but make good and graduate into the adjoining Room. Ruby Newman and Emery Deutsch bands and

Glover and LaMae made the switch suc-

Of the bands, Eddie LeBaron's tango Of the bands, Eddie LeBaron's tango-rumba band came in for two weeks and stayed a year. It returns in March for an Indefinite run. Al Donahue's Band comes back again in April, and Eddy Rogers' Band returns soon. Nano Hod-rigo's Band played the Room 11 con-secutive months.

Altho the salaries paid by the rooms are not sky high due to limited capacity, the spots are used as etophing stones for lucrative engagements that often follow.

interative empayments that all the following the Magar Herger came into radio prominence when he played the Room. The Bagar Herger came into radio prominence when he played the Room. The work of the Magara and the Ma

agency tie-

nunications to 25 Opera Place, Cincinnati, O.

Ringling, DeBaugh Confer With Bary; No Other Ringling Show

PERU, Ind., Feb. 19.—Robert Ringling and Dan DeBaugh, manager of Kingling Chicago offices, were here past week in conference with Howard Y. Bary, man-ager Hagenbeck-Wallace Circus, and mer week in the word Y. Harr, manifest Hegenbeck-Wallace Circus, and Halph J. Classon. Stated by Mr. Rinjor rebuilding the H-W cage and surprised by the amount of the sound oak that had been used in them. The color scheme appealed very mich to Meson. Ringitus and DeBauch.

manging and DeBaugh.

It slee was stated by Mr. Ringling
that he was here to acquain himself
with all phases of the local circus situation and conditions existing at the winter quarters and at the car shops at
North Peru, headquartem for H-W

Asked whether another railroad show would be launched under the Ringling banner and buildings erected, Mr. Ringling stated that there was no truth to

Mr. Ringling further stated that there was the most friendly feeling in both a

social and business way between man-agement of Ringling Bros. and Barnum & Balley Circus and Mr. Bary and the H-W chow. Mr. Bary's show will have many new mechanical improvements and a new feature in Blacaman, Hindu fakir. He will be the concert attraction

Conducted by CHARLES WIRTH-

SARASOTA, Fin. Feb. 19.—Willard D. Coxey, pioneer Ringling press agent, is in constant demand as a speaker before various local and tourist organizations. Last week he addressed a meeting of the local branch of the American Associa-tion of University Women, speaking on his experiences as a theatrical pressure agent. His reminiscences of the Ring-ling shows in the '90s will form the topic of a talk before the Sarasota Kiwanis

of a talk before the Sarasota raiwans. Club next week. He is also taking advantage of his presence here to gather material for a circus book.
William P. Dunn Jr., secretary-treasurer of the Big Show, returned to New York last week after a month in Sara-



WHILE FRANK BUCK (right) and John Ringling North, senior vice-pres-dent of the Ringling Brita and Barnum & Raisey Circus, place their space-tures on the contract which makes Buck a ster of the Big Shoz, a plotter of the late John Ringling seems to look on approximgly from the background, of the menagerie. At the close of the reason he will lead an expedition into India to obtain new aminosis for the shoz.

North Bitten By Huge Ape At Sarasota

SARASOTA, Feb. 19 .- John Ringling SARASOTA, Peb. 19.—John Ringling North austained a painfully injured arm at quarters here last Tuesday when he take the control of the contro

Kreener was able to club the beast away from the circuis executive.

After first-aid cauterization to the Art first-aid cauterization to the Art first-aid cauterization to the Joseph Halton Hospital for further treatment and observation. Onsuitation with Frod. Robert Mr. Yerkes, head of the Fale University department of primate biology and foremost American authority 1,500 units of anti-technius serum in North's arm to check any possible locking the service of anti-technius serum in North's arm to check any possible locking the service of anti-technius serum in North's arm to check any possible locking the service of anti-technius serum in North's arm of check any possible locking the service of anti-technius serum in North's arm of the service of the service

Bond for Shows At Moberly, Mo.

MOBERLY, Mo., Feb. 19.—The city council has just made a ruling that shows exhibiting in the city must put up bond in case of damage to streets. Resson is that a show last year did damage to cone of them. Truck shows can get around this by using the grounds just outside or city! Indirect his is the lot used mostly and its the lot used mostly and its treet is shows do not have to use city streets to

get to it.

County circus license is 85 to 835 a day, depending upon admission charge.

Seils for Stevens Point

STEVENS POINT, Wis., Feb. 19 .- The STEVENS POINT, Wis., Feb. 19.—The common council here has voted to permit Selfs-Sterling to show for one day this season, but struck out of the contract the clause, "It is understood no license or permit shall be granted to any other circuis, menagerie, dog and pony or trained animal show or exhibition here two weeks prior to and two weeks after exhibition day.

Showmen's Club News

Circus folk interested in the activities of the various outdoor showmen's organizations will find the news of these in each issue of The Billhoard, generally in the Carnival Department.

Howe Bros.' Show Sold

Frank West obtains animals - Joe B. Webb to manage Art Mix show

KANSAS CITY, Mo., Peb. 19,-Howe Bros. Circus, wintering at Orange, Tex., has been sold. Frank West, owner of has been sold. Frank West, owner of Weat's World's Wonder Shows, completed a deal with O. N. Walters, manager of the U. S. Frinting and Engraving Com-pany, this city, for all animals. They were shipped to Norfolk, Va., by rall and truck

and truck.

Remainder of property has been bought by a local attorney. Announces that Joe B. Webb, formetly with Seal Brost. Circus, will be manager of show, which will open about Pebruary 28 at Orange under title of the Art Mix Circus. Mix will be with show, which will be with show, which will be on the show, which will be on a dvance, also two press agents and five billionstern, also two press agents and five billionstern. five billposters.

Warren Tank Receives Order for Robbins Flats

WARREN, Pn., Feb. 19.—Warren Tank Car Company has received order for flat cars from Jess Adkins and Zack Terreil for Robbins Bros'. Circus. They will be delivered about April: Plenty of the McCoy show cars are the tracks here and will be painted blue

Cole Bros.' Chi Dates

CHICAGO, Feb. 19 .-- Cole Bros.' Circus will open season at the Chicago Stadium.

Dates are April 15 to May 1. Contract
with the Stadium was signed late last

Dennie Curtis Has Big Show For Twin Cities

CHICAGO, Peb. 19.—Dennie Curtis, who has the Zurah and Osman Shrine drouses in Minneapolis and St. Paul, has circuses in Minneapolis and St. Paul, has built up one of the strongest shows he has ever had. He has had the Twin Cities for several years and the engage-ments have steadily grown in size and importance. Neel Van Tilburg, promi-nent business man and circus fan, is general chairman for the Minneapolis engagement. Curtle is field man and director, assembling and running the

abow. Talent in the Twin Cities shows in-cludes Minert Becelo, come-in elowin-kating tournament; Machedon Bros. and Smiletta Trio, comedy ground bars; Harriet Beatty, Hon, tiger and elephant (See DENNIE CURITS on page 43)

Smith Will Not Be With H-W; Mother III

LOS ANGELES, Feb. 10.—Mel H. Smith states that he will not be with Hagen-beck-Wallnee Circus, with which he had been contracted, as aide-show manager and that he had wired his resignation. Smith stated that the continued illness of his mother, a patient in Los Angeles General Hospital, Ward \$300, is the reason.

Herb Duval With Big One

LITTLE ROCK... Ark.. Feb. 19.—Herb Duval. of this city, last year with Tom Mix Circus, will be legal adjuster with the Ringling-Barnum Circus this season. He has been in circus business for 25

George Smith's Rise in Circus Business; Started in Cookhouse

LOS ANGELES, Peb. 19.—George W. Smith, the new general manager of the Ringling Bross and Barnum & Bailey Circus, began his circus career in 1910

Jinging Bres, and Harmon e Bauley with the Poepsqueh-fells (Circia, work-ing for Charley Bowers in the cookbouse. The show was managed by the late Al time in executive capacities were the late Charles (Chick) Bell, Fred Warrell and Chief John Brice.

Circuis 1124 with Charley Heary in the cookbouse and was there until 1918. At the time of combination of Hindling was made assistant to Frenk McChilyre, then in charge of the front door Rocking McIntyre in 1920, he was in charge of the front door until 1927. 21

1928, at time of resignation of Fred War-rell, he became assistant to the late Carl T. Hathaway, serving in that capacity until 1933; then had a rest period and engaged in other pursuits.

In December, 1937, he was appointed manager of Al G. Harnes-Selis-Floto Circus at time of resignation of S. L. Cronin. From December 31 until Feb-ruary 5 he was at Baldwin Park, Calif., getting show ready. Then came the au-nouncement of John Ringling North of his appointment as general manager of the R-B show.

Mr. Smith is married, his wife living t Worcester, Mass.

Asked what his hobby was, he stated: "Only thing I ever have had time to do was work."

New Tops for Beers-Barnes

New territory to be played - advance brigade enlarged-20 vehicles

MIAMI, Pla., Peb. 19.—While most of the equipment of the Beers-Barnes Circus is stored at Savannah, Ga., management is building and repairing here. S. T. Jessop, of U. S. Tent and Awning Company, was here Pebruary 10 and an order was placed for new canvas for big top, side show, marquee, cookbouse and banners for kid show. Red trim will be used on big top and marquee,

Trucks are being remodeled and all new atde-show paraphernalia has been completed. Clint Edwards will manage the kid show and will have about 12

Management will invade new territory and has enlarged the advance brigade. Roger A. Barnes will do contracting and will have three billers. George R. Beers will have three billers. George R. Beers will be manager; Charles Beers, treas-urer; Herman Wilburn, in charge of bit top. Will move on about 20 vehicles and open near Savannah, Ga., about April 15.

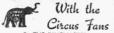
Activity at Quarters Of Barnes-Sells-Floto

LOS ANGELES, Feb. 19.—Everything at quarters of Al G. Barnos-Sella-Podo Circus is hustle. Red Forbes and crew are using a lot of lumber and heavy hardware. The Portland Jew and alsistants are busy getting the seats ready. Jack Joyce and Bob Thornton working daily with menage, high Jumpers, zebra group. Stated there would be new big ree numbers.

George Cunningham with the Holly-wood Girl contingent started rehearsal of dance numbers. Stated that ward-robe for two new spees was about ready, that the interpolated dance numbers would be along new lines and some new solo roices would be heard in octile? new sour roress would be neard in centre arean in presentation of opening pagent Capt. W. H. Curtis and crew are git-ting started. George Tipton is getting cookbouse equipment ready. Gardart Wilson is at quarters daily, working on press matter. Jack Grimes will return to press staff. The Reiffenach Troups to press staff. The Reiffenach Troups will come from Ringling-Barnum to le-place the Cristiania. Reported that opening date is to be March 26 at San Diego for two days.

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.



THE RINGMASTER

President CFA Scortery
MELVIN D. HILDSETH W. M. HILDSENGHAM
THE Fram Hills. Transce Raya.
(Conducted by WALTER HUBEN-SPEL, Motter
The Waite Teen, eare Hobersadd Printing
Company, Rochelle, H.)

ROCHELLE, III., Feb. 19.—The CFA is co-operating with Miss Seymour, of the New York City Museum, in connection with a circus exhibit to be held in museum building at Pitth avenue and jobd street from Aprit to July. The nu-cuim has for its object the preservaseim has for its object the preserva-tion of those phases of Americana which are fast disappearing from the scene creus by calling attention to its his-toric past. Andrew Dykes, precident for the Dykes Lumber Company, will be charman of our particular committee in New York assisting in this matter.

Dr. William Mann, director of the United States Zoo and chairman of the James E. Cooper Top, spoke on the We the Propile program February 17.

Frank Priedmann, State chalrman Adam Forepaugh Top, is a member of the committee in charge of show under suspices of Coman Temple Shrine at Auditorium in St. Paul next month. On Lincoln's Birthday Mr, and Mrs. Walter M. Buckingham, of Norwich, Coun., went to New York and did the town over the week-end.

from over the week-end.

Dr. David E. Reid, CFA of Lebanon,
Crc. bas an interesting article, Friends
of the Big Top, in Pebruary number of
Catcopathic magazine.
Col. William S. Sneed, of Chicage, attended the funeral of George Gets at

Swilte

1 to 50 KW. Distribution

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Attractively Painted and Striped.

George Hanneford Family

INTERNATIONAL BAREBACK RIDERS. February 26 to March 5.
FRANK WIRTH, Jamaica Hospital Circus,

per of well-traited Chisquesces. Gentle. Cabe hardled by angues used to these animals. Fire an its zero old. A good living for the right parts 1500,00 Each.

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TIGHTS

ALBERTIS CO.

Terms Arranged E.B. KELLEY CO., Inc.

Panels.

Handerson, Ky., February 14. Getz, whose home was in Chicago, died at Miami, Fia. John P. Grace, of Kokomo, Ind., was a recent visitor at Cole Bros." quarters at Rochester, Ind., and reports plenty of

Gainesville Show Receives Tents. Other Equipment

GAINESVILLE, Tex., Feb. 19.—Tents and equipment recently purchased by the Gainesville Community Circus have arrived. Superintendent Alex Murrell is strived. Superintentient Air Marreil is repairing and painting quarter and side poles. Construction of star back seats has been held up awaiting supplies, may be a seat of the seat of th

Conner family.

Ned Rowland, veteran circuts man,
has returned from Los Angeles, where
has returned from Los Angeles, where
has recovering stone of paralysis
but is recovering and hopes to diseared
his ence coon. He is a daily exister to
his cane coon. He is a daily exister to
his consecution of the recipient of the
Authorities of the recipient of the Register,
was recently elected Cooke County
Democratic Party chalman.

Jeemocratic Party chalrman, Glenn Wilson, who formerly did nerial numbers in the Gaineaville circus, now working in a night club at Wichita Palls, was a recent visitor,

Hall Animal Acts With Harris Bros.

NASHVILLE, Tenn., Feb. 19.-Negotia-NASHVILLE, Tenn. Feb. 19.—Negotia-tions of past two months were brought to a close by signing of contracts be-tween W. R. Henry, owner Harris Bros.* Circus, and Charles R. Hall, of Halvs Trained Animal Shows. Because of his health Mr. Hall, of the Hall circus fam-

health Mr. Hall, of the Hall circus fam-ily, decided to take his above off the road and add his acts, consisting chiefly of smithal tumbers, to Harris' program, and and monkeys, will be offered along with the Hall military dephant act and mixed group, to be featured. Consists of camel, boxes, mules, bears and great Dane degree. Mr. Hall will also add four eages of the consistency of the consistency of the con-traction of the consistency of the con-traction of the contraction of the con-traction of the co

Titteen clowers, some from leading American circuses, will be a feature. Mr. Henry fresh that the clown is one of the historican circuses, will be a feature. Mr. Henry fresh that the clown is one of the control of th

ismaica, L. I. Permanent Address Glens Falls, N. Y. Smith Working on

FOR SALE Chase Equipment KANSAS CITY, Mo. Feb. 19.—Buck Smith and crew are painting and over-hading equipment of Chase & Son Cir-have been breaking stock since No-vember—Liberty horse act, pony and mule drills and three menage horses. Thirty-eight beed of stock are owned by

show. Fielding Graham, owner-manager, has returned from the South, where he negotiated for two elephants. Big top will be a 70 with three 30s.

replacing the one destroyed in a cyclone last year. H. V. Darr will be contracting agent, with three billers.

Fowler Again With Haag MONROE, La., Peb. 19 .- Bennie Powier

has again been appointed general agent of Haag Broa.' Circus. Show will prob-ably go from here into Missouri, opening about April 9.

Conway May Have Another Operation

BRIDGEPORT, Conn., Feb. 19.—William J. Conway, contracting agent for Eincling-Barnum Circus, is realing confloctably at the Bridgeport Respital after for a prestate gland by Dr. Neill. Inquiry at his home, TI Washington terrace, revealed that mother operation may be necessary, as the other is not believed to have been successfully compared to the property of the p pleted.

Conway when stricken was at the height of contracting activities.

Animals Bought By Parker-Watts

EMPORIA, Kan., Peb. 19 .- Everything is going fine at quarters of Parker & Watts Circus here. Ten head of ponies, four head of spotted horses and a white four head or spotted horses and a white Arabian horse have been purchased. Grand stand is ready and new chairs for same are on the way. Willie Mitchell, master of transportation, is overhauling

motors.

Peatured in concert with Kit Carson will also be Tiger Tageson, wrestler.

Charles Brady takes particular pride in the steam calliope: Red Monroe in the pole wagen, and Lee Hinckley in new band wagon—their own creations in way of novel deas. W. E. DeBarrie advises that his side-show attractions are prac-

that his side-show attractions are practically lined up.
Bert Rickman, equestrian director,
makes Shribe circus in Kanasa City and
then will come here. Hazel King and
blackie Bowman are breaking menage
horses and dephants.

horses and elephants.

Ira M. Watts and George Duvall returned from Mason City. In. where as
turned from Mason City. In., where as
Charles H. Parker and Ben. Homer forturned from trip to the South. East and
West and report that while conditions
are not in good shape, show should be
population.

Ray Swan has been engaged as brigade

R-B Concessions Again to Millers CHICAGO, Feb. 19 .- It was tearned

CHIGAGO, Feb. 19.—It was learned here this week that Frank and Paul Miller, operators of concessions on the Ringling-Barnum show in recent years, have again been awarded the contract for this season. Miller will have all concessions, inside and out, except concessions, inside and out, except chamsleons, programs and commissary. Reported also that they will operate concessions in Madison Square Garden during the circus' engagement there this

Mayer Firm To Publish Programs for Several Shows

NEW YORK. Peb. 19.— Harvey A. Mayer, president and general manager of the Joseph Mayer Publishing Company, of this city, returned here this week with contracts to publish programs for the Ringling-Darnum show, Barnes-Selis-Pitco show, Gold-Brox. Crux, the new Robbins Brox. Circus and Col. Tim Mc-Coy's Wild West Show.

Coys Wild West Show.

The Mayer firm, long printers of Ring-ling and Barnum & Bailey programs, has published programs and route books for many of the leading circuses in the

BANNERS

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EASY TO APPLY

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the nars, egy, weight, bright, etc. One good

HAGENBECK - WALLACE show has been booked for Evansville, Ind., Sunday, April 24.

Under the Marquee

ART POWELL, of Phoeniz, Ariz., pens that he is in bed with injured muscles. CHARLES V. TURNER will manage opposition brigade on the McCoy show.

HOLLAND AND DOCKRILL will again play the St. Louis Police Circus.

MILLIE RODOERS will be with Haag Bros.' Circus. Has been wintering at Govington, La.

ROXY PIBER is doing a bit of shark fishing at Port Aransas, Tex. Is living in a trailer. MELL'S KIDDIE CIRCUS is now play-

ing Algers Circuit in Northern Illinois. Business is good,

A. L. TAGESEN, wrestler, has signed with Parker & Watts Circus. Has been with various circuses.

OUTDOOR SHOWS are threatened in Kentucky. See article on page 3.

JOSH BAILEY, old-time showman of Boothwyn, Pa., recently visited his old pal. Frank B. Hubin, in Atlantic City,

BERT LEO, clown, is in Youngstown, O., painting and making trappings for his buggy and pony. Will open early in March, advertising around town.

MABEL STARK, of the Barnes show, sancounced at Baldwin Park, Calif., February 18 that she has started an animal subjugation school for woman.

LITTLE BUDDIE, trained dog, for many years a feature of the Parentos, novelty acro act, died at Tidioute, Pa., Pebruary 2.

BERTRAM MILLS' Circus at the Olympia, London, Eng., drew big crowds. Mills an-nounced that 520,000 people had visted the circus and fun fair.

HARRY B. CHIPMAN. company manager for Suspect, with Pauline Prederick, has Al Anderson, formerly with Barnes show; Will Dameron and E. H. Christ in

PRINCESS LOLA cards from Mont-omery, Ala., that she will soon undergo in operation. Will go to her daughter's ome in Milwaukee. Husband will be

JACK RIDDLE, who has been ill for some time, is improving and says be will troup this year. His daughter has added tight wire to her list of acts with-out use of umbrella, etc.

WHY DO they make the pie car the first few weeks and then walk 10 blocks out of the way for sinkers and coffee after a few pay days? It is not necessary for the circus owner to have a route card to know when June 1 arrives.

MAYOR JAMES SECCOMBE, of Can-ton, O., has granted Cole Bros. Circus a permit to exhibit there May 19. The show has agreed to parade. Secombe

EDITH AND GEORGE GREGG will be with Tom Mix Circus. Latter is working night clubs in New York, this being his fourth week at Endy's Rail, Will ap-pear at Wirth's Circus in Jamaics, L. I.

RANDOLPH WADSWORTH, trustee of the John Ringling estate, returned to his bome in Fort Thomas, Ky. Sunday night, Pebruary 13, from Sarasota, Fla., where he had been since the first week of January.

E. J. CARROLL saw Fred's Kiddle Circus at Montgomery and Shools, Ind., and big was big at both schools. One-hour show consists of clown numbers, magic, music, puppets, Punch and unimal acts. Murdock, magician, was recent visitor.

HARRY AND LORETTA LAPEARL WILL play the Jamates (L. I.) Mospital Circus for Frank Wirth. Harold McEvey will be with them. Harry will produce clown numbers and have his josys at Shrine

HOW ABOUT is, folks—Who is your favorite circus performer or what is your favorite act? Send but one name and direct your communication, signed, to the circus editor. A postcard will do.

Circus, Indianapolis. Eddie Reck and wife, Marion, have been wintering at Indianapolis, Eddie workin

DOC WADDELL says he will be on "We, the People." Coast-to-Coast program, Pebruary 25, 7:30 p.m. Eastern Time, as "The Circus Preacher."

THE PUBLIC wants to laugh. Why not a comedy sketing act or a German mule hurdle? The clown firehouse is one sure-fire comedy hit that has nover failed. The time is about tipe for the funny Fard.

BUDDY WEDIN, midget clown of Iron Mountain, Mich., will not be with Selis-Sterling Circus as previously mentioned, Doctor says that his legs are still weak and it will be some time before he is again ready for the road.

JAYDEE THE GREAT (Jerry D. Martin), high pole and trapere performer, will have Miss Cords as partner this season. She is from the Aerial Smiths. Act will open April 28 and is booked until October 15.

POLLOWING have signed with Harris Bros. Circus; Jack DeShon, to do general clowning and work come-in; Three DeHomans, contortion, comedy acro-batics, revolving ladder; Jack and Clara Moore, wire performers, and Miss Moore. loop-the-loop

AGNES SHAW is spending a few weeks at her home in Webster, Mass. before joining the Ringling-Barnum show. She recently had Lora Valadon as her guest. Says that Mas Valadon will soon rejoin her husband, Dan, who is doing a single wire cycling turn.

JOE GOULD is entertaining at clubs. JOE GOULD is entertaining at citues, lodges and conventions, working in and out of Columbus, O. Was honored with a banquet in Doc Waddell's Chillicothe, O., home Pebruary 12. Gould will entertain Kiwanians at Chillicothe at their annual indies' night affair March 17.

ANOTHER RAIL SHOW in the field-Jess Adkins and Zack Terrell's Robbins Bros." show. The more the merifer, The Roches-ter, Ind., showmen have every confidence

HENRY W. R. (BUDDY) NORTH has folined the press staff of the Ringling-Barnum show, working under Boland atorics about the show in the Sarsaotta storics about the show in the Sarsaotta papers, and it was he who was responsible for naming the 400-pound gorilla Gargantus the Great.

BOY BARRETT, after clocing at Grotto Circus, Cleveland, will go to Indianapolia for Shirine Circus and also play Shirine for Shirine Circus and also play Shirine seven weeks with Orrin Davenport. Will be with Cole Bros, Circus for Chicage engagement, third season be will work the indoor engagement there for Adkirs and Terrell. Will open May 26 with Jay it until Gelcher b. until October 9.

it until October 9.

FOLLOWINO SHOWFOLK are registered and meet nightly at Macke Bar and Grill, Mann, Fla., to visit their old pol. Bill McLean; T. S. (Big) Mujphy. October 19.

Bill McLean; T. S. (Big) Mujphy. Bill McComp. Bill M

Page Has Downie Camels

MACON, Ga., Feb. 19.—George Page, former Ringling elephant man, will have charge of the camel herd with Downie Broat Circuis. He is at quarters here breaking a novel camel act. Will work the act, it addition to riding the racing

Barney Opens At El Paso March 12: Heads East

EL PASO. Tex., Feb. 19.—Barney Bros.* Circus will open here March 12 and head east. Two here cages have been completed at quarters and all trucks and modus have been overbuiled. Lawrence Cross, producing clown, is building props for the alley.

for the alley.

Joe Levine arrived from Bouston with
a new truck and top for candy atands.
Charles Cohn will be legal adjuster.
Raiph Noble will assist Tommy Arenz in Heigh Noble will assist Tunnny Arenz in framing the side show: Peggy Waddell and Matt Loursh are working stock and the side of the show. He of the show the side of the show. He of the show the side of the show. He will have be and Jack Eight drummer. "Ty" Cobb and Jack Eight drummer." "Ty" cobb said Jack Eight drummer." "Ty" cobb said Jack Eight drummer." "Ty cobb said Jack Eight drummer. "Ty" cobb said Jack Eight drummer. "Ty" cobb said Jack Eight drummer. "Ty cobb said Jack Eight drummer. "Ty cobb said Jack Eight drummer." "Ty cobb said Jack Eight drummer. "Ty cobb said Jack Eight drummer." "Ty cobb said Jack Eight drumm

Among recent visitors were Edna and Blackle Torrington and Willie Rawls and wife. Show colors will be blue, white and gold, Billy Dick postponed Blackle Terrington and Wille Bawls and wife. Show colors will be blue, white and gold. Bully Dick presponed when has been a cally value of Ranas Gily. Mo. on business for his value of the state of the

Lewis Opens April 24: Has 44 Trucks

JACKSON, Mich., Feb. 19. — Lewis Bros. Three-Ring Circus, under manage-ment of Faul M. Lewis, will open April 24 in Southern Ellinois. Big top is a 90 with three 40s, which was new last year. Side-show top is a 100 by 40. Menagerie top will be a 70 with two 30-foot mid-dles. Will house many new animals and will be under direction of Lee English.

Eight new trucks have been received, bringing total of show-owned trucks to 44. Steping trailers are being rebuilt and mounted on trucks, doing away with house trailers. Seventeen semi-trailers will be used and management will have

Costello.

Thirty-five folks are at quarters. William Dingley is in charge of work. Side show will be under direction of Let Daniels. Charles E. (Chuck) Moulds. secretary. has arrived and is mailing

contracts.

Dennis Williams and assistants are preparing the meals at quarters. Williams will be chief steward on road. H. L. Pilbert will be in charge of front door. Chief Red Cloud and tribe of Sloux will be featured in kid show and concert. Ray Milo also has been con-tracted for concert, which will feature Joe Mix and company.

WPA Business Good At Stauch's Arena

NEW YORK, Peb. 19.—The WPA Fed-eral Theater Project's circus closed its week-end run at Stauch's Arena, Coney Island, Petruary 13. Biz was excellent Bhow moved to White Plains, N. Y. where it appears under sponsorship of where it appears under sponsorship of 1024 Medical Corps. Manager O'Sul-livan has added two more men to the opposition brigade. This unit functions under Harold Sullivan, in charge of premotion and outdoor advertising. George Thorriton, midget in clown alley, who felt show several weeks sight to re-criter private industry, will be back on allow, reports Wenchell Goodwin.

15 Years Ago (From The Billboard Dated February 24, 1923)

Edward R. Litsinger, one of the prin-cipal owners of the United States Tent and Awning Company, was a candidate for the company, was a candidate for the company of the company with Sparks Cruss, he as equiperintendent with Sparks Cruss, he as uperintendent of inside tickets and she as a worker in a menage act., Morris Handler signed a menage act., Morris Handler signed to the company of the company feasor Archie, who formerly trouped with the Atkinson Show, was in the navy and stationed at San Diego, Calif. . Val Vino was engaged to lecture inside the Vino was engaged to lecture inside to company of the company o

and move weather than the control of T, Shodhim, 95, minated man who once trouped with the Barnim & Balley and Forepaugh circuses, died February 8 at Barrington, N. J. . . The Lordon Oirla signed with John Robinson Circus, Tessle Falkendorf, of Golden Bros. Circus, worked the leopard and puma act at the Fort Dodge (La) Indoor Circus at the Fort Dodge (La) Indoor Circus February 22-24.

Bobbie Warriner Injures Knee DETROIT, Feb. 19 .- Bobble Warrings

elephant trainer, was taken to Highland Park General Hospital Sunday suffering from an injured knee sustained in an rear whether the property of t

Donald.

One of the features of the show turned

out to be Chester Barnett's hind-dog, which did a walksround of entr stadium on its hind legs, being spotte sole. This act was regrettably emitted from the list in The Billboard last week.

Performers' Club

By CHRIS CORNALLA

CHICAGO, Feb. 19 .- Any member of the club knowing the whereabouts of the cuss knowing the whereabouts of Grace Di Ferno, known professionally as Honey Walters, is requested to inform ther that her mother is seriously ill al-ber home, 144 Bertha atrect, Pittsburgh Pa. Miss Di Perna recently rehearsed with a unit at the club and is supposed to be on the road with the show.

to be on the road with the show. Dave Winnie, of Winnie and Dolly, was badly joited when his rigging anapped while playing Redste Thester. Lucktly be is none the worse for his ex-

Bill Talent, of Talent and Merit, is do-Bill Talent, of Talent and Markt, is to-ing a single until his partner fully re-covers from her illness. He left last week to join a unit in the East. Harry and Ruby Haag have booked a few weeks of Indoor circus dates for

beir aerial act,
John Carmondy, manager of the Audi

John Carmondy, manager of the Avdi-torium, Sloux City, In., is contemplating ataging a spring feetival. Boyle Woolfolk is rehearsing a unit at the club. Roberts Troupe advice it is booked with a carnival for summer and fall season. Charife Rivel just closed with a unit. He stopped off at the club, then left for his home in Miwaukee.

By ROWDY WADDY

ROSE SMITH, cowgirt bronk rider, spending the winter in Dallas breaking a horse for a new trick riding number.

CHARLES BURTON is rodeo chairman for the Charro Days Picsta, which is to be held in Brownsville, Tex., February

FOG HORN CLANCY, press represent-ative for the JE Ranch Rodeo, at present handling publicity for Frank Wirth, will join the JE Ranch about March 15

BILL AND MARY PARKS, redeo con-testants, after being featured at the re-cent Chattanooga, Tenn., show, are vis-ting friends at Mountain Home, Ark.

LIEUT. J. RILEY WHEELOOK, leader of the JE Ranch Rodeo Indian Band, has been released from the Philadelphits Naval Hospital after a successful ap-

CLARENGE CORDRY, who furnished the Indians at numerous Western redeos hat senson, writes from Mission, S. D., that he is getting his dancers together for some of the early spring shows.

BUDDY MEFFORD, calf and fancy reper, had his appendix removed at the Riverside Heepstal, Manatee, Pla., recently and was driving his own car seven days after the operation. He is in Persuccia, Pla., with Mr. and Mrs. Vie Illackstone.

BUCK STEELE, who is wintering in Daytons Beach, Pis., has completed a new Liberty set, and it is reported that new Liberty act, and it is reported that his new menage and jumping horses will be ready for the senson's opening soon. Walter Davis and Coy Lee are assisting Duck at winter quarters.

PT. DODGE (Ia.) Municipal Band, under direction of Karl L. King, has been contracted to furnish the music at the rodeo to be held in Sidney, Ia., Dis summer under American Legion amplees, according to W. L. Englebart.

THE WILD WEST contingent featuring from Mrx and "Tony," is reported to be Gaying to capacity crowds in Havana. About 3,000 attended the opening performance of the 30-day event. Show's line-up also includes Bert Northrup, Herman Nowlin, Opal Woods and Art Keller.

CAPT. DAN FOX, of the Spotted Horse mop of the New York State Police, ac-CAFT. DAN FOX, of the Spotted Horse Troop of the New York State Folice, ne-companied by Mayor Frank Zuber of Norwich, N. Y., left last week by motor for a trip thru Texas. They will visit the Houston Rodeo and Pat Stock Show and be the personal guests of Reese Lockett, arena director.

COL. JIM ESKEW and son, Junior, left beir rapch near Woodstown, N. J. hast week for Houston, where Junior will be one of the feature trick ropers at the mote there. They were accompanied by George Ward, bronk rider. They will ware Col. Bekew plant to purchase sev-cral cars of wild stock for the coming fodes at Cleveland. rodeo at Cleveland

PLOYD (BLINKY) HUFFMAN, who pent the past sensor on Billy and Berrity Hartnett's Wild West concert with the street with the street was service as a clown with the X Bar X Banch Rodeo Company, is wantering in Warren. O. and playing theater dates in that territory. He advises that he would like to read some notes from Twx Turkened McCoy, Australian whipself with the street was the street was the street was the street with the street was the street w

TOMMY HORNER and wife, Mildred Mr. with Johnny Davis, report that they send that they have been send to send the send that they have been send to send the send that they send the send they send they send the send they send they send they send they send the

IT SEEMS THAT VIVING White, IT SEEMS THAT VIVIAN White, of Biogwood, Okla. is not content with bring the champion cowgirl bronk rider, a title she won at the Southwestern Exposition and Fat Stock Show last year, the recently loaded her trick horse in a trailer and went to Fort Worth, Tex. of demonstrate her ability as a fancy to demonstrate her ability as a fancy rider before Verne Elliot, who is man-aging the rodeo there again this year.

CONTESTANTS AND RODEO EM-PLOYEES: Get you Social Security cards before the spring and summer season opens. The United States Covernment says that you must have them not only roy of your own good but also for the pro-lection of your employers, who are liable to a suff fine and a year in federal prison if they permit you to work with-out cards. Any postmaster will be glad to give you say further information you desire.

you desire.

THE BEARMAS took their tell of riders at the rodeo neld in Phoenia, and the rodeo neld in Phoenia, the rodeo neld in Phoenia, and the rodeo neld in Phoenia, and the rodeo neld the rodeo ne fired Gold

SALT LAKE CITYS Covered Wagon Days, annual rodeo feature of the Pioneor Celebration held there, was placed on a five-year constant improvement on the Pioneor Celebration held there, was placed on a five-year constant with Producer Lee a five-year contract with Producer Lee Craner, of Shawmut, Mont., who staged the 1937 show Accordinger, including the 1937 show According to the 1937 show According SALT LAKE CITY'S Covered Wagon events as note national interest in acquire tion to furnishing an entirely new show with more redec stock than in 1837, new feature acts, new trick performers and an increased prize list.

Cowboy Troupe Does Its Stuff as Justice Waits

GEORGISTOWN, N. Y. Peb. 19.—The Churck Linn Cowboys, scheduled to appear the control of the cont involved and it was at first decided to continue ocut in another part of the building. Later, however, this decision to building. Later, however, this decision until after the conclusion of the show. The case was one which had aroused widespread least interest. Returning at Medicapter of the conclusion of the show. The case was one which had aroused widespread least interest. Returning at Another the Anow, so most of them decided to stay, with the result that one of the largest with the result that one of the largest with several the performance.

crowds ever assembled in this village witnessed the performance. At first the audience was inclined to be rather hostile, but as the entertain-ment proceeded this feeling wore away, when the curtain fell the spectators re-mained in their places and court re-con-tend at about 10:15 p.m.

Model Builders' Activities

ST. JOSEPH, Mich., Feb. 19 .- The new

ST JOSEPH, Mich., Peb. 19.—The new letterheads for the Circus Model Builders and Owners' Association have been received. A generous supply was sent to all paid-up members, and the properties of the properties of the properties of the circus. William R. Brinley, Meriden. Connected by the program over the Columbia network. Charles N. Sateja, Camden, N. J., who added to trucks to his circus. Becently N. J., who has new carvas for his show. Kenneth Audibert, Littleton, N. H., has added a model of the R. B. side-show. Kenneth Audibert, Littleton, N. H., has recently visited by Charles E. Doebler, Robert D. Good, Allentown, Pa., was recently visited by Charles E. Doebler, Reading, Pa. Doebler was visited by Sateja, who saw the former's Great American Circus.

ican Circus. The passing of Charles Bernard was noted with regret as he was a friend of

HARVEY A. MAYER

MAGAZINE PROGRAMS FOR THE FOLLOWING LEADING SHOWS

- Ringling Bros. & Barnum & Bailey Combined Shows
- Al G. Barnes
- Cole Bros., with Clyde Beatty-Ken Maynard
- Robbins Bros. (Cole Bros.' 2d Show)
- · Col. Tim McCov Real Wild West Rough Riders of the World

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TEINHARDT, STEINHARDT, SALT Medible Arts, Espate, N. Y.

Broa. Circus.
Bert Backstein. Decatur, Ill., recently
presented a model of the H-B hippo den
te Raiph H. Miller. Memphis. Tenn., and
to Raiph H. Miller. Memphis. Tenn., and
St. Joseph. Mich.
New members are Charles A. Davitt,
Springfield, Mass.; Burtis L. Wilson, Chicago, and George B. Hubler. Dayton, Oi-

N. Y. Garden Rodeo To Run for 24 Days in '38

NEW YORK, Feb. 19.—Frank Moore, general manager of the annual Madison Square Garden World's Championship Rodeo, announced this week that the 1938 edition of the big cowboy show 1938 cdition of the big cowcoy show would give 33 performances in 24 days. This is an increase in the Carden en-gagement, runs for the last four years having been 19 days with only 26 per-

formances.
Total prize money will amount to 543,290, Moore said, and bulk of stock will again be supplied by Everett Colburn and Harry Knight. Additional details, including appointment of judges, staff men and buying of sets, have not been accomplished as yet.

Rogers Tent. CSSC. To Initiate Five

PETERSBURG, Va., Peb. 19.—The Will Rogers Tent, Circus Saints and Sinners, of this city, will convene next Monday night and five neophytes will be given

They are State Senator Robert Daniel, P. H. Allen, S. H. Northington, W. Joe Allen and Dr. A. L. Seay.

Workman's Costume Ball At Richmond, Va., Feb. 28

RICHMOND, Va. Feb. 19.— Regular meeting of the W. W. Workman Tent, the property of the W. Workman Tent, the property of the W. Workman Tent, the property of the Person of the Workman Tent, the Constant of the Constant of the John Manthall Hotel Roof Garden.

DENNIE CURTIS-(Continued from page 40)

The passing of Charles Bernard was noted with repret as he was a friend of charles in the control of the contro

Hale Brons' Circus. Clistence Freder, Johnstown, Pa., will ART MIX CIRCUS & RODEO be a big abow ticket seller with Code WANT'S WANT'S

where T. Tell all flat where or letter. Dee collect; we've had that. Tell all. Added B. WESE, Molland Hots!, Orang, Yer.

FOR SALE

TERRELL JACOBS GROTTO CIRCUS

FOR SALE

28 SCOTCH HIGHLANDER BAND UNIFORMS. truck. BARGAIN. BOX 1414, Wichita Falls, Tex.

BOX 1414, Weens Fem. TraBOX 1414, Weens Fem. TraBOX 1414, Weens Fem. TraBOX 1414, Weens Fem. TraBOX 1414, Weens Fem. Miles be Love
Box 1414, Weens Fem. Miles be Love
Box 1414, Weens Fem. Miles be Love
Box 1414, Weens Fem. Miles Box 1414, Weens

For the concert, in charge of Lou Del-more, Curtis has the Norwich Twins; Cliff Thompson, giant, and the "Miracle Man."

A special show train of 10 cars leaves Chicago for the Twin Cities next Saturday morning.

C. SPRINGS P. B. AGAII

Mayor Moves For Holiday Biz

Amusement interests tickled over latest sign of activity for early season

ACLIVITY OF CARTY SCASON
ATLANTIC CITY Cos. 10-With the
same suddenness with which he ordered
seed to the comment of the comment of the convention hall and ordered full speed
shead in the preparation of reams of
publicity and pictures for Washington's
Birthday and Easter. Louis F. Cunninghum, who succeeded the late Eurry Reamain, who succeeded the late hardy re-mick as publicity chief and who was in charge until the bureau was closed in December for "conomic reasons." was reappointed by the mayor, quashing the es of a balf dozen aspirants.

hopes of a bait doeen aspirants.

Atlantic City Auditorium thru Publicity Director Mail Dodsen, announced a big program of spring activities to a big program of spring activities to val for the 12,000 school teachers in town for a convention. Vers Hruba will star in the carnival, which will be related to the convention of the convention of the programme of Lucky Teter and a field-day meet with about 6,000 participating. Washington's Birthday, coping early in those will get us special proparations.

Amusement interests see in reopening of the press bureau renewed hope for apring activities and bringing of addi-tional week-end crowds which they had all but given up as a lose. The mayor has been receiving congratulations upon

Permit Given More Features for Tuscora For New Pier

Brigantine site selected by Fedullo, who plans a night spot as feature

ATLANTIC CITY, Feb. 19.—Brigantine, the small island next to Absecon Island on which is situated Atlantic City, is expected to have a new 600-foot amuseexpected to have a new 600-foot annuse-ment pier over the ocean this summer. City council approved the project on Pebruary 14, and Emil Pedullo, who made soon. For the past five years he as conducted a faising pier in Brigantice. Pier will be of modern construction and feature will be a hight club at the ocean end. Garden Pier tried the idea ones but did not put it over with any

great success.

Brigantine's liquor ordinance would not allow an additional literase, but be-cause the pier is considered an improve-ment to the island and would provide additional revenue it hopes to pull from Atlantic City, city council amended the ordinance to allow operation.

Urges More Hotel Bookings

ATLANTIC CITY, Peb. 19. — Botels were urged to go further into the entertainment field in booking good attractions, orchestras, special musical talent and novelties this week by George E. Times, before Atlantic City Hotel Sales Managers' Association. He declared this necessary to keep pace with the new tempo of the vacationiat who wants his vacation hours creaked with as much suntenniat as he can get.

BHINELANDER, Wis .- Leaving here on March 19, Joseph Mercedes, "Wisconsin's Ambassader of Good Will," will again tour the Middle West in behalf Wiscon-sin's Beart o' the Lakes. Carried in a sin's Heart o' the Lakes. Carried in a log-cabin trailer will be many specimens of the Badger State's fish and wild life.

Monday Holidays

ATLANTIC CITY, Feb. 10.—Utopia for sesside resorts is visioned in a bill introduced in the Legislature by introduced in the Legislature by the control of th fall in the middle of a week they are tiseless as far as records are con-cerned, it is contended. But the fact that Legislatures in other States may not take to the idea apparently has been forestien. been forgotten.

Michigan Flood Waters Routing Park Residents

DETROIT. Feb. 19.—Thousands of scree in Shelby and Harrison townships of Macomb Country, east of Detroit, were of Macomb Country on the Property of Harrison townships were moved out of Swiss Valley, Rannon and Pulsaka amusement parks when that area became intindated.

A canal bridge near Utica and a bridge

A canal bridge near Uttoa and a bridge near Schoenherr road and 15 Mile road were washed out.

Mile Toute to the second of the second of the Parprounds was flooded when Ionia-Portland areas were affected. Grand River at Ionia stood at 18.1 feet and still was rising, while rainfall there reached 2.53 inches.

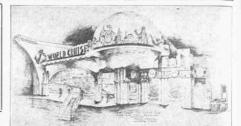
NEW PHILADELPHIA. O., Peb. 19— Dance partition in Tuscora Park here is being puinted and new appointments added for a series of dances in April before the regular aumner essaon. Series of the properties of the partition of the cling bands and district orchestrus. Other park improvements will include new run features before opening on Decentation Decentation Decentation.

Cuba May Aid Zimmy Swim

HAVANA, Feb. 19.—Charles Zimmy, noted legless swimmer who swam down noted legious swimmer who examiny, the Hussen Siver from Albany to New York last summer, is here to attempt a swim from Havans to Manni, Pla., thru a sea infested with sharks. He has been promised help from the Cuban government, which is expected to send a patrol boat with him.

Wagner To Push Building

DETROIT. Peb. 19.—Henry Wagner, manager of Eastwood Amusement Pair here, is expected to return soon from the progressing well and new construc-tion and rebuilding are expected to take on added impetus on his return, with





OLD AND NEW ARE STRIKINGLY SHOWN in the reconstructed Old Millin Glen Rebo (Md.) Ammiement Park. Above: New front of renamed World Crute, designed by Edward Scheeppe, Philadelphia architect, of Accounting the Committee of the C

Paris Men To Bid For Space in N. Y.

PARIS, Peb. 14.-Louis Bernt, wellmown Franco-American park show is headed for New York to seek concessions in the amusement zone of the New York World's Fair of 1939. With M. Faure, Paris showman, he has secured a hie collection of wax-works figures depicting Paris night life and hopes to find a spot for setting them up at the

The figures are unusually lifelike, it is said, many being mechanically operated so as to give illusten of life. Collection has been one of the attractions at Moulin Rouge dance hall, Montmartre, and depicts in realistic fashion night life of Paris.

of Paris.

Harry G. Traver wound up his affairs in the amusement park of the late Paris International Exposition and is also headed for New York to seek concessions. for rides and other attractions at the

pier out over the ocean as an anuicement center, who passed away in his sleep it received the property of the control of the rusary 15, aged 27, hef gone south lost autumn following close on met haud over which he presided at Young's ager C. A. and Mrs. Hill, of the Pir-attended the funeral in West Faim pier, which be built fin 1008, sent a larg-floral offering, as did many others in all walks of time. all walks of life. In 1888 be-joined Stewart McShm in starting Victoria Skating Rink and a Merry-Go-Round at South Carolina average to the starting the starting the starting the starting to the starting the starting that was then Applegate's Paulion and enlarged it into a pier. Captain Young was cautioned that atom a structure would be swept away by the ocean However, he pushed the pier far out and had a theaster, roller rink, side above 250.

other attractions.

It was here that Belasco opened It was here that Belasco opened his Music Master with David Warfield in too stellar role. This pier burned in 100 stellar role. This pier burned in 100 had previously started the pier further down the island which is now known as Young's Million-Dollar Pier, opened auminor home, known as No. 1 Atlantic Ocean, where the great of the their rich, political and social worlds galactic of the pier of the

Young Death

Takes A. C.'s

ATLANTIC CITY, Feb. 19 .- Capt. Jo.

pter out over the ocean as an amusement

Young, credited with having been to demonstrate practicability of

Pier Pioneer

MILPORD, Conn.—Leo Weitersbach II building a zoo here which when completed and stocked will cost \$100,000. Emphasis will be placed on breeding and development of anti-venom serum.

New Front of Glen Echo World Cruise Transforming Old Mill

WASHINGTON, D. C., Feb. 19.—Reconstructed Old Mill in Glen Eche (Md.). Amusement Park, renamed the World Cruise, has been practically completed for opening of the 1938 season on April 16, said Vice-President and General Man-16, said Vice-Fresident and General Man-ager Leonard B. Schloca, who declares the work shows emphatically what can be done by changing a park building front. "This new front is of such originalty would be worthy of a place at the New

York World's Fair or Golden Gate Exposition in San Francisco," he said,
"Cost of this reconstruction is about
\$8,000. In its prominent location it
will be one of the features of the park
and greatly add to the scenic beauty of

and greatly add to the scente beauty of the entire complement of attractions." The new front was designed by Edward Schoeppe, of Alexander. Becker & Schoeppe, Philadelphia, and built under supervision of Joseph H. Hart, park su-perintendent.

The Pool Whirl

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

Flashes and Splashes

Flashes and Spiashes
An excitiste flash unconvered by this department concerns plans now being considered for the Janteen awim-suit people to go in with the San Francisco fortun for the fortunent continum for the fortunent fortunent continum for the fortunent fortunent for the fortunent continum fortunent for the fortunent is made of clear glass and you'll have mother look at swimmers. The crowd is made of clear glass and you'll have conter look at swimmers. The crowd cance you along and you go up a ramp the right or left and right alongside you you can look thru glass again at

or you you can look thru phas again at seriamers.

If you get a look at a swimming pool such as Hollywood never saw or drawned with a seriament of the serial pool such as Hollywood never saw or drawned the serial pool of t

All of which certainly sounds startling.
Understand that if the Jantzen crowdwite the idea the fair authorities intend to go shead with the crystal plunge.

Women's swimming and diving team ergresenting Broadwood indoor tenk. of Feilly, swam against the Dragon mer-mula of St. George inclosed pool, Brook-ers, and the Broadwood of the St. St. St. St. It marked the first turn law voic. It marked the first turn law too into competith in New York and may mean continual intra-city meets, the discontinuous of the Control of the properties of the Control of the control of the Control of the Control of discontinuous control of the Control and Moseley, St. George menter, was shall Moseley, St. George menter, was that the men's team of Broadwood tank that the men's team of Broadwood tank that the men's team of Broadwood tank will journey from Philly on March 7 to compete against the Brooklyn mermen.

Newspaper Co-Operation

Duilies on the West Coast, which have ben most co-operative in Learn-To-Swim cumpaigns and similar wwim-pool pro-cutous, are said to be ganging up and efusing to give my further assistance. Patal H. Huedepohl, who has run over so half h. fitted and aquatic-tessors and aquatic-tessors and says with achoes and aquatic-tessors and achoes to the up The San Francisco News for his coming annual Learn-To-Swim promotion for Sutro Baths in that city, promotion for Sutro Baths in that city, it seems the four newspapers have made an agreement covering all types of pro-motions and have tabood swimming schools, along with cooking schools, food omenatrations and style pages and other types of promotions where advertisers

ELI FERRIS WHEEL FOR SALE

Park type, with 35-H. P. Elec. Motor and Starter, New Diamond D Clutch. \$500.00 f. o. b. present location. Buyer can secure lease in present amusement park, which closes with Fair. Address BOX 1006. Atlanta, Ga.

SEASIDE HEIGHTS POOL & CASINO ON THE BOARDWALK

Con too three or four Rides: also legitimate Con-celema and Attractions. Big conside every day, four 11,000,000 become to draw from Euroci II Finnes 2000L on Jerser Coast. Write or win

C. M. HEFELFINGER, Manager

SAVIN ROCK, CONN.

JAMES T. COLLINS.

the in with the editorial material. Natu-ship in his work of the control of the country of the

Dots and Dashes Dots and Daskes
Doris Barker, daughter of Dr. R. M.
Barker, Seattle, who specializes in study
that the seather of S called international clinic last fall in Chicago.—So interesting was the meet-Chicago.—So interesting was the meet-ing, which included discussions on New Developments in Red Cross and Y Life mer copputation in discovering by the Searing, Jacket Development in Pool Operation, Latest Phocoles in Training Sentimers, Dising Production and Messachusers Disting Production of the Pool of the P sylvania in a record field for a non-champlionship tourney—Louis Vogel, who runs Natacorium Park, Spokane, Wash, the property of the control of the con-tract was a charge spin municipoda inter make a charge spin municipoda Seems his plunge has been in operation since 1909, but that, since the city operad live free outdoor pools, considerable biz her better the control of the city park board to make a charge at city park board of chain like the city park board of chain like when the control of the city park of charge the city park board to make a cherge at cherge at cherge at cherge at cherge at the control to the cherge at cherge at cherge at cherge at cherge at the cherge at cherge at cherge at cherge at cherge at cherge at the cherge at cherge at cherge at cherge at cherge at cherge at the cherge at cherge at cherge at cherge at cherge at cherge at the cherge at cherge at cherge at cherge at cherge at cherge at the cherge at cherge indicated to him that it other cities must admission prices it might be in favor of ching libewise... So here's wishing of ching libewise... So here's wishing Laupheimer, New York smateur awim flash, who has been basking under the Florids sun, returned in time to compete lin Downtown A. C. pool. New York City, Lest work.

Big Akron Building Program Under Way

AKRON, Peb. 19.—An expansion pro-MKRON, Peb. 19.—An expansion program to cost about \$100,000 has been started by Summit Beach, Inc., operator of Summit Beach Park here, said Frank Raful, managing director. It includes installation of the following, to be ready about May 15: Streamlined high ride, costing \$50,000: Aerial Except; representing an investment of \$15,000, new 221 Wasel and Miniature Bailroad with streamlined engine and cars, plus 1,000

feet of track.

The new Coaster, providing a ride of 3,000 feet, will be 80 feet high. Foundations are being sunk and fumber in expected soon after March 1. Jack Easter, who has supervised construction of numerous high rides, is in charge, It will be insided in sluminum paint. Negometric construction of numerous high rides, is in charge, it will be insided in sluminum paint. Negometric construction of the coast of the we took a gamoic bat season and a tendance convinced us that Akron wants a real amusement park," said an exer-utive. Attorney James V, Saryer is president and Allen T. Simmons, former theater operator and owner of Station WADC, is vice-president.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Bingo goes on at many places that otherwise would have been closed during winter months, and thru this source a lot of extra coin and thru this source a lot of extra coin has been reaped. Russell Kruppenback, president of Quoena Weeld's Fair Club, inducted is new members at the last not considered to be members at the last organization's fight against any grift organization. Marcal populary of the factor growing county in the nation, is erecting theaters in proportion to its expansion. Walkstham in Asteria is doing surprisingly well, and if it ap-face LONG ISLAND on page 43)

american Recreational Equipment Association

By R. S. UZZELL Dudley H. Scott, of the Humphrey Company, in going the rounds with his

excellent camera, not only gets views of devices and attractions that appeal to him as having merit for Buelld Beach, Cleveland, but also is taking views of the principals of amusement concerns as he sees them at work in their places of husiness. He is collecting history while it is being made.

George A. Hamid, our president, was a Albany last week attending the New York meeting of fairs, else a meeting of the executive committee of AREA would have been beld, It will now have to go over to the week following Pebruary 20. This premises to be as important as any executive meeting for pursant as any executive meeting for years because, smong other things, AREA nembers' participation in New York's World's Pair will be up for discussion. Our memberahip drive and settlement with the national association on the last exhibit are other live topics.

More Spanding Seen

Ploods in up-State New York, the Middle West and California have done no great damage as yet to answement parks, but unless storms and rains cease in California there is likely to be heavy damage there. In the East snow is melted and washed away, so here along the Eastern scaboard we are safe at this writing.

If the prospective home building gets If the prospective home building gets under way in March we are entrely going to have some money in circulation. An arralload in the market will put the railroad in the market will put the railroad in the market and equipment. Belargement and equipment and equipment and the state of the railroad in the work when the work will put thousands of title men to work, but who knows when and to what extent? Newson was and to what extent? Newson we will be a state of the work who was a state of the work who was a state of the work when we will be a state of the work when w theless, movie, hockey, winter sports and boxing are enjoying a good volume of

A city which has had two or A city which has had two or more unuscement parks and finels steelf with one only will see to it that the are strongase and independence, with an advance for all services rendered. Such a policy only invites another amusement park for the locality, A butcher long age solved such procedure. His prices iong ago solved such procedure. His prices were reasonable and his services unfailingly considerate and human whether he had one, many or no competitors. He invariably survived all depressions and calamities when all of his connetitors folded.

Service Is Paramount

Euclid Beach, Cleveland, and Glen Echo, near Washington, are conspicuous examples. Like a good press agent, they exist to serve. One press agent thought

his favorite brand of Kentucky whisky would always get him by the city editor. He soon learned that the blue-pencil man is not paid to drink any brand of whichy but to procure and mass on the news that people want and expect.

We don't hire a young college man We don't like a young college man because he crashed a football line-up or sprinted around the end. We have no football to play. An anusement park is a puble servant like a muit carrier; it mixed deliver to exist. Simple, unit; it was a constant of the parket of the house of the parket was produced in the parket of the par

J. Figens Peace has come thru and will manage a park again. Health is not valued until once impaired, and not too enaily repaired once broken. Watch your step now, Gene!

your step now, Genel Edward I. Schott, of Coney Island, Cincinnati, is chairman of the committee of the committee of the committee of the committee of the control of the c

3 NEW DEVICES

LUCKY KICK

THE DONKEY BALL GAME Sensation of

The Chicago Convention

U-RIDE-EM

Galloping Mechanical CYCLE HORSES

PATEMATER

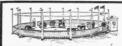
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W. F. MANGELS CO., Coney Island, New York



The New EZE-WAY All Electric FROZEN CUSTARD MACHINE

thunisatic over it. Make money by saving as seal as by operating. Many orders coming in-don't dalay if you want spring delivery. Hard three used NU-WA ice jobs for sale. Also making hi-grade Sno-Ball

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N. Y. JUBILEE MEET IS BIG

Bad Practices Cited by Noves

Commissioner hands delegates food for thoughtnumerous contracts made

NEW YORK. Peb. 19.—Convening in the Twn Eyck Hotel here on Tuesday, the golden jubilee meeting of New York State Association of County Agricultural State Association of County Agricultural Societies wart down on the records as one of the most successful and heavily attended sessions in the 80 years of asso-ciation history. Headed by Commissioner Holton V. Noves, State Department of Agriculture and Markets, the program for the program of the program and representatives of fields allied to fair business.

commissioner Nores, in principal address of the afternoon session, warned fair managements of practices and policies being followed in some instances to the detriment of all, and found fault the detriment of all, and found fault (See N. Y. JUBILES on page 48)

Art Censorship Is Invoked By Connick for G. G. Expo

SAN FRANCISCO, Feb. 18 .- Art figures SAN FRANCISCO, Feb. 19—Art figures for the 1283 Codden Clate Exposition for the 1283 Codden Clate Exposition Francisco Codden Clate Codden Cod

"The architectural commission can se its judgment on them, too," said mnick. Bufano's models are of a nude Connick connics. Building modes are of a nucle man, rather Egyptian in type, and of a woman who has a robe of quaint design which reveals much more than it con-



H. W. (DICK) NOLEN, re-H. W. (BICK) NOLEN, re-elected secretary of Foundin County Fair, Benton, Ill., board of which is credited with having advanced that annual from "fust another fair" to one of the best in Snuthern Illinois. A lamiliar figure at fairs in the territory, he pads time anded from his business and accretarial duties to business and accretarial duties to devote to starting racing with widely known efficiency.

Benefits Seen By Officials in N. Y. Extension

ALBANY, N. Y. Peb. 19—The 1930 New York State Fair, Syracuse, will run two weeks. A week's duration has been the rule in the past, Announcement of extended dates was made by Commis-sioner Holton V. Noves, department of griculture and markets, following con-ferences with Dr. Albert L. Brown, fair days and the property of the property of Colicials sext he langer then will review

Officials say the longer time will make it possible to vary exhibits to eliminate overcrowding, induce manufacturers to (See BENEFITS SEEN on page 48)

Additional Aid Promised Boards In Louisiana Means Free Gates For All Except Two Big Annuals LAPAYETTE, La., Peb. 19.—Harry D. wilson. State commissioner of agriculest in their fairn supportations by gates in the natural meeting of Louisians and police juries, to justify the remusts.

gates at the annual meeting of Louisiana State Association of Pairs in the audi-torium of Southwest Louisiana Institute here on February 11 a considerable in-crease in State aid, bill for additional funds to be passed at next session of the Legislature. Thru this aid Mr. Wilson Legislature. Thru this aid Mr. Wilson plans to have all fairs, except the State Fair, Shreveport, and South Louisiana. State Fair, Donaldsonville, adopt a free-

State Fair, Donaldsonville, adopt a free-pate policy.

Apportionment of additional funds will be on a ratio basis, fairs to be graded as to quality of exhibits, service rendered and other factors to be con-sidered. Commissioner Wilson told that delegates that in applying for an in-

ESE Chalks Up Big Operating Period in '37: Execs Renamed

SPRINGFIELD, Mass., Feb. 19. - At SPRINGUELD, Mass, Feb. 10.—At Eastern States Exposition's annual meeting here on Pebruary 7 it was reported that 1857 was the best operating pear of the pear of t

Wells, Clinton Progressing

CHICAGO, Peb. 19.—Teby Wells and Bert Clinton, operators of Performers' their recent trip to the Blinois fair convention in Springfield was productive of much good. They report that their bookings are well ahead of last years and the 1938 season's outlook is very and the 1938 season's outlook is very

e requests.
Delegates numbering 57 represented 23 fairs and an almost (See ADDITIONAL AID on page 48)

Cuban Expo Opener Good

Mix troupe draws capacity stands-placing of exhibits on grounds delayed

HAVANA, Peb. 14.—Large attendance marked opening of the first annual Cu-ban National Industrial Pair and Exposition, February 12-March 12, altho some exhibits had not been placed and some small construction was going on Concession games and coin-operated (See CUBAN EXPO on page 49)

Utah W. F. Body Selected

Salf Lake Giff, Feb. 19.—Governor Blood named E. O. Howard, Salt Lake Frank M. Browning, Ogden, chairman of the West Coast committee, and Errest as finance officer, in charge of exhibit at the East and West Islam next year. Paly In Salt Principles and \$37,500 fer July In San Principles and \$37,500 fer a New York exhibit. E. J. Fjelderd, ser-relary of Ogden Chamber of Commerce February of Ogden Chamber of Commerce and manager of annual Ogden Live Stock Show, has been recommended to direct live-stock activities of the San Francisco



SOME OF THE DELEGATES AT ANNUAL MEETING of Louisiana State Association of Fairs in Lafayette on February 11 were photographed on campus of Southwest Louisiana Institute, which was host to the convention. Third man from the left, front row, is R. S. Vickers, Donaldsonville, pust secretary-treasurer; fourth man, P. O. Benjamin, Tallulah, new secretary-treasurer. Next men in front row, left to right, President Harry D. Wilson, State commissioner of agriculture; William R. Hirsch, Shreveport, vice-president; President William Boerne, South Louisiana State Fair, Donaldsonville; Frank B. Joerling, The Billboard, St. Louis; Art Briese, Thearle-Duffield Fireworks Company; S. B. Doyle, World Exposition Shows; Dr. H. J. LaFarque, president of Sulphur Fair, and Cliff Liles, head of Park Amusement Company.

More Women's Work for Utah

Fem participation stressed at annual session-Dewey re-elected president

SALT LAKE CITY, Peb. 19.—C. J. Desey. Trementon, was re-elected president of the Association of Utah Faira bere at annual meeting on February 11 in the capitol. A. E. Smith, Nephl, was re-elected vice-president and Martha E.

Gibbs secretary.

Mr. Smith was re-elected for three years on the board of directors; Mrs. D. years on the board of directors: Mrs. D.

w. Mofflat, Murray, and Mrs. Pearl
Runsaker, Honoyville, were named directors, succeeding E. J. Fjeldsted,
Ogden, and L. R. Robert Turner, Morgan.
Election of the first woman board
members was reflection of a new empha-

Election of the first woman board rembers was reflection of a new emphasion of the main addresses were by Mrs. Neille C. DeGraff. Heber City, who said, in part of the main addresses were by Mrs. Neille C. DeGraff. Heber City, who said, in part of the women's division to may half a fair." She outlined the women's division of Wassteh Country contended that any country in the State outle equal it. Wassteh fair had 600 enabled for work 1,250 of mediework, and the said of the control of the country for the country of the country for the coun

State Pair here, and Governor Blood preced the managers.

Dies were set for Utah Junior Livenock Show, Spanish Port; Ulintah Basin neuck Show, Spanish Port; Ulintah Basin Pair, Particular Spanish Port; Ulintah Basin Spanish Port; Diese Pair, Particular Spanish Pair, Pai

Koenig Is New Head Of So. Texas Assn.

DORNER, Tex. Feb. 19.—officers were elected and dates set for a number of iaira at annual meeting of South Texas. Fair Association here on February 7. G. Gent; i. A. Schraeder, Boerne, Vegenstein, and George J. Kempen, Sentil, was re-elected secretary-treasurer, sentil, was re-elected secretary-treasurer, before 1939. Talks were made by G. B. Robertson, Conzales; Ere F. Juenke, Fredericksburg, and Faul Holckamp, Secretary States of the South States of the States of the South States strick, Valley Shows; Ira Burdick, Harry Schiger, All-Texas Shows; Doc Growler, Ender M. Lennor, Crowley Shows; McLennor, Crowley Shows; Oc. Gorales, R. I. Hickman, Paul Hole-kimp, John F. Kutner, L. A. Schraeder, L. J. Gregory, Boorne; G. A. Koenig, H. M. Witting, E. A. Giese, William Bermes, Leyrange, George H. Prause, Yoskium; Leyrange, George H. Prause, Yoskium;

WANT MORE REVENUE for YOUR ORGANIZATION? Read

"BINGO BUSINESS"

A Column About Bingo In the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Eric P. Juenke, Pelix P. Sanger, Edward Bierschwale, O. H. Burgdorf, Fredericks-burg; J. H. Mayes, Floresville; A. M. Brauer, San Antonio,

Added Attractions Tilt Martime Biza Demand Expansion

AMHERST, N. S., Feb. 19. — Altho Maritime Winter Fair here several years ago had to be suspended for two seasons because of financial difficulties followbecause of minnens difficulties joilow-ing below-par patronage, directors now find it essential to have larger quarters. More attention is to be paid to enter-talmment and midway structions and

tainment and midway attractions and more space will be necessary. Directors have a plan to finance ex-pansion, involving about 100 per cent more space for the 1638 fair, and dele-gations from the board will interview government representatives of Nova government representatives of Nova Scotia in Halifas, Prince Edward Island in Charlottetown, New Brunswick in Fredericton, and of dominion govern-ment in Ottawn, seeking financial help

ment in Ottawa, accking financial help for new buildings.

The 1937 fair was unusually heavily attended on its five days, at in proposed attended on its five days, at in proposed building image by a ready this year. More building image be ready this year. More attention to midway and other enter-tainment has been given since revival than before suppersion and with excel-tance of the property of the property of approves the practice lief capture. approves the greater interest in midway and acts. C. F. Bailey is president and A. W. MacKenzie secretary-manager.

Morris Heads Hoosier Loop

HUNTINGBURG. Ind. HUNTINGBURG, Ind., Fen, 19.— Charles Morris, Salem, was elected presi-dent; Chifford Steele, Princeton, vice-president, and J. F. Overbeck, Hunting-burg, secretary-treasurer, of Southern Indiana Pair Circuit here on Pebruary 11, when dates were set for Spences County Pair, Rockport; Boonville Pair. Dubola County Pair, Huntingburg: Washington County Fair, Salem: Har-rison County Fair, Corydon, and Gibson Washington County Fair, Salem; Har-rison County Fair, Corydon, and Gibson County Fair, Princeton, circuit members, Delegates were Ben Curtis, F. J. Fella, Rockpert; Albert Derr, Charles Roberts, Boonville: W. E. Struckman, Mr. Over-Boonvine: W. E. Struckman, Mr. Over-beck, Huntingburg: Mr. Morris: Dr. L. B. Wolfe, Corydon; Mr. Steele, W. H. Rheinhart, Princeton. Visitors were Mr. and Mrs. W. C. Senjor, Gua Sun Ex-change, and Carl Wolfe, Ohio Valley change, and C

Fair Grounds

FORT WORTH, Tex,-Management of Southwestern Exposition and Fat Stock Show and Rodeo to be held here is look-Show and Rodeo to be held here is look-ing forward to a big day when 20,000 ing forward to a big day when 20,000 in the property of the prope vertising trips sponsored by the Round-Up Club.

WATTSBURG, Pa.—Wattsburg Fair Association directors in annual meeting voted to continue with grand-stand shows and night attractions, which have proved exceptionally popular in the past

OLNEY, Ill.—Prospects for the 1938 Richland County Fair here are best in years, reports Phil H. Heyde, as this city is in center of a new oil field and pop-ulation has increased more than 5,000 in the past seven months.

CINCINNATI—Marie Rane, Dundee, Scotland, was here on Pebruary 12 in the interest of the Empire Exhibition to be nold in Glasgow this year, and to invite Mayor James C. Sievart to attend the exhibition. She spoke over radio and before several organizations.

YOUNGSTOWN, O .- Construction of aree buildings on Canfield fairgrounds three buildings on Canneld fairgrounds of Mahaning County Agricultural Society, is under consideration. Officials said increased, patronage last year prompted plans for an industrial building, draft-horse barn and 4-H Club wing.

Fair Elections

MT. STERLING, Ky.-P. M. Allen was elected president of Montgomery County Fair and Rating Association.

LAPAYETTE, La.-State Senator LAPAYETTE, I.S.—State Senator Es-teve Martin, Carenco, was elected presi-dent of the new Southwest Louisiana Mid-Winter Pair Association, which re-places annual Mid-Winter Pair of Lafayette. Seventeen parishes are represented on the board, which includes Moise Krantz, vice-president; E. W. Stagg, sec-retary; Gordon Dugal, treasurer.

RUSSELLVILLE, Ark. - Pope County Fatr Association, organized here on Feb-rusry 11 with 75 members on the bear-of directors, elected County Judge M. L. of directors, elected County Juage M. L. Turnbow, Russellville, president; Mrs. H. G. Carpenter, Major Charles M. Howell, W. B. Langford, W. F. Vaughn, Mrs. Frank Whitaker, vice-presidents; E. W. Hogan, secretary-manager; Moore, treasurer, Van A. R.

DONALDSONVILLE, La.—Directors of South Louisiana State Pair Association re-elected L. A. Borne, Raceland, presire-elected L. A. Borne, Raceland, president, and nomed Harrison Young. Gon-neles, secretary-manager to succeed R. S. Vickers, who resigned atter 25 years as Charles E. Schwing, Plaquenin, were re-elected vice-presidents, and Norbert Delatte, Donaldsonville, treasurer, President Gont Borne named Julius Du Pont. Gong De La Berting and Schwing Plaquenin, were committee.

WATTSBURG, Pa.—Waitsburg Fair Association re-elected C. A. McDannell, president: A. C. Harwood, W. O. Barwood, vice-presidents: Harry Burrows, secretary; Earl Baldwin, treasurer; Frank Chaffee, superintendent of privileges; Dennis M. Allen, general superintendent.

LYNDEN, Wash .- A. E. Rusco, manthe past four years, was re-elected.

BUTLER, Ps.—Coal, Oil and Iron Cir-cuit, in annual meeting here, elected W. A. Boyd, Stoneboro, president, and George A. Mitchell, Butler, secretary.

Street Renamed for Fat Stock Show at Houston

HOUSTON, Feb. 19.—Advance teket sake under direction of Nat D Rodgers altion here by the programmer of the Property of the Pro Show Boulevard, and the Bill Hannes' Shows, with 10 rides and 11 shows, will occupy several blocks of the street and of the street and the street and and an external place. Katherine Duffy's Rense of the street and the street and the street and an external cube street when nightly. Joe D. Hughes, heading the \$50,000 championship rodeo and horse show committee, announced and forme show committee, announced compacts. Show Boulevard, and the Bill Hames

Publicity has been concentrated to a 200-mile radius thru 215 newspapers. Auxiliary structure costing \$100,000 has been built to house stock. Merchant and industrial exhibits will be featured.

Ernie Young Sets New Mark in Early Season's Bookings

CHICAGO, Peb. 19. - Contracts for grani-stand abous have been made for almost twice as many fairs at this early date as have ever before been booked as have ever before been booked as have ever before been booked as the control of the

Monticello and Creaco, and in Mineseta St. Charles and Owatoma.

Also in the schedule are fairs in Huron, S. D., Crand Forls, N. D. Jackson and Kincaville, Tenni, Jackson, Miss., Premonl. O.; Hart, Marquette and Barberton, Mich.; Amarillo, Pex., Du Quoin, Salem, Mich.; Amarillo, Tex., Du Quoin, Salem, Mich.; Amarillo, Tex., Du Quoin, Salem, Mich.; Amarillo, Tex., Du Quoin, Salem, Mich.; Mineseta, California, Calema, Barkatoon, Regima and Winnipeg, Can.

Baskatoon, Regima and Winnipeg, Can.

FOND DU LAC, Wis.—Fond du Lac County spent \$25,950.23 between Peb-ruary 2, 1936, and February 2, 1938, for faingrounds projects, including a new athlette (field, repairs to merchants' building and other improvements.



CARNIVAL WANTED KOSSUTH COUNTY FAIR

ALCONA, IOWA SEPTEMBER 5-6-7-8-9 Also for Celebration, July 3-4 Concessions must be clean. Give details. E. L. VINCENT, Algona, Iowa. VINCENT, Secy.,

THREAT RICHLAND COUNTY FAIR OLNEY, ILL.

In the Center of the New Oil Field.

Will be need September Bith to 10th, Inclusive,
Will like to have from high-class Centrals with
12 or more Rides and the same number of
meriterbus Shows. Concessions must be clean. If

"AS OTHERS SEE US"

(CANADA "SEES")

This year's (1937) were far superior to any that have ever appeared at the Ottawa Exhibition, H. H. McELROY, Central Canada Exhibition, Ottawa, Onf.

Thank you, Mr. McElroy and Ottawa.

We credit a large part of our success to the excellent acts furnished by you. We are pleased with your courtesy and service.

C. L. SYPHER, Fredericton Exhibition. Fredericton, N. B. Thank you, Mr. Sypher, and Fredericton

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Offices in Leading American and European Cities. Home of "Box-Office Champ

BENEFITS SEEN-

(Continued from page 46) show production methods with working exhibits, give sgricultural inherests more opportunity to increase displays, make changes in night show programs and devote one week to Grand Circuit harpeas horse races, with second week given to motor stunts and races on the mile track.

Man is to change attractions at end of the first week to encourage repeat attendance. George A. Hamid office, New York, has been awarded the grand-stand York, has been awarded the grand-stand above contract, supplying a revue and circus acts in the initial week and rodeo half. Hamid show will be entirely new to Syracuse with exception of the Flying Otaria, senational dying-return number, which appeared there last year. Contract for midway amusements has not been announced

Among new features planned will be Mayora' Day, when municipal heads thrisout the State will be Invited. A famous concert band will be booked for a week, Dr. Brown said, and tentative plans call for widely known radio artists. Grand Circuit owners are said to have

Grand Circuit owners are said to have pledged full co-operation in presenting the harness horse race program, "The State maintains an expensive and elaborate plant, which we have used only one well out of the year," spid Commissioner Noyes. "This doesn't neven like good business to me. The extra week whe good business to me. The extra week will enable the State to derive greater profits from its Investment without much additional cost. We expect that the two-week fair will be self-supporting."

ADDITIONAL AID-

(Continued from page 46) carnival and attractions people attended. carrier and attractions people attended. Boards were clated over the promise that they would shortly secure considerable additional State at and there was been also as the secure considerable and the secure consistency without without the committee shortened and the secure consistency without the committee of the secure consistency of making all fairs of the State free fairs and to properly apportion addressed of the fairs. The committee is working on a plan to judge all fairs and will make recommendations to the consistency of the secure of e necessary to provide free gates for all bose now charging admission. Byron P. Belisle, Many, advocated that

Byton P. Belišè. Many, advocated that steps be taken to reduce State Ricenses charged carrivals and other anuscement According to showmen, these Romais are in some instances amout prohibitive. A committee was appointed to invest-ate the state of the public to derive greatest benefit lecture guides be appointed by fairs to conduct visitors that departments and displays. S. M. Jackson, State supervisor of vocational agriculture, in approving this plan, said arrangements would probably be made for services of Pour-H Club members nd other agencies in carrying out the proposal.

Benjamin Succeeds Vickers

Benjamin Succeeds Vickers
B. S. Vickers, Donaldsoutville, for 25
consecutive years secretary-treasurer of
the association, resigned, as he is retiring
for the past 30 years, to enter a commercial business. Many delegates spoke
of his long service to the association
and he was given a rising vote of thanks, and a committee was appointed to draw

resolutions praising and thanking him.
P. O. Benjamin, Tallulah, was elected secretary-treasurer, and Commissioner Wilson and Mr. Hirsch were unanimously elected president and vice-president spectively. Eunice was selected as the 1939 meeting place.

respectively. Eunice was selected as the 1850 meeting place. 2 pm. in the distance of the place of the fact was stended by more than 100. Dean L. E. Franz, pre-ident of the farstitute, welcomed the diners of the farstitute, welcomed the diners of the farstitute, which is the place of the place of the college of Agriculture of the Institute, both of whom made short talks. Mr. Wilson, as erasee in his limitable metuding F. V. Moutton, Lafayette, poetilation of the place of the place

Attractions Men Attend

Among show and attractions people present were Art Briess. Thenrie-Dufflield, John R. Ward Hohn R. Ward Shows; Mr. and Mrs. Jack Downs, Snapp Orester Shows: Cliff Life, Dave Lachman, Park Annusement Gorphany, Roy Gray, Texas Longhorn Shows: T. A. Fowler, Putton Byron Gill, Müller Amusement Company; Byron Gill, Müller Amusement Company; Bernie Shapiro, George Crockett, Trianche Poster Printing Company; F. S. Among show and attractions Bernie Shapiro, George Crockett, Tri-angie Poster Printing Company; P. S. Wolcott, Rabbit Foot Minstrels; Buddy Ryan, Southern Premium Manufacturing yan, Southern Premium Manufacturing company; Harry Burk, Burk Shows, C. Company; Harry Burk, Burk Shows, C. V. Naili, E. H. Atchison, C. W. Naili nows: S. D. Doyle, World's Exposition nows, C. R. Leggette, Evangeline Shows; arry V. LeVan, LeVan's Attractions; J. Connor, Pelican State Shows; K. C. sperton, Poster Manufacturing Con-noy; Dick Halke and J. E. Clayton, Using shows the Company of the Control of the Con-trol of the Company of the Control of the Control of the Company of the Control of Caperton. pany; Dick outdoor she

Louisiana State Fair was represented y Mr. Rirach, Joe Monsour and Irving ay. George Freeman, president, was Ray. George Freeman, president, was absent for the first time in many years

me to other business.
Dick Halks and J. E. Clayton, staging aby contests in Louisiana cities, re-

ported much success.

Art Briese said he had come from
Montana, where temperature read before meno.

Bernie Shapiro and George Crockett, Triangle Poster Printing Company, re-ported good business in show and fair mtracts. K. C. Caperton, Foster Manufacturing

ompany, reported that the recent State dustrial exhibit in New Orleans, spon-red by the Young Men's Business Club, was a big success

merit of operation and appeal, those in brackets receiv aid than fairs less carefully operated. Suggestion was met with divided opinion by the delegates in discussion that followed Noves' address

Newton New President

Jacob C. Newton, Hamburg, elected president of the association, placing David Miller, Penn Yan, J. Greenman, Cortland, was elected fvice-president; John F. Williams, Tacond vice-president; William A. Dacot was president of the second vice-president; William A. Dardess was re-elected treasurer, and G. W. Harrison, 40 years secretary of the organiza-tion, was unanimously re-elected.

tion, was unanimously re-elected.

Executive committee for 1938 consists of John G. Downes, Suffolk Downs, representing districts one and two: Frank T. Snider, Waterloo, district three; G. F. Devine, Hudson Falls, district four; M. M. Lymnn, Lowville, district five; A. D. Driscoil, Whitney Point, district sky, Wilsiam B. Boothby, Rochester, district seven; L. L. Stillwell, Angelica, district eight, and W. F. Ellott, West Nyack, Lowville. district five; Α. district nine.

Speakers besides Commissioner Noyes included Bligh A. Dodds, president of included Bligh A. Dodds, president of the Town Association of Fairs, and secre-tary of Gouverneur Pair, who discussed means and policies to be followed in attentising an agricultural annual. He advised to obtain as much newspaper publicity as possible through the year. publicity as possible throut the year, not merely prior to and during fair week, and brought out the value of being on augmented that poster print and lithograph companies could aid fairs immensely were they to modernize designs.—With very few exceptions," he said, whe firms we can purchase paper from

Amplification services for business sersions and banquet were installed thru courtesy of Roeller Amplification Service. Badges were donated by E. G. Stanta & Company.

Attractions, Carnivals Announce Fair Contracts

Mr. Hamid announced the follow-ing fairs as signed to use Hamid grand-stand shows in 1938; Gouverneur ing fairs as agned to use Hamig grand-stand shows in 1031 Gouverneur, grand-stand shows in 1031 Gouverneur, cooke, Balaton Spar, Altamont, Rocketer and Syracuse, and Bate Pair, Syracuse. He also said he had signed Thienburg, Ordatrio.

Oscar Buck, O. C. Buck Shows, announced stanting of BUlly Ritchey, buthout the standard of the standard should be supported the following Northern fair dates: Booneville, Gouverneur, Rhinsbeck, Pendia and Mincola, N. Y.
Art Lexis, of Art Lexis, and Pair, Gueboc City, and Lexington, Ruindard Pair, Gueboc City, and Lexington, Ruindard Pair, Gueboc City, and Lexington, Ruindard Beautiort, N. C.

James E Strates, Strates Shows, announced Caledonia, Batavia, Corlinei, Continuous and Beautiort, N. C.

nounced Caledonia, Batavia, Cortland, Elmira, Dunkirk and Bath, N. Y., and Bloomsburg and York, Pa., and Danville, Va.

ville, Va.
Coleman Shows announced Rochester,
N. H.; Contoccock, N. H.; Greenfield,
Masa, and Middletown, Balston Spa and Schaghticoke, N. Y.

Dick Gilsdorf, Paramount Shows, r leased Morrisville, Vt.; Lewiston, M South Paris, Me., and Farmington, Me.

leased Morraville, Vv.; Lewiston, MoSouth Paris, Me., and Parimington, Me.
Attractions and supply people and
Mirth Shows, U. H. Cann; Ideal Expedtion Shows, William Gilet; Art Lexis
Shows, Art Lexis, Charles, C. Buck, Shows, Oate,
Buck, J. W. Wright; Traver Chautauquis
Shows, Mer Cann, C. Buck, Shows, Oates
Buck, J. W. Wright; Traver Chautauquis
Shows, Edec (Gildorf; De Liux Shows of
America, Sam Prell, and King Reed AfArthur Gampheld, Baker-Lockwood; J.
Arthur Gampheld, Baker-Lockwood; J.
H. Powell, Lucky Teter's Hell Drivers
Max Coben, American Carrivals Admirator
Auto Races; Operacio Manufacturine
Company; James E. Victor Attractions;
Grant Company; Lease Shows of
Meridian Attractions; Jinnay Daley Atractions: Triangle Poster Print: Ber's
Shipping Company; Ed. Block; Puri
fully Company; Roth American Pirewerk
Company; North American Pirewerk
Company; Roth American Pirewerk
Company; Merth American Pirewerk
Company; With Herbey; Bully Micheley, highsiring attractions. diving attraction.



CHARLES A. NASH



OFFICERS AND STAFF of Eastern States Exposition, Springfield, Mass were renamed at the annual meeting on February 7. General Manager Charle A. Nash has been in fair work more than a quarter of a century. He respectively like to the Millon Dansign easistant manager. As chairman of the government relations committee of the International Association of Pairs and Expositions, Mr. Danzioer has done an outstanding job.

Fred S. Wolcott, ploneer minstel showman, said he has had the Rabbit Foot Minstels on the road since 1912. Late "stayer-uppers" who enjoyed themselver Thursday night, evo of the meeting, included C. W. Saili, Art Briese, Gerege Cockett, Bryan Gill, Harry Burg, Jack Downs, Roy Gray, E. H. Atchisen, Joe Monsour and S. B. Doyle.

N. Y. JUBILEE-

(Continued from page 48) in particular with delayed payment of premiums to winners and to careless supervision of midways.

"In too many instances," he said. "In too many instances," he said, "fairs postopen swanding of premiums to winners despite the fact that the fairs have the flamach means to make immediate partners that received many complaints since last senson, the commissioner advised secretaries of the importance of close mixtury supervision, claiming that gambling and obscene entertainment prevailed to too great extent in 1927.

He also recommended that fairgrounds He also recommended that fargrounds be laid out with more thought and con-sideration of the public. Fublic should not be fareed, he said, upon entering grounds, to walk thru the center of the indiway to gain access to exhibit and horse rucing divisions of the fair. He suggested too, that a system should be suggested, too, that a system smooth be installed by the mesociation whereby financial aid from the State should be allocated to individual fairs according to their ratings by the association. Fairs would be classed, regardless of size, by

are behind the times in make-up, apparance and ideas."

Joseph P. Craugh, State Department

Standard and Appeal, discussed in

brief where State and federal taxpayers' brief where State and federal taxpayum-money is going today and the accou-plishments of a bureaucratic govern-ment. Other addresses were by Stephen. B. Whitaker, exhibitor at New York ment, Other addresses were by Stephen.

B. Whitaker, exhibitor at New York fairs; Roger Duncan, secretary of the National Trotting Association; R. W. Riis, National Crochet Contest; John D. White, past president of the State asso-ciation, and Prof. W. J. Wright, State 4-H Club leader

Banquet Hall Packed

In the evening the entire delegation, together with friends, legislators and guests, assembled in the always inadequate ballroom for the annual banquet and ball. Usual repast was taken 'mid usual jammed and not-too-comfortable

George A. Hamid, New York attrac-tion booker, again supplied the floor show and was complimented afterward on the excellent entertainment pre-sented. To musical accompaniment of genial Joe Basile and his Madison Square Garden Band, seven numbers scored heavily, Emil Pallenberg's Dobermanbeavily. Emil Pallenberj's Doberman-Pinschers started things off and were followed by such well-known perform-ers as Louise and Mitchell, adapt and comedy acrebatic dancers; Eslaine Dowlings' Tip Top Girls, acrobatic danc-ing; Miss Orsola Orrelli, prima donna; Alexander and Santos, come routiners, and the famed Balbasoows, accordion-singing-dancing ememble.

Sidelights

G. W. Harrison, 40 years secretary of intion; was tendered a fi tribute at the banquet by eloquent Occar W. Ehrhorn. New York, Ehrhorn abo presented the venerable secretary with presented the venerable secretary with a desk inups as a gift from the members. Visiting fair men from out-State in-cluded Will L. Davis, Rutfand, V. Charles A. Nash, Springfield, Mass., and the East, each signed the terms of the Hell Drivers thru J. H. Powell while the Hell Drivers thru J. H. Powell while Hell Drivers thru J. H. Powell while

Albany. in Albany.

After nearly an entire night of negotiations with secretaries Mr. Hamili left early Wednesday morning for Syracuse to conter with State Fair of-

George Traver's room on the seventh floor was a meeca for carnival and supply folk. And scene of several friendly argu-

folk. And seeme of several friendly argi-ments between general agents.
Arthur Campheld. Baker-Lockwood
New York rep, observed, and wisely, too, that most of one's time at the Alburd meeting is sperit waiting for elevator-Max Cohen, American Carribvala Archival estation counts, was off to Roccomplete. The home, right after the burder of the country of the con-traction of the control of the control of the country of the control of the control of the tarrying loss

in any one spoot that are the spoot of Rochester Expo, revealed big plans for their event this year. And when things duffed at the business sessions it was instally Occar Enthorn who got the ball robling sgarm.

Rinks and Skaters

SECRETARY Fred Martin, Roller Skat-SECRETARY Fred Martin, Rouser Bassing Rink Operators' Association of the United States and general manager of Arena Cardens Rink, Detroit, was in Chichmati on February 16 for a conference with General Manager William F. Sefferino, of Sefferinos Anderdome, Sefferinos Anderdome, Conference and Conference an foller-skating championships will be held on April 2 and 3. He again emphasized that all rink managers, owners and clubs should send in applications for membership in the RSROA in order that their skating representatives may be eli-gible to enter the Cincinnati races, Many portant questions, he said, will come fore the new rink operators' organization at the convention on April 4. Sec-letary Martin's effice has sent to all members an exhaustive prospectus on the aims of the association, together with rules and regulations for competisuch thick and regulations for competi-tions and proficiency tests. He reported that unexpected speedy progress is being made toward developments which may mean that roller skating will be included in the Olympic Games

LEXINGTON BINK, Pittsburgh, has registered 50 skaters in a figure-skating class taught by Mille Opatray, with en-reliments coming in daily, said Manager Hyatt D. Ruhlman.

LOWELL CHRISTIAN, formerly Monterey Roller Rink, Spokane, Wesh., who operated the Rollerdrome in Cocur c'Alene, Ida. the past three months, opened the Rollerdrome in Dayton, opened the Rollerds Wash, on Pebruary 3.

AFTER closing in the Rainbow Room, Stamp's Cafe, Philadelphia, Whirling Sensations, Renee and Evans Brothers, opined at the Club Del Rio in suburban Failadelphia, a return engagement, re-ports William Evans,

SHEPHERD'S Rink, opened in Hammend. La., on Pebruary 7, is in the heart of the city on a floor 56 by 120 feet with canvas covering. Spectators are admitcannas covering. Spectators are admit-ted free and skating is 25 cents for adults and 15 cents for children. Three metructors are on the staff, with four day and two night sessions daily.

GLENN C. HUBBARD, who has GLENN C. HUBBARD, WHO THE SPECIAL MODERN C. HUBBARD, Whelh, sky years, has an enthustable club of 100 fancy skaters who had to learn to gilde wattr, cakewalk and circle-walks to qualify. He estimates that 2,000 local skaters can gilde waitr.



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WANTED ICE and ROLLER SKATERS FOR MARCH SHOW

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Building Portable Skating Rink Floors



WILLIAM F. SEFFERINO, general manager of Sefferino's Bollerdrome. Cincinnati, who will be host on April 2-4 to entrants in the national ameteur speed roller-skating champion-ships and first annual convention of ships and first annual concention of the Roller Skating Rink Operators' Association of the United States, Fred Martin, sceretary of the RSROA and general manager of Arena Gerdens Rink, Detroit, was in Cincinnati on February 16 to confer with him.

Lawrence Lyons, club president, is a Hubbard floor manager with Charles Wickman and Claude Nelson.

SECRETARY August Finig reports spe-cial photo postcards of Norwood (O.) Roller Rink with Manager Edward J. Von Hagen's picture inset were mailed to the 5.200 members of Norwood Roller Club, announcing the mardi gras party on February 21 when awards were given for February 21 when awards were given for costumes. A special musted program was arranged and Organias Betta Heddwiss arranged and Organias Betta Heddwiss arrangements. Juvenille Staters' Club, meeting Saturday afternoons, has more than 1,000 members. Broom Hockey Hawke leading by men areal race, Black Hawke leading by men areal race, Black Leading by the Sague of six teams. Championship skate-dance-atop confests have been won by these couples. Edna Kessel, Joe Kessnick, turn waltz: Mary Lou Clarke, Howard Herman, rumba; Margaret Wermen, Bob Paucett, fox-trot; Caroline Patrick, Dewey Dumont, Sgadoo; Norwood swing, Cora Lear, Bob

AFTER an engagement for Manager Pred Martin in Arena Gardens Rink, De-troit, W. H. (Billy) Carpenter, nationally known exhibition skater, will play about a month of dates in Ohlo and Michigan

DUO SPINNERS, Elwood Kriebel and BUU SPINNERG, ENVOCE ACTION BERTY GERALDER were winners in the recent Lebigh Valley acrobatic roller skating and spinning championship content in Walnut Skating Palace, Allender in Walnut Ska test in Wainut Sxating Paince, Alien-town, Pa., and also appeared in Americus Hotel, Allentown, and Palm Gardens, Phillipsburg, N. J. Act will again appear in Palm Gardens week before Easter.

EXCELLENT biz is reported by Carl Couyoumlian, proprietor of Wonder Roller Rink, Detroit, open nightly from House Ring, netroit, open nignuty from 8 to 11 except on Monday. He is ordering 100 pairs of akates to provide for in-creased business. Bill and Buddy, shate boys, have been with him since opening

TOO MUCH credit cannot be given Fred Martin and others associated with him in organizing the Roller Skating Rink Operators' Association of the United States. It has brought together United States. It has brought together leading operators and managers from all over the country and created a more brotherly feeling among them." writes E. M. Mooar, Sefferino's Rollerdrome, Cinbrotherly feeling among them," writes E. M. Mooar, Sefferino's Bollerdrome, Cincinnati "Operators are now exchanging ideas with one another in a business way and seeking innovations to keep roller skating before the public. The recent sympathetic spirit shown at the death of two former highlights in the game is quite a contrast to a case which hap-pened several years ago. A well-known member of a skuting team died in a Midwestern city and at the time four of five other well-known acts were playing in the city. Not one of them visited nor offered a word of comfort to the widow

Much is to be done for betterment of feet out into the sea, off Beach 35th conditions and every worth-while opera-street. It's the brainchild of Anguew Much is to conditions and every worth-while opera-conditions and every worth-while opera-tor about lend support and attend the J. Kenny.

Conditions and the condition of Gang that routed itself to Minum for first annual meeting in Cincinnati on April 2-4. It is a fitting compliment to the ability and foresignt of William P Seffering that the association chose the Rollerdrome to be seene of the first annual convention and amateur contests musi convention and amateur contests for speed and figure skating and dance-step honors, which will draw foremost amateur roller skaters from every State in the Union."

WINNERS at the 1938 Detroit amateur speed roller-skating meet in Madison Gardens this month, announced by Or-Gardens this month, announced by Or-ville Oodfrey, proprietor, were all mem-bers of Medition Gardens Club unless otherwise denoted; Men, 4d0 yards—First, Leonard Godfrey; second, Don Hamel; third, Norman McGinnis, Arens Gardens Club. 860 yards, Irving Reznick; Nor-man McGinnis, Arens Gorfens Club. Don Hamel, Mille race, Don Hamel, Ger-bon Louis, Mens Ger Mens, Grant Gardens, Mens Gardens, Guller Leonard, Mens, Mens Gardens, Guller Leonard, Mens, Me ald Bacon, Irving Reznick. Two-mile ruce, Irving Reznick, Alfred Walkley, Arena Gardens Club; Jim Sellick, unathor of the Reznick, Irving Beznick, Don Hamel; Alfred Washer, Sellick, Walkley, Charles Club, Women, 440 yards—Helen Fleece; Virginia Hancock, Jack Fotch Club; Helen Zumilf, 880 yards, Beatrice Hancock, Jack Fotch Club; Marg Zumilf, Hancock, Jack Fotch Chub: Mary Zunniff, Helen Fleece, Gardens Chub. One-mile, Beatrice Hancock, Jack Fotch Chub; Mary Zunniff, Helen Fleece, Points won: Madison Gardens Chub, 330; Jack Fotch Chub, 80; Arena Gardens Chub, 60, Men's record by points: Irving Reznick, 100, making him 1938 city champion. Don Hamel, second, 80 points. Leonard God-Hamie, tecons, 80 points. Leonard God-frey; Nurman McGinnis and Aifred Walk-ley, Arena Gardona Club, tied for third place with 30 points. Races were sanc-tioned by the Roller Skating Rink Oper-ators' Association of the United States, ators' Association of the United States, Successful contestants in the champion-ship two-step and circle-waltz contests in Madison Gardens to determine 1938 rink champions were Virginia Stebbins and Staulby Duggan, winners of the two-step, and Richard Tefflinger and Jeanne Groutz, winners of the circle

MICHIGAN State amateur figure skating championship meet for men and women will be held in Arena Gardena women will be held in Arena Gardens Rink, Detroit, on March 18-18. Robert Martin, assistant manager, anticipates attendance of 3,000. There will be mon's singles, and women's singles, and two couples will be entered from every club registered in the association in Michi-

ROLLER RINK in Tuscora Park, New biladelphia, O., will be reopened within a few weeks. Skating was discontinued there on Pebruary I to permit improve-ments to the building by the city park board, in charge of its operation. W. H. (Billy) Carpenter, who has managed the rink several months, will be retained

YOUNG DEATH-(Continued fro

red. It was on this pier that Dia-sond Jim Brady had a special box, mond Jim Brady had a special box, Lillian Russell wan a frequent visitor, John L. Sullivan bought tickets for kids of the neighborhood and all big stage shows played. Captain Young always presided over fish-net hauls, one of the outstanding pler attractions.

outstanding pier attractions. Reopening of net hauls at Easter had been planned. Whether this will be carried out is not now known, but the hauts will be part of the summer program, and No. 1 Atlantic Ocean will be kept an a

LONG ISLAND-

(Confinued from page 45)
proaches the success of the recently
ended Jamaica music hike it'll prove
conclusively L. I. is one of the best
walksthon locations. BOCKAWAY BEACH: Biggest news of

the week was announcement of Cham-ber of Commerce that it proposes to ad-sic, new vance officially the proposal to construct texts. A a huge plex, extending several thousand put out.

Gang that routed their to anama so the wanter is returning quickly and its consensus is that the Southern season is poor. New type of jettles being built at Arverne, costing more than in poor. New type of jettles being built at Arverue, costing more than \$150,000, is arousing much cursoity, since it is cometting of an immovation locally in fortifying the shore against the sea. The jetty, instead of being made to fully resist organizable of waves, is derised on a net pattern, permitting water

sed on a net parameter by flow thru.

Slow thru.

LONG BEACH: As main step in his mappings to boom Long Beach, Mayor discrete designated Soi Rothchild as campaign to boom . Edwards designated executive secretary of the Chamber of Commerce. Talent booking agents alexecutive accretary of the consumer of Commerce. Talent booking agents al-ready buzzing around, Iming up spots. Talk renewed about reviving old-time manathon foot races from City Hall. New York City, to City Hall here. Event al-ways reaped a ratt of publicity.

CUBAN EXPO-

(Continued from page 48)
Amusement machines appeared to get a

big play.

Delay was because military forces that Delay was because military forces that had occupied the grounds for instruc-tion and drill did not vacate until last Monday, when from Mix and his per-formers arrived, and also the legiess awimmer. Charles Zunmy, who is preswirumer, Charles Zummy, who paring for a Havana-Miami swim.

paring for a Havena-Minni swim.

Leo Grund, of George A. Hamid, Inc.,
is in charge of the Tom Mu troupe, assisted by Joe Rowers, personal manager
for Mix. They brought over 25 head of
horses and the loral market supplied
steem and other extile for the show. In steers and other cattle for the show. In the Mix troup are Jack Kine, director of the arens, John Crowthers, elewan, of the arens, John Crowthers, elewan, the Arens, John Crowthers, elewan, the Arens, John Crowthers, John Charles, Gerson, ateer riding and horse roping; Herman Nolan, trick and fancy roping; Mr. and Mrs Kirkendall, trained house and fancy riding; Bert Northury, Opal Woods, trick rifer and champoon home roper; Nell Tomoby, trick riding, and Sunday's crowds filled the stand to

capacity at afternoon and night per-formances, which begin at 5:30 and 9:30. Admission to grounds was put at 29 centa with grand-stand tickets 40 cents.

ESE CHALKS-

/Continued from page 46)
on, with dedication scheduled for the 1608 ESE. The Legislature appropriated \$35,500, with a provise that at least \$25,000 be realized by public subscrip-tion, and this amount was overshot. Joshua L. Brooks, president since the

Joshua L. Brooks, president since the ISE was organized, was re-elected. Treasurer George E. Williamson reported total assets of \$1.387,142.65, of which \$1.283,765.35 represents value of land, Dullings and equipment value of land, cultivation of equipment. Election recuitive. We can be supported by the support of the

Appointments for 1938 announced by General Manager Nash; Assistant general manager, Milton Danziger, director of publicity, J. H. Prifield; superintendent of grounds, Edmond J. Roberts,

LOUDONVILLE, O. - Secretary O. K. LOUDONVILLE, O.—Scoretary O. K. Andress, Loudouville Pres Street Pair, is flooding the district with return post-cards on which pairons of and exhibitors can be considered to the pairon of the pairo



"CHICAGO" RINK SKATES

They're true and easy with a wide range of action. TRY THEM! CHICAGO ROLLER SKATE CO-

Frank West **Buys Animals**

Announces a large trained wild animal show as one of this year's features

NORFOLK, Va., Peb. 19,—Upon recent arrival at quarters, General Manager Frank West, of West's World's Wonder Shows, announced that he closed conarrival at quarters, General Manager Prank Work, of Weat's World's Wood of Prank Work, of Weat's world's Wood of tracts for the Four of Hearts, a sensational sky triller, managed by Crash Dunnigan, of Boston, as a feature free Managed Four Managed Four States, and the Law States, and t are being shipped via freight. These sets in addition to the several wild ani-mal sets purchased during the winter will make one of the largest trained wild (See PRANK WEST on page 69)

Allan Herschell **Enlarges Plant**

NORTH TONAWANDA, N. Y. Feb. 19.—The Allan Hersebell Company, Inc., announces that an increase in orders to date and the prospects for 1938 have prompted them to make an addition to their manufacturing plant. This work is now under construction, according to the company of the tional orders for the firm's new combina-tion ride and funhouse, which is titled

RO-LO.

In speaking of the orders in hand and prospects for future business and other matters, Starkweather said to a reporter eleved by us for the combination functions and ride prompts the fluid Herscholl Company to enlarge its plant so that we can advantageously cope with our business increase. In addition to the funhouse we have several orders as well for our new atreamlined Carousel, (See ALLAN HERSCHELL on page 60)

Bockus To Manage Winters' Shows

BEAVER PALLS, Pa., Feb. 19.—Curtis L. Bockus. last season general manager of Stanley Bros. Shows and for many years head of the Curtis L. Bockus Shows, has Joined hands with Harry H. Winters and will act as general manager of Winters' Exposition Shows for the

Winters and will set as general manager of Winters' Exposition Shows for the Many innovations are being planned and no expense will be payed to make the property of the prope

Gooding on Tour; Books Ind. Fairs

CINCINNATI, Feb. 19.—F. E. Gooding, executive head of the F. E. Gooding, Ammeement Company, was here yesterday on a business mission and visited The Billboard office, after a tour which covered a greater portion of the Eastern

States.

He made his annual visit to the Tampe Pair and again came away with high praise for the Royal American Shows which furnished the midway there. praise for the Hoyal American Shows, which furnished the midway there. While in Tampa he placed an order with Harry Witt for a Boomerang ride which is to be delivered to the Gooding bead-(See GOODING ON on page 60)



MARY EDITH LOROW, professionally known as Ginger Ray, the youngest MARY EMPIH LUNOW, professionally known as Ginger Ray, the physical performing denore of a long line of midsuay verbers. Her pitter, Pop Lorois, uses once a pit show appeared but for the pay services are related, Pop Lorois, uses once a pit show appeared but for the pay Shora, living freaks attraction, of Ginger was started by Raymell and Her Geng in "Other Pares" last season and is seen here beekgrounded by two other beauties of this show which played to professional during the story. Place by Jack E. Daineell, shower stay descriptions.

Giroud and McLaughlin Organize New England Motorized Carnival

NEW YORK, Peb. 19 .-- Consistent with

NEW YORK, Feb. 10.—Consistent with a previous announcement that he wonder this assess, W. J. (Billy) Oliveid strived here recently from Fierda and has person of the previous and opened an office in that eity. In conjunction with P. S. McLaughlin, also well knowed the new show under the title of the New England Motorized Chemical, which has been incorporated by the configuration of the New England Motorized Chemical, which has been incorporated by the configuration of the New England Motorized Chemical, which has been incorporated for the New England Motorized Chemical State of the New Language of the New York Chemical State fair meeting and closed aversal fair contracts. From there he returned to rides and show properties are in quarters, and started men to work recondi-

William J. Giroud was general man-ager of the New England Shows, Inc. last season and spent some time on vaca-tion in Miami this winter, during which "layoff" he laid the foundation for the

New England Motorized Carnival. The new carnival is staffed by William J. (Billy) Giroud, general manager; P. S. McLaughlin, business manager, and Ross Manning, general representative. Man-ming was on the advance staff of the O. C. Buck Exposition last season and took to the road this week to line up the early season bookings, most of which will be played under auspices.

will be played under suspices.

In speaking of plans for the New England Motorized Carnival Glroud said to a reporter for The Billisond: "We play to the control of the con

Marine Hippo Opens Season

Press of New Orleans cooperates-show to remain until after Mardi Gras

MRIII ATTER' MRIIII GAME
NEW ORLEANS, Fin. 19.—After a six
weeks' lay-off the Mammoth Martine Hipportrome No. 1 railroad unit of the
Pacific Whaling Company opened the
1938 season February 4 here.
An advantageometrial Railroad tracks
in the heart of the city at Poptras and
South Cialborne avenue.
A te-up with The New Orleans Item
and The New Orleans Tribune enabled
insper publiship campaign. That coupled

and The New Orleans Tribine exists and The New Orleans Tribine exists and paper published company of the 18-minute daily remote-control received with the 18-minute daily remote-control received the 18-minute daily remote-control received with the 18-minute daily remote-control received with the 18-minute control received to extend the Orleans to the New Orleans to Minute president and general manager of the Pacific Whaling Company, who has been spending the wintermouths in Minute Provident Company, who has been spending the wintermouths in Minute Provident Company, who has been spending the wintermouths in Minute Provident Company, who has been spending the wintermouths in Minute Provident Company, who has been spending the wintermouth of the Pacific William Company, who have been spending the wintermouth of the Pacific William Company of the Pacific William Wil

Spillman Head Sees Big Future

NORTH TONAWANDA, N.Y., Feb. 19.—
In a statement made recently at the spillman Engineering Corporation. The Spillman Engineering Corporation. Corporation of the Spillman Engineering Corporation. Corporation of the Spillman Engineering Corporation. Corporation of the Spillman Feb. 1988.

The Spillman III-De-Ho. This new fundamental programment of the corporation of the Spillman III-De-Ho. This new Fundamental Corporation of the Corporation of the Corporation of the Spillman III-De-Ho. This new fundamental Corporation of the Corporation of th les of the Spillman organization were at the present time being concentrated on (See SPILLMAN HEAD on page 60)

Billy Siegrist Enlarges Troupe; Chas. Gets Work

GIBSONTON, Pia., Feb. 19.—The Billy Siegrist Troupe of serialists, under the management of Billy Siegrist, has bre-spending by the Siegrist of Billy siegrists, but the serial serial serial city. The serial serial serial serial city. The serial serial serial serial who is clowning on the flying trapes. This combination worked at Billy serial s

ter Haven.

The Charles Siegrist Troupe, which has also been wintering in this vicinity, has signed with Meller's Acme Shows for the scason and is scheduled to join at the shows' opening stand in the near future.

Line o' Two of News

ORANGE, Tex., Feb. 19.—Miller's Great American Show has been booked for midway by Orange County Pair Associa-tion event in October, Frank Clark, president, announced this week.

JASPER, Tex., Feb. 19. - Roy Gray coked the Texas Longborn Shows for booked the Texas Longhorn Shows for the Jasper County Fair in October, fair officials said Monday.

REYNOLDSVILLE, Pa., Peb. 19.—Her-man Bantly, general manager Bantly's All-American Shows, announced here Monday that Ells Carver, high diver, had been booked as a free attraction for this

SANDERSVILLE. Ga., Peb. 12.—On a visit here last week Joe J. Fontana, general agent L. J. Heth Shows, announced the booking of the fairs held annually in Hawkinsville, Ga., and Jasper, Ala.

LAPAYETTE, La. Feb. 19.—At the meeting of the Louvisians Association of State Pairs, held here February 11, the following carnivals reported bookings: Jack Downs for Singap Greater Shows: S. B. Doyle, World Expection Shows: Roban Downson of the Company of the C

LAKE CHARLES La. Feb. 19.—While at the fair meeting in Laiavette last week, Cliff Liles, of this city, announced that he is putting out a certival under the title of the Park Amusement Com-

pany. Dave Lachman, last season gen-eral manager of the State Fair Shows, is listed as the general agent for the new enterprise.

LAPAYETTE. La., Feb. 19.—While at the fair meeting here last week C. W. Nall, of Menting lib. annual stated that he closed contracts for some fairs, which places and dates to be announced last. Nall made his headquarters in the Evangeline Hobel while here.

MILWAUERE Pob 19 E Long! MILWAUKES, Feb. 19.—L. E. Longton, concessioner of this city, stated here this week that he booked his concessions for the season with Marks Shows and will report in Blehmond in time for the opening of the season.

MIAMI BEACH, Pla., Feb. 19,—Max Goodman, executive head of the Good-man Wonder Show, announced here last week that he had re-engaged Beverly White as general press representative and that this season he planned to have one press agent in advance and another back with the show.

JOHNSON CITY, Tenn., Peb, 19.—C. D. Crump, general agent Sam Lawrence Shows, was here last week on business in connection with booking the show.

HAVANA. Cuba. Peb. 19—Among the notables of show business on vacation here this week are Ben Williams and (See LINE O TWO on page 60)



MAX LINDERMAN, general

Hilderbrand Makes Ready

Work in quarters speeded up-adds to equipmentexpects banner year

LOS ANGELES, Feb. 19. — Activity pervades the hangars being used as guarters by Hilderbrand's United Shows 25 47 workmen repaint, rebuild and re-store the amusement equipment.

Decoration and painting work is unmerly with Beckmann & Gerety Shows and the Rubin & Cherry Exposition. The large number of tractors and semis are being overhauled and reconditioned under the supervision of Fred Stewart, who is in charge of the rolling stock.

who is in charge of the rolling scott. Ed J. Labey, with Mrs. Labey, will operate the new conkhouse, work on which is going on rapidly. The new cluck wagon under construction is on a Langholz 28-foot semi and will be complete with the last word in built-ize to aid the Labeys in serving food.

ins to aid the Laheys in serving food.
Also being built is the new office
trailed to replace the old one. This office
will have three rooms, a cashier and
quarters for Bob Reinhart, secretary
ressurer of the organization, who is the
latest addition to Hilderbrand's perscencel. Reinhart is beginning his first season in show business and comes to the company with a wealth of business experience garnered in journalistic and nmercial fields.

New equipment purchased by the show includes two studio-type searchlights, said to be the largest light units ever used by a traveling show, and a battery of kielg lights for use along the midway, complete with a large motor-generator

Additions to the rolling stock are even new tractors, eight semi-trailers, ive house trailers, two new sound cars and nine other pieces of automotive and nine

Recent additions to the staff are Pierre Ouellette, general agent, formerly

AND TRAILER CANOPIES Fulton Bag & Cotton Mills

PAN AMERICAN SHOWS

BOOKING 1938 SEASON. Attractions, Shows, Bides, Concessions, 217 West Barraque St., Pine Bluff, Ark.

TRUCKS AUTOMOBILES - MOTORIZE YOUR SHOW

CHARLIE T. GOSS TANDARD CHEVROLET CO.

"MAC" McNALLY

Formerly Allentown, Pa., Now With CHUCK SAUTER, Selling CHEVROLETS. SOUTHLAND MOTORS, Inc.

WEST BROS. SHOWS

with Victor D. Levett, and R. L. Clark,

with Victor D. Levett, and R. L. Chara, special agent.

Free acts are J. P. Smith's diving position and the Pour Jacks.

Provided the Pour Jacks.

Provided the Pour Jacks.

W. Coe, general manager; Robert C. Reinhart, secretary treasurer: Pierre Ouellette, general agent; R. L. Clark, special agent; Goorge Morgan, cashier, Berty Pour Stewart, appenditudents. Betty managed of the troughe.

Jean Hilderbrand, Red's daughter, is mascot of the troupe, "We will do our utmost again this year to make Hilderbrand's United Shows outstanding and we expect a banner year," said O. H. Hilderbrand, president of the organization. Reported by Robert C. Reinhart.

Christ Shows To Be Double in Size

SPRINGVILLE, N. Y., Feb. 19.-- Upor return here recently from a booking trip in Ohio and Indiana, David Christ and son, Fred Christ, owners and managers of Christ United Shows, announced that the shows would be enlarged to twice the

the shows would be enlarged to twice the size of former seasons.

They also stated that the policy of strictly legitimate concessions and clean shows would prevail this season as in the

Base, Recent purchases by the shows are a new sound truck and two new semi-trailers. New canvas will adorn the tented attractions and orders for which have been placed. Reported by C. O. Pulcy, one of the shows' concessioners.

Dodson Shows Sign Hulburd Bros.' Circus

TAMPA. Fin., Peb. 19.—Dodson's World's Fair Shows will carry a one-fing circus as a feature ettraction, converting circus as a feature ettraction, converting circus as a feature ettraction, converting the state of the state of the state of the state of the Hulburd Forc. Circus and Wild West Contract calls for 35 head of stock, in-cluding lions, ponies, horses and two elephants.

elephanta. Show will be staged in a 70-foot round top with two 30-foot middle places and will have a seating capacity for about 1300 people. Hubberd will have clowns in quarters at Nashville, where Hubburd and several trainers are breaking several acts.

Raftery Carnival Leases John Tinsley Equipment

GREENVILLE, N. C., Peb. 19.—Announcement was made here last Saturday that Jimmie Rattery, operator of Rattery's Carnival of Merit, had leased all equipment belonging to and formerly used by the Tinsley Shows.

Agreement signed by John and Mrs. Agreement signed by John and Mrs.

Agreement signed by John and Mrs. Trisley calls for the assignment for the 1938 season of nine show fronts, Merry-Go-Round and Kiddle ride, seven show tops, one 40 by 120 exhibit top, trans-formers, cable and all other show para-phermalia owned by them is to be used by the Raftery Carnival,

Boyd Now General Agent For John R. Ward Shows

ST. LOUIS, Peb. 19.—Jimmle Boyd, for the past five years with the Great Sutton Shows in various executive ca-Sutton Shows in various executive co-pactities, was appointed general agent of the John R. Ward Shows several weeks ago by John R. Ward, owner of that show. Boyd, during a visit to The Bill-bourd office here, advised that he al-ready has booked some fairs and celebrations for his new employer. He is now on a tour of Arkansas and Tennes-see in quest of additional dates.

War Vets Aid Carnivals In Opposition Fight

In Opposition Fight

KANSAS CITY, Kan, Peb. 19.—Showmen of the two Kansas Citys were thanking members of American Legion and Veterans of Foreign Warm organizations prohibit passing of an ordinance which would make it virtually imposeible for carnivals to operate on city property.

when managers of several picture theaters protested the booking of J. L. Landes Shows in Bethany Park in May They claimed such carnivals would "unfairly and unjustly" harm their business and they elaimed, innamuch as traveling carnivals pay no city tasks. The May They Claimed Subvey and the proposed of the control of the c (See WAR VETS AID on page 61)

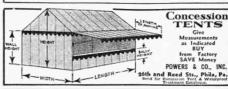
New Ride-Funhouse

Made an Enviable Record at the Recent Tampa Fair

STREAMLINED CARROUSELS and KIDDIE AUTO RIDES



ALLAN HERSCHELL CO., Inc.



CONTINUED POPULARITY ON ALL MIDWAYS



VLT-A-WHIRL

Flashy - Reliable - Money Getter For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

lumination.

FUN HOUSE and -DE-HO RIDE COMBINED



Will be featured on the Bill Hames Shows at Houston and Fort Worth. Texas, Fat Stock Show. Newly designed modernistic front and entrance features have been incorporated, with indirect il-

The Funhouse that will pay you consistent dividends.

SPILLMAN ENG. CORP., NORTH TONAWANDA, N. Y. WORLD'S LARGEST BUILDERS OF AMUSEMENT RIDES

UNITED STATES TENT AND AWNING CO. GEO. JOHNSON, V. P. S. T. JESSOP, Pres.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST, LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street.

ERIC B. HYDE SHOWS

OPENING SATURDAY, MARCH 26, FOR 7 DAYS ON MAIN STREET LOCATION, COLUMBIA, S. C., AUSPIGES I. O. O. F.

WANY Legitimate Corressions of all hists sweet Cock House, Diggers and Histor, which are said services. Warf to have free control. Especially want said Materiane, Pecer Acrob., Honkey and Mechanical City (Jee Pesks witte). CAN 17-A1 (Long Control and Materians. Peter Topogoen wants Descent and Muticians for the Control and Contr

PANKEE MODEL SHOWS

OPENING APRIL 30 IN MASSACHUSCTIS, AND PLAYING NEW ERGLAND TERRITORY.

WANT TO SOOK FOR SEASON 1932:

BIDD3—Will book, by see bear Saith & Stuth Chair-Tases in good condition. CONCESSIONS—
dood esteroin of its estudies on the Hidden's Sould, from Ook Homes, Proposit on Clark Applications to the Control of Clark Applications in the Control of Clark Applications in the Saith Concessions. CAN 126E 2 good Grief More Agrees, Will Birt Evan Junior Bird Wild, et clark tree Wheel, if clear and in good condition. Address

VIRGIL G. CASTETTER, Manager, Box 33. Centerville, Ind.

tards, \$5.25; \$0 cerds, \$6; 75 terds, \$6.50; cards, \$1.25; \$0 cerds, \$6; 75 terds, \$6.50; cards, \$10.00; \$10.0

3000 KENO

ngo and Letto sets are corcoleté with wood a tally and direction short. All rants

THIN BINGO CARDS

in must be summer of the property of the property of the property of 1.50 will sharperty. But on the property of 1.50 will sharperty of 1.50 will sharper of

M. SIMMONS & CO.

CONCESSION AGENTS

Have Booked Ex. Wheals and Coupon Stores with F. L. Flack's Northwestern Shows. Playing Detroit Lots. Show opens April 2d. Tom Sanders, Ross Wray, Nick Thomas, Fat Norton, Willie Griffin and others contact me. Also Warking Men.

JOHNNY OUINN

Hughey Bros.' Shows

sealty want good Side Nove. Will furnish couldn't for semich-shift hower. Advanctive procession for these semich-shift hower. Advanctive procession for these HIDEs—for more Make Illde, either Tüls-wWhite, Bergare et Tuls William and Cockeness et Al-thouse et Tuls. William and Cockeness et Al-bertan et Tuls. William and Cockeness etc. WANT Bille Frenous and Hely on all Hilliam shee WANT Bille Frenous and Hely on all Hilliam shee Berg opens to Southeast Minsouri, April 2nd Adversa Greend Dullery, Silvel, Miss. Bibl. Hopker, Myr. of W. E. Seems, Bob. Myr.

SPECIAL AGENT WANTED

WANT A MAN WHO CAN AND WILL PUT a man that will not mirropresent. To such in I will pay salary and commission and h sound truck. SHOW DPENS MARCH S AT BATON ROUGE, LA. dress: JMMIE BOYD, Care John R. Ward ms. Bes 148, Baton Rough, L2.

RIDES AND CONCESSIONS

FOR CLEVELAND, OHIO W. Wor

OHIO AMUSEMENT CO.

KAUS EXPOSITION SHOWS, INC. CAN PLACE

Motorfrome Manager with Biders for Silotrome Stating Statiman wire. WANT Process Contacts, Pelantier, Acade and toy Instituted Concessions. CAN USE Eide Men in 43 Separatement HAVE FOR RALE CHEAP, 12 Decipes Can in good condition, teady to coverto. Address 202 George Stock, New Siret, N. G.

OKLAHOMA RANCH SHOWS

E. G. ELLIS, Taloga, Oxia

LARGE & LANE SHOWS

LANGE & LANE SHOWS,

BINGO Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Gruberg's

Gruherg's

MONTGOMERIY, Ala. Peb. 19.—Work
is in full swing at quarters and there
will be practically an entirely new line
of attractions. Bides are being repainted
the season with everything in first-class
order. Whitey Hewitt is in charge and
is overseeing everythine. George Kurstes
order. Whitey Hewitt is in charge and
is overseeing everythine. George Kurstes
heen attending the fair meetings. Eddie
Rahn, general agent, amountees Nigara
nectady and Rochester, N. Y. as booked.
Joseph Mannheimer, of the advance staff,
openh Mannheimer, of the advance staff,
or several free acts to be supplied by
the George A. Banid office and will
Eddie Rahn and the writer will join
the colony next week. DICK COLLINS.

Chicago Modern Midway

FORREST CITY, Ark., Peb. 19.—Prized possession, show's own biliposting car. O'Brien-Cullim rule, plenty paper. Attractive fronts under construction. Color effect, white enamel, red trimmed. or effect, white enamel, red trimmed. Surprise, Dick O'Brien's new way lightBlytheville's Barnum, slated to operate own carnival; Col. Lon Scott, Tulsa pubown carnival; Col. Lon Scott, Tules puthelity purveyor and high-powered promoter in interest, Texas Jack as midway William Vacuban, Bully Miller, Erin-Go-Bragh Couklin, Eisle Kuhn, Grace Scharf, Cannon Ball Green, A. C. Von Curen, Ernit Warnela, Pairy Beogus and the Mote Family. DOC WADDELL.

Blue Ribbon

PHENIX CITY, Als., Peb. 19.—Owner and Manager I. S. Roth has received a shipment of 12 J.000-wat floodlights which are to be used to light up the midway. Builte Davis, chief electician, with the assistance of his helpers is engaged in building light cosess. The ranged in the center of the midway. The floodlights will be mounted on top of ranged in the center of the midway. The floodlights will be mounted on top of the towers when completed. Chief Lone Wolf, canvasman, whose motto is "There is only one way to do a job and that is the right way," has completed a new cookbouse top and one with a dramatte end for Bert Melvilley girl rovue. Jack call upper arrived in quarters from his home, Pininfield, N. J. He will operate the cookhouse with the assistance of Harry Bratton. Jack and crew, are

IMPORTANT MEMBERS of Burdick's I'm Burdiek Sr., Mrs. In Burdiek and In Burdiek Sr., Latter in being groomed to fill his fether's shoes. Amsteur aviation in his hobby. Laverne Eucher, services carry of the shous, sent the photo in from Rosenberg. Tex., where it was taken recently. In commenting on the success of the Burdieks, Luther said that they took ione refees and from them they have built up a modern show.

ing fronts. Main office received two testimonials, one from city officials and other fron V. Y. Yearout, former carnival associate with General Manager Offstein, now in hotel bissness at Spokane. Town officials' indited praise gift states: 'We for our town folks place and the control of the was too cold from Month page way Shows. We gladly donated whiter quarters, light and water free. This because its owners. General Manager ter one of our most highly respected townsment, stand absolutely and unatterably for cleanlitenss and against a the list carried we have record of in recent years being so founded and organized. We vision and feel the good of in recent years being so founded and organized when the standard standard was a support of the standard was a support of the standard with the standard was a support of the support o ctus-citt. Jeany various: Anayor Bullord and city countellmen. State Health Inspector A. G. Stewart and J. T. Beach, well-known Part, SBI, Okla, horseman, Other visitors: Joe Gould, clown and club en-terfairer; Gerry Catheart, Toronto, Cen-ada, via own airplane; Wilbur Wright,

building a new cookhouse which will be somewhat larger than the one which was destroyed by fire at the Huntaville, Als., Fair last fall. Motor mechanics was destroyed by fire a was destroyed by fire a Ala., Pair last fall. Motor mechanics Larry Pietcher and Happy Sumrall are busy. Larry is overhauling the trucks and Happy is rebuilding all ride motors. ABT ALEXANDER.

C. W. Naill

MONROS, La., Feb. 19.-Work in quar-MONKOS, I.a., Peb. 10.—Work in quar-ters is progressing nicely. All equipment is beginning to book like new sgaln. Pauli and the period of the period of the period trip and contracted the Olia and the Jonesboor Iatre. At Mot Springs, Ark. Jonesboor Iatre. At Mot Springs, Ark. Ital. Parity & Little Shows. Show will open sesson in April. C. W. Naill is much improved in health.

Miner

PHILLIPSBURG, N. J., Feb. 19.—No work is being done at present in quarters, but will be started in a few weeks. Word received from William Goodrich, ride ferenan, of Greensboro, N. G. stated that he bought a new tractor and trailer to the control of the control

a new concession. Meyer Pimentell, B. Crimi, of Tranps; Vincent Noteritos, of Irona cultard James H. C. Brown, of Irona cultard James H. C. Brown, occasions. Harry Mutchier, Chair-o-plane foreman, is on a pleasure try. Plane foreman, is on a pleasure try. British with his pa and ma. Bud Dahl, Slim Gallion, Chark Spring Steels, Leo Leon and Johnnie Bee, ride he are waiting for the call. Show ope latter part of April. R. H. MINER JR.

World of Fun

STAMPORID, Conn., Feb. 19.—With the opening date not far off Manager 2. 2, were work will start painting and repating. Steblar is looking forward to this season as the banner one of his 20 years in the character of the steplar of the steplar of the steplar of the start of the s It is steblar's intention to have a clean midway and will carry only legitimus concessions along with educational shows of merit. J. C. Scully, who irreduced the control of the control o

Clint & Clark

CANTON, O. Feb. 19.—A new auto trailer coach was purchased to be used for the show's office. Ralpib Blaster, carpenter, is making a Ralpib Blaster, carpenter, is making a Ralpib Blaster, Contracts were signed with Sam Mc-Master and wife. Who are wintering in Brookville, Ph. The McMaster swill have charge of the new dual Loops-o-Plane. Mr. and Mrs. Charles Wertman drove a Mr. and Mrs. Charles Wertman drove a new covered-wagon trailer into quarrent and intermediate into quarrent and intermediate would be at the shore opening spot. Paint has been flying fast the past week. Quarters will be complete work. Letter from Clint Re-erts informs that he will leave Tamps test to help put on finishing touches. Show will open early in April.

M. B. Amusement

BENTON, Mo., Feb. 19 .- Work has been BENTON, Mo. Fees. 187

Humming around quarters. Rides all painted. Borts turned his ballroom in an and Sam Solomon, of Sol's Librer and Sam Solomon, of Sol's Librer Solomon. Zarling Sisters spent two weeks stoner. Zarling Sisters spent two weeks at quarters. Botts Chicago and Lot some above people while there. This show is motorized. TEDDY SHANNON.

Sam Lawrence

WAYCROSS, Ga., Feb. 19.—Painting and reconditioning of rides under wer. Detailed plans for several new show fronts have been deedled upon and wer't as going forward mysdly in quarrent of the several reconstruction of cistion meetings en route. Pair dates beginning in early August thru mid-No-vember are practically completed. Show vember are practically completed. Show will be considerably larger than last year. Everyone is looking forward to a big session. Mr. and Mrs. Sam Lawrence left for Florida for a short stay.

C. D. CRUMP.

Reynolds & Wells

TEXARKANA. Tex. Feb. 10.—Slove purchased new lighting equipment. After visiting and looking over lighting for visiting and looking over lighting for control of the lighting state of the largest candidepower down to 10,000 cardiageower. These lights can be free disposed. These lights can be the largest candidepower down to 10,000 cardiageower. These lights can be the largest candidepower down to 10,000 cardiageower. The largest candidate of the largest candidat TEXARKANA, Tex., Feb. 19 .- Sin

red and white, finished in gold leaf, Lighting system has been tried out and created most favorable comment. Current is furnished by two 50-KVA generators is ittermed by two 50-keV generators powered with Hercules motors. Ahner K. Kline, sales manager for Kyerly Aircraft Corporation and president HABC, Kansas City, complimented Manager Reprofes very highly on the new idea for illumination. W. J. LINDSAY.

K. G. Amusement

FORT SMITTE, Ark. Feb. 18.—Work is going on full blast. All rides are being prices for the same process from t K. G. CLAPP.

Sheesley

SAVANNAH, Ga., Peb. 19.—John M. heesley recently made a trip north on impection tour of his route. Bill the general agent, after a long tour of the West, arrived for a visit with way and Lovey Rice. J. B. Hondershot bey and Lovey Rice. J. B. Hondershot streed from a trip thru Ohlo. Michigan and Wisconstin. Howard Ingram, train-master, and wife came in to look after master, and wife came in to look after the trail and round up his erew. Inck window and wife are at quarters. Jack window and wife are at quarters. Jack mindow Circust February 21-20. All Renten and wife arrived from Newark. N. J. To Seal Boy will be one of the features of the features. Only the control of the features of the featur

Harris

FINDLAY, O., Feb. 10.—Manager Roxie Eart's returned from a successful book-ing trip and reports that he has some found that he has some found that have been closed for years. Several men are in quarters overhauling equipment. Harris is busy with hauling for the Federal Express, Jack Lee will for the Federal Express, Jack Lee will Seriman. Harris is busy with naming out the Recent Express. Jack Lee will handle advertising and Jack Dotty all handle advertising and Jack Dotty all advance work. Mr. and Mrs. Mack Wesver and T. W. Harris have Merry-Co-Bound and Chatriphane and Mr. and Mrs. Scott and Chatriphane and Mr. and mr. Scott and Kiddy Falm.

Burdick's

DHIFHICK'S

ROSINBURG, Tex., Feb. 19—With
Specing near work on rides is nearly finspecial point of the property of the
special point of the property of the
label successful point of the property of the
label successful point of the property of the
label successful point of

Doc Green's

EHRHARDT, S. C., Feb. 19.—Quite a at of building and painting is being fore at quarters. Three new fronts to being built. Writer is having a cline trailer and two flashy concessioned. M. G. Wharton has signed for both the control of the control o are being he concessions. Chief Congo is arrangits specialties for the Five-the-Law, which be will have charge of. The band will be directed by Raleigh Dickinson, and with a public-address system Doc Green will have a lively midway.

JAMES A. THOMAS.

Marks

RICHMOND, Feb. 12.—Manager John H. Marks completed arrangements with the Richmond Theater Guild to furnish the animals from his wild animal show, Secusion of the Mountains to be presented at the Lyric Theater this month, Director Seriram Yarborough found that all the Bertram Yarborough found that all the menageric needed for his production would be available at the Marks quar-rent of the animal at the Lyric. The charge of the animal at the Lyric. The the Fronts, including one 76 feet in length for the girl show, are nearing completion under the direction of George Andersin, maker builder. Fred Jule recently ar-mater builder. Fred Jule recently arrived and is designing the color schemes for the various fronts and the new entrance and marques. Arthur E. Cumpur and the marques of the coder for the new carvas, which is the new carvas which is the new carvas which is the new carvas and the coder for the new carvas and the coder for rived after the 6th had been removed by its new owner. Slim Brest, chief-elec-trician, is busy with a crew mounting the new equipment on trucks. Lawr-ronce Hester is on the designs and let-tering which will grace the new trucks and trailers recently purchased by Man-ager Marks but which have not as yet been delivered. Bill Pagot, chief of trans-portation, finished overhauling each of the older trucks and Hester is repainting and lettering them. Upon his return from a two weeks' tour of the Eastern States Manager John H. Marks was very favorably impressed with prospects for a banner season. Visitors: James E. Strates, of Strates Shows; Frank Ber-gen, of World of Mirth Shows; Ban Edsen, or world of Mirth Shows; Ban Eddington, of Columbia Printing Company;
Bill Stone, of Chimney Corner; Carl Barker, Johnny Roland, Margaret Moody,
Mrs. A. S. Moody and Oscar Bradshaw,
well known in the amusement world.

JOE MARKS.

Keystone

DOUGLAS, Ga., Feb. 19.—Men at quarters are under direction of Charlie Burton and work is progressing nicely. Opening will be in April. Manager Charles A. Hartzburg will enlarge working crew soon. Charlie Burton will have ing crew soon. Charne but on Merry-Go-Round again this season.
ROY JACKSON.

White City

LOS ANGILES, Feb. 12.—With selection of Sunday, Pebruary 20, as Pacific White City Shows in Implement City and Losses and Losses and Losses August 20, 100 and 33 feet in length and resembles the cabin of an ocean liner. It will be operated under the direction of C. P. Corey, with Robert W. Charters in charge. With the finishing touches show will be in readiness for the opening under auspices of Veteran of Vergein Willer in National readiness for the opening uncer nuspices of Veterans of Foreign Wars in Ingle-wood February 19. Lucille King, special continues in the Los Angeles vicinity. Chrence in the Los Angeles vicinity. Chrence II. Alton is the latest recruit. He placed diver and the second free attraction for the season on route from Baltimore, will be season on route from Baltimore, will be season. diver and the second free attraction for the season, on route from Baltimore, will arrive next week. Collier and family are touring overland in her de luxe trailer visiting points of interest as they trainer vanising points of interest as they elsurely anjoy the scenic views of the various States they traverse. Marko and Le Fors, aerialists, have com-pletely overhauled their rigging and concessions, including bingo. Bud Cross with his Silver Ficet, containing the the scenic views of the s they traverse. Marlo perialists, have com-Octopus and concessions, arrived from Stivetion, Ore. Mrs. Ann Cross re-mained at home with the children but will join later. John Hertl, foreman of the Octopus, just no time after his ar-rival to visit Monrovia and the girl of his dreams. Claude Renner, in charge his dreams. Claude Renner, in cases, of work at quarters, has everything under control. Swede Olsen has been repainting his concessions.

WALTON DE PELLATON.

Raftery's

WILMINGTON, N. C., Feb. 19 .- Rail-WiLMINGTON, N. C., Feb. 19.—Hall-road coaches were unloaded her Tues-day, delivering equipment formerly used by the Tinsley Shows to the Raftery quartera. The hine fronts were set up by a crew headed by Red Gray. All of them will be rebuilt and painted by builders headed by Edwin Burke. Rides will be overhauled under the direction of will be overthauled under the direction of Tex Freeman, who will be in charge of rides this season. He will arrive soon to begin his operations on the rides here and others contracted by Manager Raf-tery. Two rides are due which are being tery. Two rides are due which are being shipped by Gwner Lasy Smith from shipped by Gwner Lasy Smith from stored since the close of last season. Smith's own foreman will accompany them. Other than his rides Smith will booked his pup-cern and candy floss concession for the season. Show will been on a trip arranging spring still dates, while Tommy Carson, contraining squit, has seen to the promotion of two

> BOOMERANG ←

The ride sensation that slayed to phenomenal business on the midway of the Royal American Shows at the Florida State Fair, Tampa.



Merett, Schmery & Velere Bee, on purchaing this ride stated: "BOOMERACK IS THE LARGER IN THE RIDE FILLS OF INTSTACT." IN THE STATE OF T

Write for Circular, Price, Etc.

HARRY WITT - Soigs Man

BOOMERANG MFG. CORP. 140 13th St., Brooklyn, N. Y.

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WYANDOTTE, MICHIGAN, APRIL 16

Shows wanted with or without equipment.
ALSO
Side Show People, Talkers and Grinders, reliable Ride Help,
especially Ridee-O Foreman.

HAPPYLAND SHOWS, INC. Winter Quarters - Gibsonton, Florida.

3633 Sayburn, Detroit, Michigan,

W. G. WADE SHOWS

Open in PONTIAC, MICH., SATURDAY, APRIL 30-9 Days in the Heart of Down Town—Auspices Metropolitan Club, Lansin Wyandotte and River Rouge To Follow. Lanting, Jackson,

WANT Cookhouse and any legitimate Concessions.

WANT Motordrome, Funhouse, Penny Arcade and any worth-while, nonconflicting Shows.

WANT Side Show Attractions; salary certain.

All address W. G. WADE, 289 Elmhurst Ave., Detroit, Mich. Phone Townsend 8-1506.

WINTERS EXPOSITION SHOWS

(Six Rides Owned by Management)
OPENING APRIL 23, PITTSBURGH, PA.

Will book Shows with own outfits for 25% of gross. (Mabel Mack and Merrit Anderson, write.)

Can place logitimate Concessions only. C Wheels, \$25.00. Grind Stores, \$15.00; Stock

Will book outstanding Free Attraction for entire season. Write or wire CURTIS L. BOCKUS, Gen. Mgr., Room 12, 148 Liberty St., Lynn, Mass., or OCKUS, Gen. Mgr., Room 12, 148 Liberty St., L HARRY H. WINTERS, Box 54, Beaver Falls, Pa.

GROVES SHOWS

OPENING GREENCASTLE, IND., APRIL 23.

CANN Shows with or without own coeffits, Manager and Acts for 90-ft. Tec-in-One and Acts for 10-ft. Tec-in-One and the Shows with or without own coeffits, Manager and Acts for 90-ft. Tec-in-One and the Shows are supported to the Shows and the Shows are the Shows and the Shows are t Geek Show.

CANADA Wanted, Sideshow Attractions - CANADA

WANTED--Unused Selector Attraction for the coming season with CONKLIN'S ALL-CANADIAN SHOWN in CANADIA. Scarting latter part of April 25 weeks in CANADIA. Can place good Attractions inseed attractions in the control of the property of the control of the control

HARRY LEWISTON

P. S .- Now showing South Bend, Ind.

CRESCENT AMUSEMENT CO. WANT

OPENING DONALSONVILLE, GA. MARCH B. WITH BAINERIDGE, GA., FOLLOWING, DOWNTOWN, FIRST SHOW INSIDE CITY IN YEARS. SPONSORED BY P. T. A. OWNTOWN, FIRST SHOW INLINE CITY IN YEARS, SPOKEDIED SY F. T. A.
Will size stratistic proposition for John-Owlands. The ACD WHIR or OCTOPUS with a without
House Peters Areade, Fix Family, Midget, 10 in 1 and Pit or Patient Blow that can est nearly
House Peters Areade, Fix Family, Midget, 10 in 1 and Pit or Patient Blow that can est nearly
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Is Your Subscription to The Billboard About To Expire?

CHERRENGE BEREEFEREN BEREEFEREN BEREEFE W. I. (BILLY) GIROUD General Manager

P. S. McLAUGHLIN Business Manager

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NEW ENGLAN MOTORIZED CARNIVAL

- INC.

Invite Western Showmen Desirous Changing Territory To Join Us

Opening April 13th in Westchester County

WANTED—Shows of all descriptions, with or without own equipment. Liberal percentage arrangement. Danny Hubbard, write. Williams (Montpolice) Drome), write. CONCESSIONS WANTED—Cook House, Candy Apples, Diggers, Photo Gallery. All Grind Stores, \$20.00 per week. Will give exclusive. All wheels open. What have you? POSITIVELY NO GRIFT.

ALL RIDES BOOKED. Can use Whip. Do not need Ride Help. Will book two outstanding Fee Acts for long seaton. Buster Gordon, write. Will buy one more 75 K.W., Transformer. For Salo—Two Koickerbecker Light Plants, perfect condition, one 15 K.W., one 17.5 K.W. Bargain for cash. Write P. S. McLaughlin, 33 Chrisman St., Forty Fort, Pa.

FOR SALE-One complete Bowling Alley, 2 sets of balls, \$50.00. Want -Good Second Man. Address all communications to

WM. J. GIROUD

Palace Theatre Bldg., 1564 Broadway, New York City Phone Longacre 5-9535

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Opening Early in April! Can Place for Long Season:

RIDES—Deuble Loop-O-Plane or Strateship and one more Flat Ride.
SHOWS—Side Show: will furnish complete new outfit to reliable showman.
Foots Middleton, answer.
Have Complete MONKEY SHOW. Want reliable Showman to handle same, CONCESSIONS—We have openings for a few more legitimate Concessions.
REE ACTS—One more outstanding Act to feature.

Address JOHN H. MARKS, P. O. Box 771, Richmond, Va.

WANTED --

TRICK RIDER AND TALKER FOR MOTORDROME. Oriental Dancers, Singers, Models, Acrobatic, and All Specialties. MUSICIANS-Piano Player, Cornet, Saxophone, Drums and Clarinet. Working Men for all Shows. Lecturer for Posing Show and Talker for same. ATTENTION-jack Coulk, Cash Miller, Buddy Wilson write. Blackie Costello come on at onco.

JIMMIE HURD, Marks Shows

READING'S UNITED SHOWS

Also Cenn Gime, Frame, WILL BUY — THE A-WHIRL — WILL BUY
Also Cenn Gime, Frame, But Center and Cent

HIPPODROME SHOWS OPENING MARCH 7 AT WALDO, ARK., WITH CAMDEN AND MACNOLIA, BOTH DOWN-TOWN LOCATIONS, TO FOLLOW.

TOWN LOCATIONS, TO FOLLOW.

WANTED—LEGITIMATE CONCESSIONS OF BLL KINDS, \$12 per Week; Smull Cook House
or Grash, Following People communicate: Ridey Jahn Family, Homer Kilburn, Harry Haslam
ITypewitler). WANT Concession Agents and RIDH RLIP For Merry-Co-fluid, Ell Wheel
and Chairplane. Address.

MANAGER, HIPPODROME SHOWS, Box \$43, Bossier City, La.

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



120,000,000 PEOPLE CAN'T

Bat'em" Baseball Game

AMERICA'S FAVORITE SPOR in reach of all at NEW LOW PRICE. Gets
money all year round. Made portable, tostalled anywhere.
DON'T DELAY. WRITE TODAY.

JOE ARONOFF,

elebrations which will be played in way at Punland Park, Miami, for eight weeks, but it is now with Art Lewis Shows, RICHARD JACKSON JR. ranging scenic designs which will adorn the trucks of the Raftery Shows. S. TOMMY CARSON.

LONDON, C., Feb. 19.—The opening date for Curl Greater Shows has been set for early in May. Work at quarters has begun and all departments will be enlarged. The personnel this season will be nearly the same as last season. Dec Edwards recently returned from a book-ing trip and reports that much new territory will be played this year. Mrs. Cedora Edwards, his wife, was hadly burned when the stove in their trailer exploded at Louisville. Mr. and Mrs. Itee exploded at Louisville. Mr. and Mrs. Iko Chapman report from their home in Plorida that they will soon be heading for quarters to ready their bings and are in Plorida. Paul Miller will be in soon to paint all new banners for the side show. Tom Portwood and wife, Asia, will be with the show this season. They have been wintering at their bome in Aberdeen, Miss. Show will play mostly street celebrations and will have a free act and a free gate.

DOC EDWARDS.

CARUTHERSVILLE. Mo., Peb. 19— Show has men at work. Pop Whitman has been working his and they have accomplished much. Herb Meyers and assistants have been spreading plenty of paint. New electrical equipment this year includes five 43-foot towers for year includes five 45-foot towers for lighting the midway and five plants for furnishing current. Mr. and Mrs. Sam Solomon returned to quarters and will apply the state of th building bodies on the new trucks and exercing the light towers as fast as they arrive from the factory. William Solo-mon, general agent, has the show pure-bern in Cirruthersville the past three weeks. Jimmic Limbaugh, who will have three shows this season, was a recent visitor, as was Harris L. Wallace, of Pul-ton, Mo., who has the photo galleries with the show. Andy and Marke Rasmus-with the show. Andy and Marke Rasmussen, of cigaret shooting gallery fame, arrived in quarters.

W. H. BILLIE OWENS.

NEW YORK, Peb. 19.—Grimes Greater Shows' staff: Frank Grimes, manager: Eugene Wallach, secretary: Pay Grimes, transurer: Peter Schwartz, Iot superintendent, and Mrs. J. Wallach, both greater of the Gre

Jackson's

CHICAGO, Feb. 19 .- This show is be-CHICAGO, Feb. 19.—Inis show is ob-ing enlarged this year and will open in Western Ontario latter part of April. A caterpillar tractor has been purchased and enough wagons to take care of all rides have been ordered. Show will move rides have been ordered. Show will move in hagone cars. Mr. and Mrs. Richard Jackson stopped here for a few days after attending the Oniatio exhibitions meet-ing in Toronto. They were successful in contracting Class B exhibitions for Belleville. Kingston. Restew and Al-monte. While in Florids this winter the monte. While in Florida this winter the Jacksons purchased a house at Braden-ton, where their future winter home will be. They had their Spillman Auto Speed-

J. J. Page

AUGUSTA, Gs., Feb. 19.—Activities at quarters are going at a merry pace. Big-gest end of the work is completed. Montgest end of the work is completed. Moni-gomery's crew started repainting the Til-n-Whirl and will finish the twin Big ER. Wheels and Chairpiane. Trevor Moni-gomery will complete the artistic end of the painting. The Montgomery are due soon. Show's rolling equipment will go secon. Show's rolling equipment will go in for turning and repairs. Superintendent Fann will dismantle the office trailer and the superintendent Fann will dismantle the office trailer by the superintendent for the superintendent singer will again have his corn game anger will again have his corn game and asys that he will be in quarters March I. Billie Ctark writes that he is going in for some deep-sea fishing off the coast of Key West. Later he will book his on concessions for some promotions in Picti-da ere he leaves for quarters. There will be many new faces on the midway this year, particularly on the show and con-cession end. Owner J. J. Page will leave on a business trip shortly and stop of at his home in Johnson City, Tenn. Chris eat his home in Johnson City, Tenn. Chis Jercigan has been working advertising advertising and tickets in conjunction with the model by Education of the second of the sec

S. B. Williams

ARDMORE, Okla., Peb. 19.-With all rides, shows and concessions painted and overhauled everything is ready for the opening in March. Morry-Go-Bound has a new top and side wall. Big Ell Wheel a new top and side wall, life all was new seat covern and five concession have new tops. Auto kiddle ride h been rebuilt. Owner Williams present his wife with a new 24-foot Schul trailer. S. B. WILLIADES.

Anderson-Srader

WIGHTA Kan. Feb. 19.—Anderschender quarters will open March 13. During winter Govern Beland. See March 13. During winter George Beland. General March 13. During winter George Beland. General March 13. General M

Zimdars

JACKSON, Tenn. Peb. 19.—Work is progressing and show will present ten fronts, some new canvas and plenty of fronts, soon new canvas and plenty of lights. Harry Zimdars has spent motor to the property of the property of

Full Date Carnival Show Letters

As Reported by News Representatives for the Shows

Crafts

Calertoo, Calif. Week ended Feb-ruary 12. Auspices, American Legion and VFW Posts. Weather, chilly at nights. Buriness, fair.

In the land of no savie and mananna once again and suffice to say the resi-dents of our sister republic across the international line who always turn out m roodly size numbers but noticeably sent was their plata, meaning money Spanish. This season finds Crafts was en tour earlier then any previous Shows on tour earlier then any previous eason occasioned by several early spring California engagements contracted last still. Biverside County Pair and Stampede held at Indio, Calif., early part of February was the opening stand. It lagged somewhat in attendance the first ew days but week-end brought out a clorful crowd and all attractions re-cated good business at the close of en-opement. Phil Stopeck is back again this with a flashy devil's bowling alley re the Ragland-Korte people with well-stocked merchandise wheel four well-stocked merchandise wheels boths. Ed Lane is spending a few weeks on the show with his concession prior for the show with his concession prior Sorthwest. Mrs. Marte Klenck, Pacific Coasts noted concession operator, has three well-stocked ball games, including her innovation game ahe terms the fun-tion, so called from the fact all objects un at represent characters taken the comic supplements. Eddie Bliss, via sign artist, is operating a new via sign artist, is operating a new ball game also this season. Charles Com Miller are back again with r long-range shooting pallery. Mrs. the Hansoom is another concession conce er back this season. Mrs. Hans-is operating the photo booth again cent is operating the photo booth again with a new model picture machine and deceloping process for colored art photographs also imported from the Zieus, Ferlin, Germany. L. Hicks is back with the balloon game and familiar sign of Bast One You Win One. "Frank Platics of Pitch-Till-You-Win Zame, will add another concession soon. Among outstanding show fronts are Karl Miller's monkey show front. Red Crawford's lion molecular front with large descriptive

lettering stands out. Avon Gayles' Pollies and R. Girl Revue while not a new
front has been reglided and all design
work touched up. Bitly Bootle anterior touched up. Bitly Bootle anletter of the standard of the standard of the
last attraction, the Super Side Show, Zo
Kanthe's new pictorial work for the
Caldwell Studie. Bob Burna, operating
the new semi-built Popeye Pun Ship,
for a standard of the standard of the
Caldwell Studie. Bob Burna, operating
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Heth Bros.

Ozark, Ala. Week ended February 12. P. O. lot. Auspices, American Legion, No gate. Weather, fair and warm, Business, good.

ed committee that worked An experienced committee that worked with T. P. Littlejohn on the Dale Coun-y Pair for many years helped greatly in year party of the County Pair of the North in the County J. Dressen, general agent, departed for the North in interest of fairs and cele-brations. Bes P. Tooh, to Supernitenda work in preparation for the big shows opening in March. George Walker, fore-man of the Loop-o-Plane, returned to the show from Florids. Reports confithe show from Florida. Reports condi-tions there very bad at promotion fairs. Slim Davis and wife of the Joy Box, funhouse fame, are clicking right along with top money. Idaho Smith joined with a ball game and novelites. PLOYD R. HETH.

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Would like to book created blooms Trouge, including that have most a some work to which, and capable of gutting on high-data above. Also must seek that the control of the have complete outlit for since except wadebbe. Have oppning for either shows, but must extend to be suffered to be suffe

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AND KIDDIE RIDE. WANT Cook House, Corn Game, Penny Arcade, Froxen Custard. All legitimate Concessions open except Pop Corn. Have complete outlits for Side Show and Posing Show, also two more outlits. Showmen who have something to

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W. C. KAUS SHOWS, Inc.

OPENS NEAR HERE IN EARLY APRIL

W. C. KAUS General Manager, at Winter Quarters, New Bern, N. C.

Thank You for Mentioning The Billboard.

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

By STARR DeBELLE

En Route Over Land and Sea, Week ended February 12, 1938. Dear Red Onion: This finds the Ballyhoo Bros.'

This finds the Ballyhoo Brox. Exposilon making a long jump from the West
Coast of Florida to the East Coast and
then on to the waters of the Guid
then on to the waters of the Guid
then on to the waters of the Guid
the Bahama Islands. Again the bosses
outcomarded their competitions by doing
the 'macek act' before they realized that
Central Agent Len Trucklove had the
make stands in the Bahamas but will
continue to Cuba and Maxico. This will
call for two boat moves after playing
our little cut-of-the-States dates.

our lirst out-of-the-States dates. The 90 double-length, and then some, railroad cars of the Ballylaco Bros. arrailroad cars of the Ballylaco Bros. arrailroad the state of the control of the state of the control of the train stated at once, but due to so many of our personnel alteb-laking from spot to spot, there alter a state of the state o the docks

the docks.

By Thursday morning all wagons, tractors, trucks and house trailers were loaded on barges ready to take to sea.

Over 700 barges and passenger boats were used to move the world's biggest and most unusual midway across the

DONALD T. HANKINS OPERADIO SOUND SYSTEMS

vast span of water. The show train being left behind and will later be whether it will be sent by land or see is still undecided by the management. With callopes playing and figs flying, the boat show of all time took to see Friday morning at 8 o'clock, EST.

Hundreds of Miamians and show peo-ple wintering in the tropical city were at the docks to bid the show good-by and wish it a prosperous tour. Tex Sherman handled the stories for the local press and promised the writer to viat the show in the near future and

visit the snow in the near tuture and will gladly verify this story.

The trip an uneventful one from the time we sailed until we arrived at our destination on Sunday morning. The sudden change in mode of travel again held up our letterheads for the show due to adding O'er Land and Sea to our Century of Profit Show alogan. Will positively have them for our next letter

visitors at the docks in Mismi: An apparently empty cab pulled up and Frank Bleigh, Freddle Kaplan and Boston Pat stepped out. The Drawhead Sisters came out with a motor escort that is, as far as the city limits. Severa that is, as far as the cityl limits. Several far secretaries from our Fiorida spots reached the decks too late to catch the Outhouse Poster Company, accompanied by the sheriff, missed the boats by an bour. He immediately radioed the annual standpoint, stick to the Outhouse Posters. The boxes radioed back! The longer we stick the more the didn't say whether they meant on the walls or in their books.

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Price Per Gress, 521.00.

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200100 FORTUNE CARDS, Fine Sc. 43
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ur Midway By RED ONION

SHELBYVILLE, Ind.—Aerial Crawfords are here.—Vogel Crawford.

BOSSIER CITY, La.-Mrs. Al C. Han-sen is busy here at winter quarters. SIOUX CITY, In. - Spending the winter at home here.-Bobby Arnett. MIAMI BEACH, Pla.-Mrs. Isser and

myself are wintering here.-Philip Isser.

Wake up and de!

Look ahead and then go ahead! WALTER K. SIBLEY penciled A. C. Hartmann recently from Tamps: "Coli-fornia bound!"

PITTSBURGH.-Booked three concessions with the Bright Light Exposition Shows,—George Lider.

BALTIMORE—Past two seasons with Mighty Sheesley Midway, Spending the winter here with my sister.—Gene Campbell BEAVER PALLS, Pa.—Am ride foreman with Arena Shows. Mrs. Ruth Winters, my wife, in in the Beaver Valley Hos-pital, New Brighton, Pa.—Happy Winters,

vals plan to have two press agents this

Some of the carmi-

W. H. OWENS, secretary-treasurer Solis Liberty Shows, has been resting but is now on the job again. Reisson Our Midway knows is because he sent in some news last week.

Again we say, give some attention to glass light towers as part of midway illumination.

NEWARK, N. Y.—George H. Besto whip foreman, and Leo Grandy, le' superintendent, will be with the O. J Bach Shows again this sesson.— Grandy, The Billboard agent in 1937.

BOME, Gn.—Have friends on the J. J. Page Shows. Now recovering from pneu-monia and hope to be well when time comes to open the sesson.—Mrs. Resie Jackson.

DALLAS .- Been touring the country trying to decide which show to go out with. Spent most of the winter at my home in Philadelphia. Best wishes to The Billboard.—David M. Cleary.

TAMPA. Pla.-Tampa went over with



FISHING IS THEIR PASTIME FOR THE GREATER PART OF THEIR VACA-STREET PASSIBLE POR THE FRACTION PASSIBLE PASSIB

t. J. POLACK-Several want to use the forld at Home title. What about it?

BATAVIA. N. Y.—Am of Mary Ann's bingo of this city. Had a good winter in this territory. Purchased a new Ford truck to be used this season—Dave Laf-

GRAND RAPIDS, Mich.—Will present my high-pole act with the Weer Shows this season. The act is playing a night dub here at present.—Great Eugene.

RUSKIN. Pla.—Wintering here with my three big snakes, Elick, Preacher and Samson. Will be with Snapp Greater Shows.—Mose Smith.

OUTDOOR SHOWS are threatened Kentucky. See article on page 3,

LEXINGTON, Ry.—H. Earl Wood, con-cessioner, is a patient in the Veterana Hospital here. Insulin injections are said to be the treatment and also that he is improving.

APOPKA, Pin.—Been engaged as band leader for the Great American Shows to open in Mobile, Ala., in April. Band to be 10 pieces with calliope.—Frank P. Meister.

HARRY PITZOERALD and Carleton offins - Kindly report on your 1938

a bang and set a new high record for the fair in spite of the fact that the weather was bad for the entire first week .- Oarl J. Sedlmay?

JOE MARKS, of John H. Marks Shows, writes a very nice letter of winter quarters activities.

SANTA ANA, Calif .-- My husband, mari C. Hall, was in a wreck last April and is still unable to work. He has been in show business 30 years and was last with P. H. Bee Shows.—Mrs. Earl C. Hall.

COLUMBUS, O.—Made a trip from Gisce Bay, N. S., Can, to join relatives in the United States, Having a grand time and will return home in June.— Ann Gaakin

BAINBRIDGE, Ga. — Signed to work annex in the sex show for Doc Jack Wilson, who will again be with Sol's Liberty Shows. This will make my second asseon with this show.—Ray Rayette.

All the carnivals will get out of their barns They always have in the ponly stay out a few weeks. e past, even the see

LOS ANGELES.—C. P. Corey and Chas, Walpert, of the White City Shows, made a flying trip to Bakersfield, Calif., on business. The consternation it created is still the talk of the show world here.— Walton de Pellaton.

IT IS TOO BAD; Several have reported If is TOO SAD; Several have reported that at the recent Tumps (Fig.) Fair there were several concessions on the midway that were not in keeping with the high standards set by the manage-ment for its amusement features.

NEW YORK—Been sick since early last April with stomach trouble and had to stay at home last season, the first time off the road in 15 years, thope to sgain get under canvas this ecason.—Bessie Russell.

ART B. THOMAS states that he carrier a 32 by SO-fact dance pavilies for Bowers styles of dencing. Ain't that something new

ROME, Ga.—Am wintering with my brother, Charlie, here and have a little cafe. Now building a cookhouse which is booked with the Great Superior Shows Business is not so hot here.—James Phillipp.

MONTICELLO, Ark .- James Saunders on of Mr. and Mrs. Reg Saunders, of the C. W. Nalli Shows, won first prize for his singing in an annature contest spansored by the high school here, where he is a student—E. Reitz.

HAMBURG. Ark.—Jack Kelly, who worked for Slim Collins on Shorty Par-rell's show last year, is very sick. County authorities sent him to the State Hospital at Little Rock. Its mind is okeh but he is in a very bad condition.—Cecil Keown.

Just heard that the Come & Go Shows will have a fleet of express platform trucks this season. Wonder what next.—Soapy Clut.

KANSAS CITY, Ran.—Was a feature of John Prancis Shows for five years and was a star in Joe Levitts' Giggles Eurlesque. Have also been with Johnny Jones, J George Loos, T. 3. Tidwell, C. A. Wortham, Con T. Kennedy and appeared at Concy Bland, N. Y.—Lillan Zoma Fox. CHILLICOTHE, O .- Thursday

CHILIROTHE, O.—Thursteny must-pehruary 24, 730 p.m., Eastern Standard Time, I will be on "We the People" Coast-to-Coast broadcast as the Circus Preacher.—Doc Waddell. What network, Doc? How is it you sometimes fail to complete the information you send in?

It is all right to respect your betters, but you never know who your betters are.— Fred B. Barton in Let Yourself Go!

LET US GUESS: Are W. H. (Bill) Rice Ivery Rice and Lovey Rice going to put on a water show or some other kind of a show with the Mighty Sheesley Mid-



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Prices Guaranteed to be the Louest on the Market. men Since 1010 BRIGHTON LAMP CO., INC. way? Bill arrived in Savannah, Ga., recently from the West, where he did recently from

SEATTLE, Wash,-Left Los Angeles in BEALLIE, WESH,—LET LOS Angeles in a 1020 model Chevrolet car and get to Stockton, Calif., and bought a new Chevrolet to complete the 1,400-mile trip to join Lindsey's World Museum. No trouble on the way except trouble of getting gaz.—Bessle Bessette.

BOSTON, Mass.—It is my wish to thank the showfolk of the Rubin & Cherry Expedition, and especially the Showners's League of America, for the Findness they tendered me during the sliness and since the death of my husand, Alvin Freel,-Mrs. Perne Preel.

MANNING, S. C .- Mr. and Mrs. Joseph MANNING, S. C.—Mr. and Mrs. Joseph gleblar; daughter, Elizabeth, and writer finally arrived here from Florida, where they fished for most of the winter. Work at the quarters of the World of Fun Shows will soon get under way.—Whitey THAT'S

When the New York World's Fair is over gity Rose is likely to say: "Well, I think I will take it on the read!"

WASHINGTON, D. C .- Been reading The Billboard since 1912 and during that time have missed only a few copies. Think this is some kind of a record. I have traveled from Florida to Maine, west to Cobrado and all thru the West inches.—Edw. James Irvine.

CORTLAND, N. Y.—Booked my CORTLAND, N. Y.—Booked my sex show with Kaus Exposition Shows. Been raiker on girl and sex shows for past few remons. Worked clubs here this winter Leave for New Bern, N. C., in April to get ready for opening of season.—Bernie

Are you keeping a scrapbook? In after cars it will prove very interesting and cary times valuable. It is, however, never too late to start one

HAVRE DE GRACE, Md.—Will handle the frint of Bobby Kork's Hawaiian re-ture this season. Visiting relatives here and will be in this vicinity until the cull connes to open, Was thinking of Mr. and Mrs. Ohlek Townsend and Mr. and Mrs. Bolke Townsend allard.

COVEL, W. Va.—Will be with Fronk States World's Wonder Ehows this season as a ride forenan, either on the Locy-o-Plane or Chairplane. Have not mised a copy of The FillDoard in 12 mised a copy of The FillDoard in 12 mised by the Park Doard of the Dualmess—and hope I never have been in the Dualmess—and hope I never have losses.—Ben C, Udy. in the business-

It is not the poster paper that has been endered that counts, it is the number of sheets that are posted on the billboards before the show gets in.

ERIDGEPORT, Conn.-Was with Le-Bros.' Circus last season and closed with it, then went to Plorida for some fairs. Will be with Howard Potter's Bazaar Mill be with Howard Potter's Barna.

Playing New York State, na electrician.

Anti talker on Ma and Pa Sherman's

Haddo entertainers side show. Am

Torking a night club here at present.— Hank Bergan

SOUTH BEND, Ind.—We have spent the of the most pleasant winters of our museum. Will have the fat girl show with Conklin Shows, under the direction of Lexiston. We had the fat girl show with the World of Mirth Shows the past the and boxing.-Carlson Staters

BILL RICE-Remember that Big Bath Tub SILL RICE—Remember that my dath swe bles for a water circus you were to frame for Lee and J. J. Shubert in New York for a Winter Carden production? Well, Bill, do it now for the "Mighty Thing!"

GARFIELD, N. J .- Marie GARFIELD, N. J.—Maric scott, or Fullipsburg, N. J., visited the B. & V. Amusements' quarters here and booked ber concessioner, called prior to leav-land concessioner, called prior to leavart concessions. Lou Riley, frozen custand concessioner, called prior to leaving in his trailer for a five-week vacation in Picrida where he plans to visit the Soyal American and other carnivals playing that State—Queenie Van Vilet.

Horrors! Mud arena athletic shows! Several norrors! Mud arena athletic shows! Soveral sky that they are going to have them and if they do plenty of mud slinging will be in order. No loke, Did you see the moving pictures of one recently?

NEWARK, N. J.—It is my opinion that a real high-class water circus would click those days. Many of the younger gen-tration have not been them. They should

be streamlined, well costumed and staged. I staged one for a premotion two years ago with all local talent ex-cept the high diver.—J. J. Mistrot.

PHILADELPHIA.—It is surprising how many columnists read The Billboard. Have been informed that all Philadelphia columnists, including Boake Carter, read every issue. Mrs. McDonald and myself are wintering here actionaid and myself are wintering here and anxiously awaiting the opening of Coleman Bros. Shows, our third season with these swell people. Best wishes to The Billboard—Reid McDonald.

BRYAN, O .- Even the I suffered 25 weeks of pain, I managed to keep the J. Harry Six Shows going last season. Guesa a lot of folk think I am deed. I am now rested and recuperated, hav-ing gotten relief from my sickness late in last October and am ready to get going again. Season will open in South-ern Tennessee. Best wishes to The Billboard.-J. Hurry Six.

Can it be that certain well-known general agents of the Pacific Coast are losing their incentive to work or are the card games at the Pacific Coast Showmen's Association clubrooms more enticing?

CHICAGO,-Last season with Dod-CHICAGO.—Last stason with Dod-son's World's Pair Shows and closed in Lake Charles, La. Stayed in New Or-leans until after the holidays and caw many show people there. New working on a Chicago newspaper but plan to be in East St. Louis in April when the Dod-



PAUL STADELMAN, professionally known as Sanda the Magician, and his tooden-headed componion, Windy Higgins. This winter Paul has been playing indoor date doing magic and tentriloquism quite successfully. He has been with carrivals and may return to that field this season, but Winds his head. Windy has never been on the lots. Aside from being a clever manipulator of magical aparatus, Stadelman is also an inventor and builder of tricks.

son's open the season. Dave Carroll will find me out for more photos this season. -Allan Charak

HOT SPRINGS NATIONAL PARK, Ark. -Irene Perill, double sex attraction, has signed with John T. Hutchens' Side has signed with John T. Hutchens' Side Show as the annex attraction. Hutchens will be with a railroad carnival this sea-son. I will be the emsec for his show on the inside. Mr. and Mrs. Hutchens were here taking the baths. All of us will be here until March 1.—Billie

THE CREAT ILLUSION: There is a way that seemeth eight unto a man, but the end thereof are the ways of death.—Proverbs 14:12. From The Cincinnati Post, Thursday, January 13, 1938.

NEW YORK—Mrs. I. K. Wallace and myself are wintering here on vacation and having a great time audit the bright lights. Saw the Braddock-Furr fight and are buys renowing old acquantances. Booked our Big Ed Wheel with control of the braddock for T. R. Wallace.

ZEPHYRHILLS, Pla. - Showing under ZEPHYNCHILLS, Fig. — Showing under suspices of bands and chambers of commerce in sunny Forida playing theaters. I took part in the Shriners program at the Plorida Fair, Tampa, and breaddast over Station WDAE Thursday, January 27. Serry to notice that Bobby Kerk is in ill health. Was thinking of Mint Garneau.-Fred W.

WISDOM: Labor is the great searce from which nearly all, if not all, human comfects and necessities are deaven.—Lincoln. From The Union Herald, Rafeigh, N. C., Thursday, January 6, 1938.

RALEIGH, N. C.—Recently I stopped in the Wake County jull here to see Frenk C. Monaghan, who is being de-tailed on a mandaughter charge as the lained on a manasaughter charge as the result of an auto accident. Am certainly sorry for Frank, as his wife is in a hospital and will be a cripple for life. Frank would now be on the advance of the like in the Like in the cident had not happened.—Best Green, of the Johny J. Jones Exposition.

NORFOLK, N. Y.—Am here in the Adirenack Mountains. Will again have my cookhouse, pop oors and candy apples on a small show this season. Mr. house, the control of the contr

"JUST A PUNK! There are two hinds of "punks," male and female. Why he worled about what "punks" are trying to do? Every human being was once a "punk!" Some have not yet outgrown being "punks" also.

DETROIT.—Sold a penny arcade to D. G. Campbell, who will place it with a carnival playing Ohlo this season. Now rebuilding two units for the road. Earl carnival playing Onto this season. New rebuilding two units for the road. Earl Dunken will have one which he will manage for me. Was in Kentucky and delivered a number of arcade machines. I will also have a aide show and two walk-thrue out this season playing fairs. The Billboard is the showman's educates and I can hardly wait for it to come of the press each week.—Joe Fredrick.

SUMTER, S. C.—After closing with the Tip. Thy Shows, Mrs. Swain and mywelf Tip. Thy Shows, Mrs. Swain and mywelf pewelty and novellute for the holidays to fair business. Came here after Christmas and have been working in a door-city. Been doing so see week days but big on Saturdays. Will be with the Creecent Amusement Company with concessions and Serpentina show—Sam L.

Think in viewpoints for the days that are to come and not so much in the days that have passed and we will get some place. Red Onion recently said, "That which is not in line with progress is doomed."—Wadiey Tif.

CINCINNATI.-Mr. and Mrs. John CINCINNAIL—BAT. BEED BITS. JOHN F. Reld. Of Happyland Shows, Detroit, and Mr. and Mrs. R. P. (Bob) Buckley, he the secretary of the Bad Aux (Mich.) Pair, were in this city has tweek en route from Plorida to Detroit. Reid and Buckley visited The Billboard office. The party spent three weeks in the Sunshine State as guests of Mr. and Mrs. William G Dumas, partners in the Happyland or-ganization, at Gibsonton. They also visited showfolk in Miami and at the Tampa fair.

LONG BRANCH, N. J.—Had a delight-ful three-month vacation in Sarasota. Fla. Now visiting relatives here. Talk about fishing Sarasota is the spot. Silm and Bertha Curtis, Dave and Goldie Prancis, Mrs. Al Tomaini and the writer Frances, Mrs. At Tomaniu and the writer had many fishing trips, with spaghetti dinners afterwards. Spent New Year's Day with Joe and Ruth Pontico. That man can cook! We had great fun while it lasted, but even so it is good to be back home and prepare for the coming season.—Al Tomaini.

CHATTANOOGA, Tenn.—Mrs. Lydin Martin, show woman, is here visiting her daughter, Mary Kon Martin, who is in a sanatorium. Mrs. Martin has in a sanatorium. Mrs. Martin has formed a partnership with W. C. Harris,

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Pero-Abrenat Merry-Go-Round, No. 5 Ett Ferr Charles, mail Cook Heene, Grind Shows. Legitimus Charlessians. No racket Browton Als. this week

Couch & Bryan United Shows OPEN LAST WEEK IN MAY IN IOWA

booking Shows, liftles and Occasions with own partation. We easily Free Acts and play two is a wisel on streets. Will make Rise owner good sethin who can move three times a week. Gene write. Witte BOX 475, Stuart, 1s.

showman, and will launch the Martin-Harris United Shows this season and will open in April in Kentucky. Harris has been off the road for several years, but up to the time of his retirement he was owner-manager of his own carnival and very successful .- A. V. Cook, rep-

Salami, herring and canned sardine fisher-men were very much in evidence at Milami Beach, Fis., this winter. So you by this can see that there is a wide variety of deviaces of the deep to be had if people will only fish in the right waters. Why get sore?

CHARLESTON Mo-Blave noticed in The Billboard items about carnivals being titled and advertised as carnivals ing itled and advertised as carnivals. Last season the Barker Shows opened under the title of Barker Shows and the title of Barker Shows and the pear. Part of the matter, the trucks laced still carry that title and the advertising for this season will carry the title season will carry the both shows and carnivals as the combined title? Why not either shows or carnival but not both as a title? Are they not spromphouse?—Workley TM.

NEW MERRY-CO-ROUND MUSIC: NEW MERRY-GO-ROUND MUSIC: Try some. One correspondent suggests Irving Segal's "Montana Moso." He says that Sol's Liberty Shows used the tune during its on-gapement at Marshitolid, Wis., which he also states is Segal's home town.

MIAMI.-Charles Zimmy, legless swimattended the roller derby one night mer, attended the roller derby one night and skated once around on his seat and got a big hand, as the announcer streased facts about his big awim down the Hudson River from Albany to New DAYTON, O .- We could not do with-out The Billboard, that wenderful show paper. Coming season will be my 18th as a side-show manager and have had lots of dealings with The Billboard. Attended the Ohio fair meeting at Colum tended the Ohio fair meeting at Columbus and afterward signed contracts with John Francis to manage the side show on the Greater Exposition Shows. Show will open late in March in St. Louis. Last acason I managed the side show for W. J. Murphy, which curried 24 peo-This season I plan to have a much er one. Contracted Duncan Midgets. Jack H. Natton will have the mentalist booth .- Jack H. Nation

Harry C. Hunter got out a swell letter-head for his shows. It is not all cluttered up with useless wording. At the top it reads, Harry C. Hunter, president, Left is an ele-phant, background a midway scene and the only other lettering on this letterhead is Harry C. Hunter Shows.

"UNCLE JOHN'S and Uncle Sam's dollars": During the depression I was acting as business manager for the John T. Wortham Shows and it became necessary to issue brass money for drawing purposes. I happened to go in the colored minstrel show tent one day and colored ministrel show tent one day and noticed a dice game going on among the performers. One of them abouted, "All performers," One of them abouted, "All principles," "Youse is Indeed!" He then threw down a dollar marked John T. Wortham Brass. "Look here," said the boy with the dice, "you all has to put down two of dem Uncle John's dollars. if you want to fade one of Uncle Sam's.

Roy E. Ludington.

Been talking to Unkle Jerk about develop-





MR, AND MRS, JACK H. NATION. Photos taken in Dayton, O., recently, Jack has been a side-show manager for 18 year and recently formed a periatry ship with W. J. Murphy and will present it this season with John Francis, who is general manager of the Greater Exposition Shows, Airs, Nation does a mental net and assists her humband in his various enterprise.

York, and about his training at Punland Park in a special-built glass tank for his proposed swim from Key West, Pta., to Havana, Cuba. Thru Our Midway ask who had the first trailer equipped with electric refrigeration. There are few so equipped and this should start an interesting discussion and should enlig many trailer owners.—W. J. Oakley.

DEAR BROTHERS and sisters of the press: The season is on. Where are you and what are you doing? Several of the brothers and sixters have not been heard from for some times. All of you should have jobs, if not positions, by this time.

LOS ANGELES. — Have some men working in Wright's Golden State Shows rinter quarters, located three miles from ere. Shows will open in March in this here. Shows will open in March in this vicinity and will play California, Gregon and Nevnda. Had a successful trip to the fair meeting in San Prancisco. I do not expect anything really big this reach, but plan to go to town in 1939. Prospects on the Pacific Const look much better now. When this that the same will be the property of prospects on the racina Const. sook much better now. Many think that there will be a turn for the better at end of Feb-ruary. My opinion is that this season will compare favorably with 1937. Will keep The Billboard posted on all the activities around the show during the season.—Will Wright.

A man wrote in and wanted to know the names of all the cookbous operators with carnivals and all the cookbouse operators that play exhibitions and fairs on the North American contioent. Now ain't this semething to wart!—Unkle Jerk.

CORPUS CHRISTI, Tex.—Thanks to The Billboard for recent pleture printed of my brother, sister-in-law and myself. Pish are biting and Eddle's Beef Trust how is making progress. Signed con-racts with Mille Johnson, of Los Ansnow is making progress. Signed con-tracts with Mille Johnson, of Los An-geles. She was formerly in buriesque but is now entertaining in that city. She will be the prima downs of the Beet Trust and is considered a brilliant performer. Also signed Jimmle Oates, Paxton, Tex., who I consider a find. is a comedian and only 20 years old.
Enusee for the show will be Glen Tiny
Westen, formerly with Robbins Bros.
Circus. He was the "king" and rode the
head of an elephant in the spectacle
with that circus.—Eddie L. Karn.

KEEP SCRAPBOOKS. Every showmen's or-ganization and auxiliary should keep a scrap-book. If they had been keep in the past the historians of the various clubs would not now have such a hard job compiling histories of them. Why not have a scrapbook started new by the National Showmen's Association, New

TAMPA.-I sincerely appreciate the many nice mentions The hillboard has many nice mentions The Billboard has given me and my affiliation since my exit from show business. Hope to some day reward this publication for its serv-ices. Had a nice break in the Associated 15 Years Ugo

rom The Billboard D February 24, 1923)

pleasure on a visit in Chicago. . . Heart of America Showmen's City Inalgurated a plan to give the showman on the root to the control of the

Mr. and Mrs. Dave Lachman, of the

Mr. nad Mrs. Dave Lachman, of the Lachman Exposition Shows, played host at a dinner in one of Kansas City (Mo.) leading restaurants to Harord Shelley, Kansas City representative of The Billboard. . Sam Weiner again signed with Ed Jessop and George Col., on the K. O. Barkoot Showa, making his on the K. O. Barkoot Showa, making his on the K. G. Barkoot Shown, making his forth season with that carrival. Fish Bancroft forsook the carrival local property of Brockton, Mass., and anxiousity awaiting the senson's opening. . . Charke B Felgar was back again with his bose of the 1922 season, C. J. Bedimayr, doing publicity for the Royal American Shows-

the 1022 season, C. J. Sectimizer, only controlled the controlled

Press sports poll in 1937 and was recent-ly promoted to assistant manager of the by promoted to assistant manager of the Tampa Terrane Hotel here. Am also citize the terrane to the terrane to the terrane to the Collect Hotel interest. Our hotel uses floor shows every night all professional entertainers, with week-ry, changes of program. This thresh invite the entire staff of The Billboard to our 1388-730 New Year's party. It is staff can get away sooner we will pull whether the terrane the terrane the terrane that the terrane the terrane that the terrane that the terrane the terrane that the terrane the terrane that the terrane that the terrane that the terrane the terrane that the terrane

Now that the fair meetings are over, as well as the big Florida fairs, we may be able it is really about time that some of the carnival meanagers woke up if they plan to go out this season. Many of them have been above in getting started. The asson will shall what it is easily by the same that the what it is easily by the same that the what it is easily by the same that the what it is easily by the same that the what it is easily by the same that the same by presenting a good below.

JACKSON, Tenn,—Arrived at Zimuo-Shows quarters here last Sunday and found saws, hammers and painthrubes being used by skillful hands. Hurf Zimdars is really spending money like when the book of tumber has book Zimdars is reany spending laway, water. Every piece of lumber has been gone over thoroly and every ride looks as if it were just from the factory. Zimdar reminds me of the late C. A Wortham, the "Little Giant." All trucks are being put in the International control of the cont

(See OUR MIDWAY on page 63)

WANTED

To buy or lease. Cook House, complete

E. E. AYRES 20 Sheridan St.,

Lynn, Mass

B. Rosenberger Going Forward

Geo. F. Dorman, asst. mgr. -free acts, band booked -work on at quarters

BROOKVILLE, Ps., Ps. 19. — Bert Beecherger, general manager of the poyal Exposition Shows, returned to his winter quarters here recently, having come from Tampa, where he had been an business for several weeks. Since the organization of the shows some months ago he has been almost continuously on the road booking both dates and attractive of the control of the con

George F. Dorman, who has been engaged as assistant manager, is now on the executive staff of Philbert's Park, Key West, Pla., will come here within a few weeks to take up his duties in the

office and at winter quarters.

Among the concessioners who have
signed with the Royal Exposition are
eigned with the Royal Exposition are
penny Arcade; Al Wallace, cockhouse,
and Harry Agnue, bingo.
In speaking of his organization and
plans in general, Rosenberger said to a
specific for The Billboard: "There seems

seporter for The Billboard: "There seems to be rumons afloat that the plans for putting the Royal Exposition Shows by me had been abandoned. Such is not the case. I have spent considerable money on this enterprise and can see no raid reason for not going forward, as prospects from as most encouraging, perspects from as most encouraging and have calved all new canvas for the tented structions.

attractions.

Th. 3. Mottler is framing an outstanding show in keeping with the modern
trend and he will also furnish the
modern trend and he will also furnish the
solution of the state of the state of the
solution of the state of the state of the
solution of the state of the state
and I truck, which, will house the
mond I truck, which, will house the
fairly good for building and we are getting considerable work done. Royal Exposition Shows are going out as origimaly planned.

Showfolk Given Dinner By Mrs. Howe in H. S.

HOT SPRINGS, Ark., Peb. 19.—Show-folk wintering here have had many a pleasant gathering here in recent months, but one of the outstanding once was a dinner party given recently by Mrs. Jessie Howe at her Italian bungalow on Howell Mrs. And existence at her Italian bungalow on Howell Mrs. A wide variety of refreshments were served before, during and after the

Those present were Mr. and Mrs. Boy Those present were Mr. and Mrs. Boy Coldstene, Mr. and Mrs. Thocnas Wilson, Mr. and Mrs. P. the Mrs. T. Mondell, Mrs. T. Mondell, Mr. and Mrs. P. W. Fruitt and Mrs. Renegar, mother of Mrs. Lowe. Mrs. Howe was assisted in enter-bining the guests by her daughter; tister, Mrs. Walter Belling, and nlece, Howe. taining tan.

dister, Mrs. Waiter Beiling, and nevce, Mrs. Irene Bowen.
Entertainment was furnished by Mr., and Mrs. Lee Strickland and fresh cut tulps adorned the center table as the fewer motif. Reported by R. Norman, who was also a guest.

Patricks Celebrate First

Wedding Anniversary
SPOKANE Wash., Feb. 19.—Mr. and
Mrs. W. R. Batrick, owner-managers of
the Patrick Shows, oelebrated their first the Patrick Shows, colebrated their first wedding anniversary at their home here Pebruary 9. Both received gifts from Funds from far and near. The dinner Patrick from the properties of their load as something to brag about. Later John house to friends was beld in the Patricks' New house trailer. Those attending were Mr. and Mrs. Monce Elsenman, he the general spent for the Patrick Shows, Mr. and Mrs.

Cocar Levitch, one of Spokane's leading swelers, friend of showfolk and a booster for The Billboard; Mr. and Mrs. J. Ketman, he formerly general agent of the one and now one of this city's big men; and Mrs. Nimms, of Nimms' Cafe, a

ast and Mrs. Nimms, of Nimms' Cafe, a saft and Mrs. Nimms, of Nimms' Cafe, a thready nime of the Mrs. Mrs. Mrs. Mrs. Hered plance and Ross Perry. End Patrick was voted one of the best belonders of the Northwest. The party set of the Northwest of the Northwest of the Northwest of the Northwest Set Being could not attend, but sent legents. Reported by Monroe Elsen-



VAS YOU DERE, AUNT MARY? This is a corner scene taken in the banquet VAS YOU DERE, AUNT MARY! This is corner seems taken in the banquet or own at the Maryland Block, St. Louis, following the cliph anniversary dinner of the Missouri Stoin Women's Club recently held in that city. The speaker's club recently held in that city. The speaker's come of the prominent show got show. Look the follower, you may know some of the prominent show got show for the Missouri States and Kathleen Riebe, of the chub. Standing, left to right: Midred Land, Netl Allen, Peppy Smith, Gertrude Lang, Irene Burke, Millient Todd, Miriam Tenney, Ruby Francis and Kathleen Riebe. Scated at speakers' lable, left to right: Grace Goss, Citel accobon, Helen B. Smith, Viola Fairly, Norma Lang, Mary Frencis, Goss, Citel accobon, Helen B. Smith, Viola Fairly, Norma Lang, Mary Frencis, Forence Farker and Daily Docts. Scated at Konsas City table, left to right: Grace Parker and Daily Docts. Scated at Konsas City table, left on right: garet Haney.

Once Again in The Heart of America By VIRGINIA KLINE-

KANSAS CITY, Feb. 19 .- Monday, Jan-

uary 3, we stopped in St. Louis. Mr. and Mrs. Al Baysinger were at the Maryland Hotel on their way to the Springfield, Ill., fair meeting. They took us on a tour of the four winter quarters of Dodson's, John Prancia, Byers & Beach and Dee Lang shows, but we found all the owners either in Florida or at the fair meetings. Mr. and Mrs. Tom W. Allen came over to Mr. and Mrs. Tom W. Allen came over to the hotel in the evening and Mrs. Allen took me up to the clubrooms of the Missouri Show Women. These rooms are tastefully and comfortably furnished and the St. Louis women are fortunate to have such a well-located spot for their meet-

Arrived in Kansas City just in time for me to attend the social meeting of the me to attend the social meeting of the me to the control of the medium of the prize was enough, she gave me the table prize, a big satin red heart filled with andy

Art Brainerd gave his wife, Bertha, a Art Brainn'd gave his wire, Bertha, as grand valentine, an Oriental rug. They had a dinner to celebrate and show it off. Mr. and Mrs. George Howk were there with us and Hattle brought a jar of home-made pickled onions, put up last summer at Patryland Park.

I heard Jess Nathan say she cooked 10 pounds of spaghetti at her last party. Peggy Landes said she did not know the exact amount but she knaw she had her

Had dinner with Jimmie Patterson and his bride and she can cook as well as sing. Jimmle says he has gained five pounds since January 1.

Met the two Ruths, Ruth Martone and Ruth Spallo, looking over the spring atyles. Hard to tell where they plan to go as they were looking at Florida sports styles and fur coats at the same time. Mr. and Mrs. Dauphine are still in Kansas City but say they are ready for the season to open any time now,

Hod a letter from Bernice Kitterman from San Antonio. Her mother, Mrs. L. C. Mehus, of Tacoma, Wash., is visiting her and they are having a good time seeing the sights.

My father, R. H. Brainerd, had a painful fall recently but as no bones are broken we hope he will soon be up and around again. Dad is 81 now and still likes again. Dad is 81 now and still likes to tell and hear stories about show busi-

Letty White is up and about after five weeks confined to her rooms with a had



Pacific Coast Showmen's Assn

LOS ANGELES, Peb. 19 .- Ninety-four members attended Monday night's moet-ling. First Vice-President Harry Hargraves proxided. Seated with him were Second Vice-President Ted Le Pors, Third Vice-President Mark T. Krikendall, Fourth Vice-President Al Fisher, Secretary Harry C. Rawlings and Treasurer Ross R. Davis.

Prior to undertaking the usual busi-ness routine Harry Hargraves reported the death of Ben Martin, well-known West Coast showman. Communications: Ladies' Auxiliary expressed thanks for concessions given it at its Jinks party and from which it derived a nice profit. ann from which it derived a bloc profit.
White City Shows lettered an invitation
to the membership to be the show's
guests at its opening stand at Inglewood, Galif. William Starke, manager of
National Orange Show, lettered that one
of the days would be designated Pacific
Coast Showmen's Day. New members: R. B. Church credited

New members: R. B. Caurch, oredited to Ted Le Fors: John Everett Barritt, credited to Ted Le Fors and C. F. Corey: Paul Hobsen, credited to Clyde Good-ing and Timmy Claman. Meeting was interrupted for the introduction of Brother Alex Williams, magician, who Brother Alex Williams, magician, who did a number of highly entertaining tricks. M. N. Henry, guest of Brother Ed J. Nagle, was also introduced and made an interesting talk. Then came George Haloy, just in from Dallas, whose talk was brief and humorous. Weekly award went to Ed J. Walsh.

As club business was resumed First Vice-President Hargraves outlined plans for the annual charity banquet and ball. Before leaving President Zeiger stated that many plans he had in mind for the ball and other activities would be made public soon. Letters have been sent to chairmen with the various shows relachairmen with the various shows relative to the membership drive, and it has been noted that requests for membership blanks are greatly in excess of each public blanks. The second of t

Ladies' Auxiliary

President Peggy Porstall presided at the regular meeting, Pobruary 14. Sec-retary Ruby Kirkendall and Treasurer Inez Walsh were also present, but both vice-presidents were on the road, Forty-

six members enrolled and the regular

procedure was followed.

Clara Zeiger sent a nice letter thanking the ladies for her birthday present
and for the entertainment furnished for and for the entertainment turnsised for the party she gave while in Los Angeles. She also pledged her continued support from the party she gave while in the Angeles. The term of the product the year. A letter from Mary Francis the year. A letter from Mary Francis to the form from the product of Friends from the form of the form

Inglewood, Calif.

Reports from the sick committee showed Riesnor Zonneyville ill in Watsonville Hospital. Flowers and good conville Hospital. Flowers and good control of the control of wishes for a quick recovery will be sent.
Nellie Dolbert and Grace DeGarro are both recuperating.

Emily Lucksinger, new member, won be bank award and made a speech of thanks.

transa.

Margaret Hilderbrand was present for the first time in quite a while; also offered a brief talk, as did Elsie Sucher. Tillie Parmentier introduced Carrie O'Leary, her visitor and potential

With business over the remainder of the evening was given over to a Valen-tine's Party. Florence Webber and Nina lineu Party, Prorence Webber and Nina Rogers, hostesses, distributed valentines to everyone, and furnished a large basket of chocolate hearts, apecially decorated. Each member was required to do some stunt toward the entertainment and all responded amid much hilarity and real fur.

Next on the program was the showing of motion pictures taken of the PCSA and Auxiliary at Zoo Park by Miss Joy Zelle. She was introduced by Oiga Celeste and furnished 30 minutes of film center and turninge as minutes of this entertainment. She was roundly applicated and tendered a vote of thanks. Lunch was served and the club signed off at 12 p.m. Reported by Inex Walsh.

National Guard Again Sponsors West Bros.' Shows

CAPE GIRARDEAU, Mo., Feb. 19 .- For third consecutive year West Broat Shows will open the season in this city in March under auspices of the National Guard, sponsors of the show for all three en-gagements. Contract was signed by ce Barham

J. W. Laughlin announced at same time that Friday, April 1, would be Mor-ley School Day. As is his annual cus-tem all school children of Morley, home tom all school children of Morley, home of the show, and children from all rural echools of Scott County are guests of the show. All rides and shows are free to them and Mr. and Mrs. Laughlin dis-pense red sods pop. pop corn and candy in their usual bighearted manner. Reorted by Bruce Barham

Showmen Meet in Paris

PARIS, Feb. 14.-Three important con rentions of carnival showmen and open-air market traders is taking place this month. First two being held at Paris first half of this month. Most important first half of this month. Most importants to showmen is probably the convention called by the Avenir Forsin and low forming a confederation of French outdoor showmen's organizations. Similar project entraged by several groups of showmen and market men holding a rival convention under the Liberte Forsin

On February 14, 15 and 16 the Feder-tion National des Syndicats des Usagers ation National des Syndicats des Usagers des Poires et Marches (carnival showmen and market traders) will hold its 18th enal convention at Niort.

Paris street fair season opened Satur-sy. Pebruary 12, with big event at the

GLASS BLOWER

Of Flowers That Will Never Fade. Made of Glass. Also SGIENCE ON PARADE, or the Transparent Era Span Glass or the Clothes made of Glass arrang Modern Mirecies. The Company of the Company of the Mirecies of the Company nong Modern Muracles, made of Glass This is the edly one of its kind on any Midway the U. B. A. I wish to help from some large Carniesis that will raise a 20x40 Tent and two Banners. Write me are offer. 2125 Wrights Way, S. B., Pittiburgh, Pa.

R. C. LEE, INC., Handersonville, N. C.

Missouri Show Women's Club

ST. LOUIS, Peb. 19 .- The eighth annual valentine dance of the Missouri Show Women's Club was held Pebruary 12 in the German House and was a success both socially and financially. The hall was set up in cabaret style, and the music was furnished by the Rhythm Baroblers

Those attending were Mr. and Mrs. Dec Lang, Mr. and Mrs. Leo Lang, Mr. and Mrs. C. D. Todd, Mr. and Mrs. Buby Cobb, Mr. and Mrs. "Frish" McGee, Mr. and Mrs. W. P. Waughn, L. B. Smuts, Efna Obermark, Patricia Moore, Harry Moore, Obsermant, Patrical Molece, Patry above, Barney Williams and Mickey Patrell, all of the Dee Lang Shows; Mr. and Mrs. John Prancis, Mr. and Mrs. Crawford Prancis, Martha Madox, Virginia Mona and Pesgy Smith, of the Greater Exposi-tion Shows; Mr. and Mrs. James M. Oriftion Shows; Mr. and Mrs. James M. Gra-lin, of Crafts Shows: Anna Jane Pearson, Mr. and Mrs. Dearse, Mr. and Mrs. Tau-ber, Mr. and Mrs. Henley, Lora Potter and Powell Leonard, of the Pearson Show: Mr. and Mrs. J. W. Laughlin, Bruce ber, Mr. 1900.

Golden of the broader of the property of the property of the provided of the process of the pro World's Pair Show: Mrs. Mabel Pierson and Mr. and Mrs. Alton Pierson, of Sol's Liberty Show: Mrs. Catherine Oliver, of the Oliver Amusement Company, and Mr the Oliver Amusement Company, and Mrs. and Mrs. M. H. Smith and Mr. and Mrs. J. C. Smith, of the Campbell Tent and Awning Company; Mils. Catherine Reither, Woodrow Wilson, Dardd I., Rankin and Phil Becker, of the Stepel Tent and Awning Company; Mr. and Mrs. Charles Goss, of the Standard Charles Coss, of the Standard Charles Coss, of the Standard Charles Coss, of the Standard Charles Charles Coss, of the Standard Charles Cost. Charles Goes, of the Standard Chevrolet. Company: Mr. and Mrs. A. J. Propert, of the St. Louis Art Novelly Company: Mr. and Mrs. George Davis and Walter Bable, of the Johns Parent, Mr. and Mrs. Ed. Reterobleher, Mr. and Mrs. Clim-ton Hoffmeister. Art Daily, James Mc-Henry, Mr. and Mrs. Emple Swing, Helen Richter, Clementific Gerson, Alloe Noceans, Mr. and Mrs. Grown, Mr. Oceans, Mr. and Mrs. Grown, Mr. Oceans, Mr. and Mrs. Grown, Mrs. Noonan, Mr. and Mrs. George Jacobson. Melvim Mulliagn, George Obertich, Max Ash. Albert L. O. George Jacobson. Ash. Albert L. O. George Jacobson. The Max Ash. Albert Dew. Tw. Albert Dew. Mrs. Horenze, Mr. and Mrs. Albert Dew. Mrs. Horenze, Mr. and Mrs. W. A. Hughes, Mr. and Mrs. W. A. Hughes, Mr. and Mrs. W. A. Hughes, Mr. and Mrs. Wayne Ely. Mrs. Carol Brech. Mr. and Mrs. Eavl Hielbe. Carol Brech. Mr. and Mrs. Eavl Hielbe. Cont. L. Rockey, Carl Robt. A. A. Coleman, May Suirk, Bease Dwyer, Joseph Barckip, Jeff Donelly H. and others.

HARRIS-TRAILERS, Trov. Ohio COVERED WAGON TRAILERS

1935 Models, New and Used 37 and 36 Trailers in Stock. Factory and Salesrooms 623 S. Clay St.

Club's Regular Meeting

At the club's regular meeting Pebru-ary 10 a letter from Mrs. Relly Castle was read, Mrs. Castle sent in membership petitions and dues for Mrs. C. F. Corey and Marle LeFers. Mrs. Millicent Todd presented the petition of Ruth Waughn.

Winners at the various games were sign Smith, Daisy Davis, Pierence Par-r, Neil Allen, Gertrude Lang and Ruth

evening were Mrs. Iska Hoffmetster and Mrs. Madge Reisenbich-ler, who were house guests of Mrs. Norma Lang over the week-end. At the raffling ier, who were house guests of Mrs. Norma-Lang over the week-well. At the raffiting of the pillow silps, donated by Redly Cas-tic, Patricia Moose held the lucky num-ciation of Showmen contributed gener-cisty to the raffle. Mary Francis and Grace Goos returned from their Southern trip. Reported by Kashheen Riebe.

Truck and Trailer Legislation

PORT WORTH, Tex., Feb. 19.—The Fort Worth City Council has passed an ordinance regulating the stay and locacupants remaining more than one week, unless in a licensed trailer camp or park, will be required to obtain a permit cotting 45 from the Retailt Department. costing as from the friend Legaritation.

Also, no electric connections can be made without the approval of the city electrician, With the ordinance in effect, trailer camp operators must also obtain licenses. Pines, manging from \$5 to \$200, will be imposed for violations of the ordinance.

SPILLMAN HEAD-

(Continued from page 50) taking care of orders that have already been booked for this feature device, Shlo-ment was made this week of one of the new Hi-De-Ho's to Bill Hames' Shows at Houston, Tex, and it will be featured at the Pat Stock Show, Fort Worth, Tex. Before be concluded his talk Cramer Before he concluded his talk Cramer also specks at some length on the future of Spillman Auto Specticary and the special speci

MARINE HIPPO-

(Continued from page 50) orking for several weeks to have the

exhibit in irret-case scape.

The main show roster: B. E. Hanks, unit manager: Capt. Mike Dolan, schools and radio: Getrude Dolan and Doc J. Robest Ward, tickets. Marine Exhibit lecturers, direction of George Johnson and Tex Conroy. Eay Hathaway, Est. Boyd. Ess. Akeman. Roby Hubbard, Al

FIRST CHOICE
OF TRAVEL WISE TOURISTS "

Pick your trailer as you would a home Every possible thing you need and want for grand living in a small way you'll find in the secular Kery Cosches.

There's plenty of room to stretch out and be at ease. Living necessities are conven-lently and compactly arranged. All kinds of luggage space is provided, full length wardrobe, etc., and the beds are truly som thing to rave about. And new Kexy Coarnes are built on an all-steel electrically welded chassis to prevent sagging, elim inate side-sway, assure quiet operation and nerfeet alienment.

Before you buy any ceach see the Koxy. Send for brochere-"You're Ahead with a Koxy Coach behind,"

KOZY COACH CO. 409 E. MICHIGAN AVE.,
Kalamazoo. Mich.

Holderbecker, Charles Whitkas, William Gibson, Earl Swearington and Eugene

Holderbecker, Charles Whitkax, William Globon, Earl Swearington and Bugers Globon, Earl Swearington and Bugers Globon, Earl Swearington Charles Western and State Annex No. 1: A. J. Nicholson, inside lecturer, and E. M. Mackey, tickets, John Sailor, Pop-Skyr Frod, John Lynch, London Fiss, Circump Program, John Sailor, Pop-Skyr Frod, John Lynch, London Fiss, Circump Program, Annex Ro. 2: Eddie Hagns, inside Market Ro. 2: Eddie Hagns, inside Market Ro. 2: Eddie Hagns, inside propie, Mr. Juliene Ward, lecturer, Capit, Hingman Mach, pygmyk utilage mulic-face woman, and Cetopue exhibit

rule-face woman, and Octopus exhibit a charge of Rigger Jack Verdon. Novel-

in charge of Rigger Jack Verdon. Novel-ties, Kenneth Digree. Fred Hatharay and Charles Edelman have charge of the electric department. Charles Keffer and Wallace McJunkin are in charge of utility department. Re-ported by C. Mundis.

ALLAN HERSCHELL-

(Continued from page 50) won first prize among the ex-at the park men's convention in

which won first prize among the ex-bilite at the park men's convention in Charles and the park men's convention in the part i

GOODING ON-

(Continued from page 50) quarters in time for the opening of his

season.

Prior to his departure for Columbus,
O, he announced the booking of the
following celebration and fairs: Indianapolis Mardi Gras; Bluffton, Decaur,
Crown Point, Kendaliville, Bockville,
Lawrenceburg, Cornton, Brownstown,
Deckelle, Backley, Brockelle, Statistics Lawrenceburg, Corydon, Brownstown, Portland, New Bethel, Rushville, Shelbyville, Connersville and Hartford City.

FRANK WEST-

(Continued from page 50) arenas with any carnival, it is nimal

animal arenas with any caratival, it is claimed.

Cattimed.

Cattimed.

Similar has disposed of his monkey circus and will give his exclusive attention to the animal show this year. C. Jack Shafer will grace the West way and circus. All-new show fronta ner being hullt. Two big wagon fronts, previously carried, are being remodeled, of the previously carried, are being remodeled, of the property o of former years.

Pull steam shead is the order of Frank

Full steam shead is the order of Frank West, who will give his personal super-vision to all work planned. Nell Berk, general sgent, is completing the book-ing of the spring and early summer dates. A new Wurlitzer band organ and Tangley calliope have been purchased, bringing the music end of the show to bringing the music end of the show to hix organs and three collispes. Fitting hix organs and three collispes. The state and is expected to have personal charge of the building of his new concostors. Two new semi-trailers have been pur-chased by Brown, as well as all new call-vance of the state of the state of the state of the building of his new concostors. Two new semi-trailers have been pur-chased by Brown, as well as all new call-vance again and their daughter. Gloria Ann, strived from a visit in Fforda and are busy rebuilding various cort games that he booked with other carnivals. a week and there is no Goubt that the a week and there is no doubt that the a week and there is no doubt that the entire rebuilding program will be fin-ished for the opening in April. A great pet of all is the baby chimpanace re-cently purchased by Charles Smithey. The chimp came direct from South Africa to the show. Reported by Charles T. Smithey.

LINE O' TWO-

(Continued from page 50)
party, New York; William P. Lynch and
John McCurdy, of Halifax, N. S., and
Sidney Goodwalt, of Miami. They left
for New York this week to take up the
business of their various activities for

OZARK, Ala., Feb. 19.—Floyd R. Heth, general manager Heth Bros.' Shows, has engaged M. J. Dressen as general agent for the season. He started on his duties

this week and left for points in Kentucky.

NEW ORLEANS, Feb. 18.—Macon E Willis, general agent for the Marshook Marine Hippodroms, a tented organization operated by the Pacific Whaling Company, was here recently in the interest of his show,

WAYCROSS, Ga., Feb. 19,—Mr. and Mrs. Sam Lawrence, of the Sam Law-rence Shows, wintering here, left for a short yearation in Ffortia prior to open-

FLEMINOTON, N. J., Feb. 19.—It was announced here recently by Van Viec-of the B. & V. Amusements, that Major E. B. Allen, secretary of the Flemington Pair, had awarded that carnival the midway contract for this season.

MACON, Ga., Peb. 19.—C. E. Barfield, owner-manager of Barfield's Cosmopoli-tan Shows, has a number of men at work in quarters getting ready for the opening of the season, which is only a

NAPOLEON, O., Peb. 19.—J. R. El-wards announced here his shows had been awarded the contract to furnish the carnival amusements for the Piremen's Convention to be held here in June.

BOSTON, Feb. 19.—Harry Stungis, win-tering here, stated this week that be booked and will be the leader of his band on the Broatway Shows of America this season. Shows are directed by J. F. Den-hert and are now in quarters in Coving-

CLARKSDALE, Miss., Feb. 19.-E. L. rown, last season special agent for the Brown, last season special agent for the Zimdars Shows, amounteed here this week that he resigned from that organi-zation and joined the Oreat Superior Shows as general agent. He is now in this territory booking.

PITTSBURGH, Feb. 19.-Louis Rosen PYITSBURGH, Pab. 10—Louis Rosen-berg, last season advartising agent for Bonnity's Shows and the season in the Shows of this season. David Rosenberg, his con, last season with Cet-lin & Wilson Shows as biller, will be with Bantly's Shows in the same position in 1058, Rosenberg also, stated while on a visit bere this week.

HOT SPRINGS, Ark., Peb. 19.—Mr. and Mrs. P. W. Pratt, concessioners, stated here this week that they have booked with the Al G. Hodge Shows for the

KANSAS CITY, Feb. 19. — La Motte Dedson, manager of Dodson's Hollywood Monkey Stars, reported this week that the act has been booked by the Fox Mid-west theater circuit to play all the houses in this section. The act was with carnival last season.

LAUREL, Mist, Feb. 10.—Harry buck, secretary Buckeye State S made known here this week that Gentsch, general agent for the Genesical general agent for the save had turned in several more contracts for fairs. The live-stock show, West Point Miss. and the fair at Exporta have been added to the list, Starbuck further an

SAN FRANCISCO. Feb. 19. — The Blanchard Press, carnival agents' been quarters here for over a quarter been con the sold quarters on Golden Gate. Gar Arthur Blanchard, owner, purchased the building, which was formerly occupied by Pathe Plims.

AUGUSTA, Ga., Feb. 19.—The J. J. Page Shows have been awarded minters contracts for the fairs held annually in Pulton and Bowling Green, Ky., sud Trenton, Tenne, J. J. Page, owner-marager of the shows, unnounced here Thursday.

WOOSTER, O., Peb. 19 .- Phit Phillips WOOSTER, O. Peb. 19.—Phil Phillips, who last year was assistant manage of the J. R. Edwards Attractions, has been retained in the same capacity for this season, Edwards announced today.

MIAMI, Feb. 19.—Ben Weiss has booked a bingo unit with the F. II. Bee Show and is framing several new concession of the several new concession. The Bros. Shows, also for the season. West-wood. Weiss' hig bingo unit will also be with the Endy's.

FORT LAUDERDALE, Fla., Feb. 15-Endy Bros.' Shows report very satisfac-tory business here this week at the Post Lauderdale Fair.

Acts Are Lined Up For Hoosier Shrine

INDIANAPOLIS, Feb. 19 .- All acts have INDIANAPOLIS, Feb. 19.—All acts have been contracted for Murat Shrine In-coor Circus to be held here in Butler Pield House with capacity for 15,000 geopte and parking space for hundreds CATS

in a 20-act show Hoot Gibson will have the concert with his cowboys and congiris. Three rings will be used, fea-turing Capt. Terrell Jacobs and his llons turing, Capit. Terreil Jacobs and his Jons and tigers. Miss Bolly Jacobs will present her Bon riding a horse, assisted wire. Miss Jones Jacobs will present her Bon riding a horse, assisted wire. Miss Cyce Odell, one-arm swings; Hodgin-Davenport riding familler: Devote, friging act: Christomers's Liborry metase and pony drills will complete to bill, say Ryres Bros. producers. Low bill, say Ryres Bros. producers. Low bill, say Ryres Bros. producers. Low bill, say Ryres Bros. producers. Grant Bonder, and the bill say Ryres Bros. Producers. See the Bros. See the Bros. Ryres Bros. Producers. See the Bros. Ryres Bros

Acts for Show in Augusta

AUGUSTA. On., Peb. 19.—Twelve nots will be presented at the annual Cracker Casino, said Eddle M. Levis, director for the second year. Merchandise booths will be by lightly & Paddock Concesson, matthew and the property of t the sponsoring committee are Mayor Bichard Allen: Chief John B. Kennedy, fire department, and Dick Collins, city beense inspector.

Pa. Moose Plan Mardi Gras

OREENSBURG, Pa., Peb. 19.— Jack Happyj White, formerly with Dixio Model Shows, and Prankle Graves, of Kaystone Shows, will stage Moose Mardi Oras of Westmoreland County in the Colseum here with public wedding, 10 acts of vaudeville, dancing, concessions, nerchants' displays and popularity con-test. Moose appointed strong commit-less, reported C. J. Poltz.

WANTED

RIDES, FREE ACTS AND CONCESSIONS GOLDEN JUBILEE CELEBRATION ABOUT JUNE STH

Write or Wire I. A. FOLSTAD, Chairman Ruthton, Minn. Tel. 51.

WANTED CARNIVAL

Between July 15 and August 15. Weller

AMERICAN LEGION POST, Havana, III.

WANTED

Write GEO, LEAFGREEN, New Wiedare Hom

WANTED Good Size Carninal Company
In One West, May 8-15. Big CommunityWide Colebration Commemorating Meadellie, Pa.

Anniversary.
Wire for Details and Information.
MR. PRED CARMAN, Chairman,
MEADVILLE CELEBRATION.

WANT MORE REVENUE for YOUR ORGANIZATION?

> Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE

Department

THIS WEEK and EVERY WEEK

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS (Communications to 25-27 Opera Place, Ginelinati, O.)

Circus Features and Novel Events Lend Color to Sarasota's Pageant

SARASOTA, Feb. 19.—Art Lewis Shows fill be on the midwsy at annual Sara-ota County Agricultural Fair, to open here on Pebruary 22, first Sarasota en-gagement for Lewis, and presented under sponsorship of Junior Chamber of Com-

sponsorship of Junior Chamber of Commerce and as a companion event of annual Fageant of Sara de Soia, Fair is being directed by Oliver Gill. Exhibits being directed by Oliver Gill. Exhibits Extertainment features will be presented during the fleats period, in the main under Junior Chamber auspices, and included is Dr. H. B. Masey's exhibiting misseum, of a chamber of a strategy of the strength of the commerce of the strength of the strategy of the strength o Presentation of a dramatized version of the Legend of Sara de Sota, celebration theme, will mark initiation of the new \$100,000 WPA-built municipal auditoriwhen the state of Dennid McGusen. Freddle Martin and orchestra will play for the occonation ball in the auditorium on February 23 at midnight, king and queen of the pageant to be crowned. Wide publicity attends the Interna-

tional Fregolympics, novelty freg-jump-ing contest to be staged on Main street for the event. Proys entered by promi-nent sports figures from chambers of commerce through the control will less commerce through the control will less for the event of the control will less for a far of the control will less on a fall the championship and a fee on a fall that the champion of the champion of the parties, and Nick Attreet, baseball clown

artist, and Nick Altrock, baseball clown. Soveral score commercial floats, with entries from Florida, etitles, are shated to participate in parades Friday and Saturday nightie. Big feature of the grand parade on Saturday will be a circus section with animals, floats and performers the control of the contr include assembly faril event and Sara-sell of tation termis tournament. The help of tation termis tournament. The help of tation termis observations outstanding parades one of Florida's outstanding whents, witnessed annually by avents, witnessed annually by parades one of resisting observating above events, witnessed annually by 35,000 to 50,000. Night parades are along streets illuminated with colored

Opener Is Big, Sale Heavy for K. C. Shriners

KANSAS CITY, Mo., Feb. 19 .- Annual RANSAS GIT. NO. Feb. 137 Annual Arrard Strine Indoor Circus opened to a near-capacity crowd of 12,000 last night in main srens of Municipal Auditorium with about 40 big acts on the bill. tectum with about 40 kg acts on the bill. Ticket also indicate attendance at the nine-day event will top that of last years, when profit passed the \$20,000 kg. and the state of the profit passed the \$20,000 kg. and the state of the profit passed that week and not mentioned in the Petruary ID issue of The Billboard, include Frances ancers; Miss Vivian, lope-the loop nerial ist; Morales Duo, trampeline; Ray Goody, light wire. Boyal Troupe, comely acreaded tumbling. Black Brothers, similar to Miss Vivian's, Miss Mickey, muscle grind; Harry Potter and Compuny, Sub-prono acrobatic act; Miss Gongraphy, Sub-prono acrobatic act; Miss Gongraphy, Sub-prono acrobatic act; Miss Controlps. Publicity breaks continue good, directed by Fred L. Spaar.

troupe. Fushletty breaks continue good, directed by Fred L. Spear,
On a miniature midway in the arem as occellent lear might. All plants are as occellent lear might. All plants are more continued by the second with the crowd. Parent-Teacher Association will take over five mattness next week and 40.000 public school children week and 40.000 public school children will attend.

Wirth To Play Brooklyn, Waterbury After Jamaica

JAMAICA, L. I., N. Y., Peb. 19.—Frank Wirth had signed his circus to play the Academy of Music for Trinity Hospital.

Brooklyn.

Wirth offices have been opened in Waterbury, Conn., where the circus will play under suspices of Zindah Grotto, Jitth consecutive year with the Grotto there, and Raymond Hawley, prominent in the lodge, has been appointed general chairman for fins second year.

About 30 compose the advance staff for Jamales Hospital Gircus, which

for Jamaica Hospital Circus, which Witch will chage in Armory, Jamaica, and advance sale is reported 40 per cents larger than at this time last year, when 200,000 has been set for this year. About 200,000 sheets of paper, including 100 24-sheet stands, have been placed, and about 50 daily and weekly appers of the about 50 daily and weekly appers of the control of the control of the control of the out and the control of the out and the control of the control of the control of the out and the control of the control of the control of the out and the control of the control of the control of the out and the control of the control of the control of the control of the out and the control of the

Afterthought

DETROIT, Feb. 10.—On Valentine's Day Henry Valentine, Dearborn, chair-man of the carnival committee and welfare officer of Fort Dearborn Post, wentage officer of Fort Dearborn Post, American Legion, secured a permit to carry a gun. Edgar J. Pitzgerald, of the county-clerk's office, who issued the permit to Chairman Valentine, later mourned that he had no thought to ask him "why he wasn't carrying a bow and arrow."

Matrella Show for School

INGLEWOOD, Calif., Feb. 19.-Matrella INOLEWOOD, Calif. Peb. 19—Mattrella Broc. (Circus, directed by v. M. Matlock and Frank Chicarolla, gave two shows here on February 11 in the high-school here on February 11 in the high-school was supported by the period of the

GRAFF SHOWGROUNDS, Wellington, Kan., have been leased by Dan C. Matson Post, VFW, reports G. M. Pollock.

HELP This Department by Telling Committees About It.

Swamped

HOUSTON, Feb. 19.— Our recent and in The Billboard brought letters from every section of the country. In fact, we were awamped.—JACK T. McCULLY, exploitation direction, Houtson Pat Stock and Live-Stock

Brown Shows Set For Legion's Event

THOMASVILLE Ga., Pb. 19—Head-quarters have been catablished for the Food and Autemblie Show, to be sponsored by T. L. Sysmer Post, American structured over the Commission of the Commission of

ango affect parace with cannon and drum corps from hear-by tites participating will be presented. Over \$1,000 in door prizes will be awarded. F. Palaley Davis, who man-aged the event leat year, is again in charge, with decorations by Art Meyers Decorating Company.

Shorts

H. O. HOCKETT, who handled program and lickets for the recent Cold-water (Co.) DAV dance, reports aponeous made a substantial profit and that he has undertaken similar duties for the DAV Jamboree to be held in the Armory,

ANIMAL exhibits from John T. Ben-son's Wild Animal Parm will be a feature of the Hartford (Conn.) Sportsmen's Show, reports Secretary J. O. Pheips IV.

FIRE department of Sulphur, Okta, contracted J. J. Colley Shows for the third consecutive year for the annual Firement's Festival, during which the city is host to tourists in Plats National Park, reports Pire Chief E. O. Weich.

WAR VETS AID-(Continued from page 59)

by the board of city commissioners in sponsoring entertainment enterprises. The board appeared extremely favor-

The board appeared extremely favor-able to the picture men until the war veterans took their step. The latter group in the past sponsored carnivals to obtain funds for the maintenance of their posts and they argued, as tax-payen, that they, too, were to be com-sidered.

The theater men wanted to charge carnival ops \$50 s day. They also asked that it be made law that no carnival be allowed to operate on city-owned prop erty.
W. H. (Harry) Duncan is booking the

Landes show for the Parent-Teacher group. He intends to go shead with his

A hearing will be held next week by the board and final action will be taken

Nova Scotia Provincial Exhibition

The Maritimes Largest Fair at Halifax, N. S. Aug. 29-Sept. 5, Incl.

WANT Independent Shows; also interested in Midget

Auto Races. Send your proposition to

E. FRANK LORDLY, Secretary-Manager,

ARCOLA, ILL., HOME COMING JULY 25th to 30th

Wants to contact Acts, Orchestras and Carnivals, Celebration held every third year since 1910, Played to 26,000 admissions in 1935. Arcola located in heart of great broom corn district. Broom corn palace planned as one of big attractions. Address THOMAS F. MONAHAN, Chairman, Arcola, III.

WANT

WANT

WANT

North Carolina State Firemen's Convention and Home Coming Week

Want to hear form reliable Hits frances and Levation in the heart of nown. Largest sur-W. A. GODLEY, Cha

ALABAMA Bruingham—O. A. R. of Ala. Apr. 23. M. D. Priedman. Box 494. Bruingham—Order of Red Men. May 23. M. D. Priedman, Box 494.

M. D. Priedman, DOX 844.
Blabos Knighte of Pythian, May 2, John D.
Plientis - Gree of Odd Pythian, Apr. 18-26.
A. A. Poster, Valley Bank Bidg, Presont.
Troum—7 & A. Xisons, Apr. 3-8. H.
Tucon—Knighte Templar, Apr. 3-8. A. A.
Johns, Box 304.

JOHNS, BOX 501. CHT. 3-S. A. A.

Carridcov-lin. Spanish: War yelerans. June
4-c (ternistvo: O. A. Keller, 617 N. 26th
M. J. Smith.
May 17. A. C. Becker, 706 doot r. Little Rock.
John Springs-Knights of Pythias. May 17.
A. C. Becker, 706 doot r. Little Rock.
John Springs-Knights of Pythias. May 17-13.
C. Cattell.
C. Cattell.

Los Angeles-Royal Order of Josters, June 6. L. E. Walton, Shrine Mosque, Springfield.

Mo. Angeles-A. A. O. N. M. Shrine (Na-tionell). June 7-9. J. H. Petce, Richmond, Va. Santa Barbars-Un. Spanish War Veterans. May 12-18. W. T. Cavett, 420 E. Anspamu Diego-Order of Engles. June 10-12. n. R. Hagerty, 754 Asbuty et., San Fran-

cusco.

an Jovo-Ocder of Odd Fellows. May 8-12.

F. D. Macheth, 26 Tth st., San Francisco.
an Jose-Poresters of Amer. May 18-21.
Frank L. Zelich, 1182 Market st., San Fran-

ctico.

San Joic-Dia, Amer. War Veterans of World
(War. June 19-22. Jack Hayee, 93 N. att at.
San Jose-Veterans of Foreign Wars. June
11-14. O. Imbedr. San Francisco.
insits Modico-Kongbut Templar. Apr. 17-19.
T. A. Davies, 423 Masonin Temple, San
T. A. Davies, 423 Masonin Temple, San

Prantisco. C. A. R. of Calif. May 1-7.

Banta Monica C. A. R. of Calif. May 1-7.

Los Angeles.

Santa Monica - Knights of Columbus. May

Santa Monica - Knights of Columbus. May Los Angeles.

Santa Monica—Knights of Columbus. May
15-16. H. Pox, San Prancisco.

Santa Monica—Sons of Union Veterans, Civil
War. Week of May 2. D. Boatey, San War. Week of May 2. D. Bowler, San Francisco, anta Hosa-Knights of Pythias. May 26-19, H. A. Thayer, 1182 Market at., San Fran-cisco.

COLORADO

La Junta-Knights of Columbus.
G. Keller.
O. Keller.
D. Keller.
G. Keller.
D. Koller.
D. Conn.
Moraden-State Moose Asst. June 24-25.
Cinst. Bernsett, 76 N. 1st st.
Now Haven-Gi. A. R. Eccanipacial. May —
New Haven — Knighth Tensplar. May 2.
W. N. Barber, Meriden, Conn.
Waterbury — Freeders of Amer. May 14.
P. J. Cavanaugh, 78 Main st., Terrington.

DELAWARE

DELAWARE
Neway — Juther Order, Apr. 18. Prank
Sherist, 607 Tatash et. Winnington.

— H. Wood Winnington.

— H. Winnington.

— H.

Lauderdale-State Picezien's Assn. Apr. Pl. Ladindedale—Un. Bjanish, War Veterani-Juge — J. & Cheinwich, War Veterani-Juge — J. & Cheinwich, Box 918, 98.

F. Myers – Kolight Frespart, Mey 18-10.

G. B. Pish, 471 W. 9th st., Sarascia, Pin-Jectosovilla—Asortican Heights May 23-38.

Jacksovilla—P. & A. Misons, Apr. 18, 18.

Messa.

icad. Ando-Order of Odd Fellows. Apr. 19-21. Trank Orant, Box 733. Ando-Order of Red Men. May 17. M. C. riando Order of Red Men. May 17. M. C. Fatula. L. Augustine Junior Order, May 2. J. R. Stofer, Tampa. Stofer, Tampa. amps.—Amer. Fed. of Musicians. June 13-12. Fred W. Birnbach, 39 Edvision st... Neunts, N. J.

GEORGIA

Order of Red Mon. June 18. C. Columbia-Color of rect acco. According to the Columbia-Color Pillows: Encanagement. May 38. Allen Turrert. Box 6913. Allanta, Ga. Wood. Box 173, Savannah, Ga. Wood. Box 173, Savannah, Ga. Wood. Box 173, Savannah, Ga. W. Macon-Smights of Prillian. May 16 Wood. Box 18 & S. Maiotta, Apr. 27. W. J. Penn 37. DAIIO

W. J. Penn Jr.

Sinise-Kinkits Templar, May 19-20. D. F.
Banks, 16x 2977.
Banks, 16x 2977.
Banks, 16x 2977.
Banks, 19x 2977.

Chicago-Stremum Act. Asso. In Survey. New York, W. Dunk, 260 Fifth ave. New York, W. Dunk, 260 Fifth ave. New York, New York,

LISTS CONVENTIONS

Pecria-Veterane of Poreign Wars. June 30-July 2. P. E. Polley, 53 W. Jackson Bivd. Citicago.

Citicago.

Grand Gr

G. C. Hunt, Box 211, Geder Huptes, In.

Bosoria—Knighta Tenigher, May 10-11, E. F.

Bosoria—Knighta Tenigher, May 10-11, E. F.

Bosoria—State With st., Topeta,

10-12, H. W. Hirst, Topeta,

10-12, H. W. Heret, Memoriai Hall, Topeta,

Wehla—State Black Ann. May 15-17, H. G.

Boyd, Dinky Ledge,

10-12, H. W. Heret, Memoriai Hall,

Topeta,

Wehla—State Powners Co-OD, Asto.

Wehla—State Parmers Co-OD, Asto.

March

15-17, W. O. Sand, Box 50, Hutchinsee,

Booling Green-Un, Spanish War Veterans. June 5-1. Col. P. J. Noel, Bon 33, Middlesboro-State Ellas Ann. May -.. H. H. Slack, Owensho

EGUINIANA louge—Knights of Pythias, M Adolph, 520 Carondelet Bidg May 23. W. E. Adolph, 530 Carendelet Bldg., New Orleans. ake Chriteo --- Knights Templar. Apr., 23. A. Davis, New Orleans. Setroe--- Knights of Columbus. May 15-16. M. P. Artoull Jr., 222 Bourboo st., New Orleans.

Lab. MANNE M

Lansing.

January Rapids—Knights Templar, June 7-8.

C. A. Conever, Coldwater, Mich.

June 13-16. L. E. Graves, 742 State Bidg.,

Landon.

Nalamazoo-Veteraus of Poreign Wers, June 24-25, A. W. Thomas, 704 E. Jefferson ave., Detroit.

Muskepen—Order of Eagles. June 16-25. W. W. Ryan, Alpena, Mich. St. Joseph—Knaghts of Columbus. May 30-31, W. Z. Sturt, 310 E. Ein ave., Monroe, Mich.

MINNESOTA
Dubuth—Order of Odd Pellows. June 13-17.
E. G. Luffvigsen, 462 St. Paul Blog., St. Paul E. D. Ladregen, 402 8t. Proc. Biol. 41.

Paul.

D. E. G. Haynaker, 1002 21. Methy, Minn. Minneapelle, Sales 11.

E. G. Haynaker, 1002 21. Methy, Minn. Minneapelle, Sales Indonment Ania, Pend. Minneapelle, Sales Indonesia, June 12-12. Free Claydon. Minneapelle, June 12-12. Free Claydon. Minneapelle, May 11.

J. W. G. P. Decoup, Ind. 23.

J. S. W. Hosen, Ind. 23.

J. S. W. G. P. Devon, Ind. 23.

Minneapelle, Minn

spillo-disase Protesse and Springment, J. Rehalfited, I. W. Walnes and Springment, J. Rehalfited, I. W. Walnes and Springment, J. Rehalfited, I. W. Walnes and Springment a

Orent Palls-Veterans of Porcign Wars, June
R. N. Dare, Route 1, Great Palls,
Helens-State Stock Growers' Assn. May 18riens State Stock Groves 20. E. A. Phillips, Box 85 NEBRASKA

E. A. Phillippe, Box 864.
 Yugnoni-Kraithya Tamplar, Asy. 25. L. E. Bintha, ed. Masoun Trengther, May 18-59.
 Mark, E. Bower, Bath House, Linnigh, Nya 18-59.
 Mark, E. Bower, Bath House, Linnigh, Nya 18-59.
 Janes, J. L. Barris, M. Barris, J. Barr

ord-Order of Odd Fellows. May 4. E.

P. Kaier, 1937 S. Clision ave., Tree-th. J. Codd Pellows' Encampment. May P. R. Jummel, Box 196, Trenton. &-Tail Cedara of Lebanon. May 20. Revers, Camden. N. J. Amboy-4'cate Exempt Piremen's Assn. e 18. Elleworth Post, Box A. Wharteo. Petnam, 115 Woodside ave.

N. J.
Trectodo-de, 2 & Mesons egr. 18. H. A.
Patinan, 13. Wordside Ave.
Patinan, 14. Wordside Ave.
Patinan, 14. Wordside Ave.
New MEXICO
Lac Gross-Action of the Mark May 16.
Roswed-valerans of Portrigs Wars. May 16.
Angel Angel Area of Portrigs Wars. May 16.
Angel Angel Ave.
Albumy-Veterans of Portrig Wars. Amou 19.
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Albumy-Veterans of Portrig A

Bin-Waterans of Foreign Wars. June 15-15.
C. Johnson, Benn Nor.
Fintranuca.-F. & A. Masons. June 9. E.
Feberson, Carson City, Nov.
Frington-Order of Engles. June 14-17. B.
H. Cooper, Rano, New,
NEW HAMPSHIRE.
DICCOTO. R. A. Masons. May 20. J. N.
Fronder. & A. Masons. May 20. J. N.

Omnoral-Order of Ood Fellows. 2629 a. Declary.
D

In the Convention List appear only the dates of those meetings which we feel an of interest to the amusement industry. In this category we place, besides the stitctly ansument and affect organization, the following groups: I convention of a first organization. Of defenders, facilities of prints organization, of def Feldows, facilities of prints organization. Of def Feldows, facilities of prints of the state of the sta

Greenshero-York Rite Grand Bodits of N. c. May 9-11. W. R. Smith, Box 1010, Ralence, N. C.

N. G. Born and Box 1997, Rhitty Corespictor—Blads Elike A Main. May W. G. Euras, High Point, N. G. May 21. H. A. Holland, Moresville, N. G. May 12. H. A. Holland, Moorewills, N. G. Habrish - A. P. & A. Masons. Apr., 13-55, E. M. Marchall, M. R. Goodwin, Box 226, Elizabeth City, W. B. Goodwin, Box 226, Elizabeth City, Wincon-Bladen—Scalable of Section on-Balem-Knights of Pythias. June L. W. Farmer, Clayton, N. C. NORTH DAKOTA

18. W. SCHILL BANDY. A CONTROL BANDY. A CONTROL BANDY. B. PAIL, DOTHE LANK, N. D. D. B. C. Koeneke, Lisban, N. D. Long, N. D. L. Phinishes, ORDIO, N. D.

OHIO
Delinasti-Nati. Variety Chaba of Augusticiansti-Sec. CHARGERIA, De. St. Harris, 711 Clare it.
Cloritinati-Soc. of Amer. Magicians. May
27-26. Hickard Dubbes, 111 John ab, Nov
27-26. Hickard Dubbes, 111 John ab, Nov
27-26. Hickard Dubbes, 111 John ab, Nov
28-27-26. Hickard Dubbes, 111 John ab, Nov
28-28-28. Annual Language Control
28-28. Annual Language Control
28-28. Annual Language Control
28-28. Annual Language Control
28-28. Annual Language
28-28. Annual Lang Americanist - Holl, Bro. of Magicians. Just 14-16. The J. Hawler, J. Al Awood II. Gloveland - Burren Committ MOVTER (Incl.) June 3-80.0. The J. Hawler II. Gloveland - Burren Committ MoVTER (Incl.) June 3-80.0. The J. Hawler II. Gloveland - Balance II. Gloveland - Balance II. Gloveland - Balance III. June - March June 19-14. L. O. Henry, 31 M. Mein Columbia - Gloveland - Balance III. June - March June 19-14. L. O. Henry, 31 M. Mein Columbia - Gloveland - Balance III. June - March Ju

Oklas Diffusion - Odd Pellows' Encampment. May E. L. Hayes, Outbrie, Ocia. E. L. Hayes, Outbrie, Ocia. Exthin. Hox 277, Muskogee, Okla.

Minmath Palls-Order of Eagles. June 20-July J. R. Voorhees, 319 S. W. Columbs Partition of the dieton-Order of Odd Pellows. May 15-19, A. Morand, 1019 S. W. 10th ave., Postd-Sons of Amer, Revolution. Feb. 22

C. Dyeer. O. Dyeer. Depth of Amer. Revolution. From C. Dyeer. O. Dyeer. Depth of Amer. Depth of derbia, smallon, 1516 N. 14th st., Phili-derbia, 1501—17ex Co. Pirenen's Assn. June 1-16. F. A. Weshecker, Central Fire Station, rie—brefer of Engine, June 15-14, A. 2. Doughert, Chernelle, June 15-14, A. 2. June 1

Temple, hiladelphia—Order of Red Men. June is 16. Chas. E. Bell. 1523 W. Girard ave, litsburgh—Althed States Asan. Matter force Exhibitors. May 17-19. Fred Hertington. Vashington-O. A. R. of Pa. During week of June 19. S. S. Powler, City Hall, Philadelphia

June 19. 20. D. Provider, city Hall, Philadelphia.
RHOBE INSLAND
Providence—Knaghts of Pythias, May 13.
Providence—Yankee Dire, Veteruno' Avo.
May 18-22. H. W. Hunt, Biltmore NeedProvidence—Order of Engles. June 20-21. F.
Glew. residence—Order of Eagles, some May L Vesterly—Order of Odd Follows. May L A. E. Pike, Providence. A. E. Pike, SOUTH CABOLINA STANDARD WAY Veteral

Westerly—Order of Oct Pelines.

August 1998.

Description of Oct Pelines.

Corpus Christi—Order of Eagles. May IT.

"W. Sough S. Manning. S. May IT.

"W. F. H. S. Martican Revolution. May IT.

"W. F. H. S. Matelie. 1227 1616 84. M. W. Washington, D. G. Detter of Eliza. May — H. L.

"William Corpus of Eliza. May — H. L.

"William Corpus of Eliza. May — Westerna. June 5-7. C. M. Revrilla, 1613 Virginia May — C. M. Herring, 1613 Virginia May — M. L.

"William Corpus of Martin May Vesterna."

co.—Order of Odd Pellows. March 21-g. M. Williams, 516 Linz Bldg., Dallas. co.—Knights of Pythias, May 9-11, o. Yarbrough, Box 314, Weatherlord. Theo. Yarbrough, Box 314, Weatherstord, Letton-Reside of Columba May 10-11.

Y. Chonery, Houston, Tree.

Calls, Baiser Assn., March 8-18. Heary, Calls Baiser Assn., March 8-18. Heary, Calls Baiser Assn., March 8-18. Heary, Calls Baiser Assn., March 12-15.

W. J. Gakes, 1314 Avenue O., Galveston, Tex. 7 year-Order of Odd Philows. May 16. W. Ountry, Shi Lake City.

Beattlebero-Order of Odd Philows. May 19. D. E. Grossman, 32 Orleand terrace, Burnally, Callson, Callson,

VI.
Lyconrille—Knights of Pythias. May 25.
F. A. Whitaker, Box 302, Belbows Falls, VI.
Het Dprings—LithUngraphers Natl. Assn. May
18-12. W. P. Mawell, 293 Madison are. of Bellings P. Makwell, 285 Madison area-yers Club.
Yers Club.
Ye

23 W. Hudt, 1000 Square tes, northwer, Chile-P. 64 H. Slate Grange, June 7-14, Itary Cheek, 2104 Western are, Seattle, 1001-10-10, A. R. & S. Masoni & Knights, Turplar, May 5-13. W. C. Stone, Sookane, Turplar, May 5-13. W. C. Stone, Sookane, S. W. Stone, March & C. L. Stone, Sookane, J. W. Tyler, Masonie Temple, Taccura, Senatchee-Coder of Odd Fellows, June 27, L. Jooes, Taccura, Senatchee-Coder of Odd Fellows, June 27, L. Jooes, Taccura, June 12, 1001, June 12, 1001

21. G. R. Glansson, Traccuta, Traccuta, etimas—Order of Engles, June—, P. R. Trubshaw, Scathernish, Wash, WEST VIRGINIA WEST VIRGINIA May 17-16.

Graburg-Octor of Red Men. May 17-18.

7. H. Clay, 530 4th at., Huntington, W. Va.
K. O. Kraye, Morganiton, May 12-19.

K. O. Kraye, Morganiton, May 12-19.

H. P. P. W. P. Sympton, 1303 3d 48.

19-21. W. P. Sympton, 1303 3d 48.

19-21. W. P. Sympton, 2003 25-25.

19-21. W. P. Symptom, 2309 26 at.
Two du Lang-Order of Easilet, Jane 22-25.
Herry Keerdew, 113 N. Commercial at., NecMarineva-Christian Tempirar, Jane 24-25. J.
W. Lindreith, 812 N. J. Sy.
G. J. A. M. Arreon, Milwarke.
Coy-Order of Easilet. June 13-44. Win.
Delautel, 190. 119, Rock Syring, Wyo.
A. M. Angelsvir, Bro. 27, 191.
A. M. Angelsvir, Bro. 27, 191.
A. M. Angelsvir, Bro. 27, 191.
A. E. Hartiey, 500 Beccod et., MediLeconton, Alia. — Order of Odd Prilowar.

the Hat.

Recorded, Alia, — Order of Odd Fellows.

March 19-11. A. B. Ballentine, Catgary.

Zimentica, Alia, -Veleran Odd Fellows' Assn.

Zimentica, Cont.—Order of Odd Fellows, June

B. McGready.

Ohlows, Ont.—Knights of Columbus, May

21-24. J. W. C. Tierney, Box 368, Arnprior,

Oct. Sask.—Order of Odd Pellows. June 1 F D. Gray.
Sub-brooks, Cove.—Order of Odd Pellows. May Derbrooks, Odd.—Order of Odd Pellows. May Derbrooks, Odd.—Soc. of American Piorists. March 28.
Teconto, Ont.—Order of Odd Pellows. June 27-28. W. Brooks. Fetcott, Ont.—Order of Odd Fellows. June 2.74. W. Brooks. Let of Odd Fellows. June 5-10. E. L. Webber, 144 W. Hastlings st. Webber, 144 W. Hastlings st. J. H. O. Russell. J. H. Deltoper, Man.—Knights of Pythias, June 28. Chast. Theper, 43 Kelvin st.

Coming Events

These dates are for a five-week period.

Paltbanks—Spring Carnival of the Northland, March 11-13. Dom Adler. CALEFORNIA San Prancisco—Poolity and Aff. Industries Stow. March 16-20. C. J. Gleed, 133 Russ

Ecog. CONNECTICUT

Hartlerd—Sportsmen's Show. Peb. 22-26. M.
C. Manternae.
C. Manternae.
C. Marternae.
C. Marterna

Fruik Wirth. FLORIDA
CCSFWater-Eick Fun Pest. Week of Peb. 23,
Decon-Charity Bazzar, Fusiand's Ameasument
Decon-Charity Bazzar, Fusiand's Ameasument
Hamilar Grant Week of March 7.
Hamil & Morton.
E. Petersburg-Festival of States. March 27dyr. 1. Burwell Nesl, Chamber of Comdyr. 1. Burwell Nesl, Chamber of Comdyr. 1. Burwell Nesl, Chamber of Com-

Arrana—Tobacco Pestival. March 10-11.
GEORGIA
Assuria—Gracker Party Circus. March 1-5.
Savannah—Trades & Labor Assembly Indoor
Circus. Pab. 21-26.

Chicago—Chicago Nati. Shat & Sports Show. Frb. 27-March 6. Hubbard H. Erickson, Navy Pier. Shockford—Shirins Circus, March 13-20. D. J. Jarrett. Jood River—Wir American Legion -Winter Carnival, Peb. 23-24.

Indianapolis—Shrina Circia. March 7-12. Terre Hauto—Zorah Shrine Circia. Peb. 21-25. Clarence White.

KENTUCKY

OUISYTHE-National Home Show. Peb. 25March 5. Maurice Dunn, City Hall.

Louisville-Nations Maurice Duen, City Inne. March 5. Maurice Duen, City Inne. LOUISIANA
New Officens.—LOUISIANA
New Officens.—Spring Presis. March 19-21.
New Officens.—Spring Presis. March 19-21.
Warren V. Miller, CHUNCETTS
New Officens.—Route Brown, March 7-13.

MASSACHUSETTS

Roston—Boston Gitt Show, March 7-15,

MCRIGAN

Detroit—Detroit Builders; Show, Feb. 18-27,

Kenneth D. McGregor, 1626 Buhl Bidg.

Ralamszoo—Pool Show, Feb. 21-26, M.

Rutter.

Gutter, Gath, Internediate Sciool Citerature.

Buster,

March 20-26,
March 20-26,
March 20-26,
Minnespoils—Durish Tempis Shrine Circui.

Peb. 18-March 8, Nod Van Tilburg.
Peb. 18-March 8, Nod Van Tilburg.

Peb. 18-March 18, Nod Van Tilburg.

Peb. 18-March 18, Nod Van Tilburg.

March 4-12, Walter T. King.

March 4-12, Walter T. King.

March 4-12, Walter T. King.

March 5-12, Walter T. King.

Chas. G. Cossar,

Port Gibson-Southwest Miss March 24-26. Chas. G. Co MISSOURI

March 24-26. Chas. O Cousts.

Khasas Citys—Better House. Bidg. Expo. &
Physical City — Bidg. Expo. &
Rossas City — Prob. Patr. March 12-18. E.
W. Lond. 21 Long Rev. — Bidg. Expo. &
Rossas City — Prob Patr. March 12-18. E.
W. Lond. 21 Long Rev. — Bidg. Expo. &
Economic City — Prob Patr. March 12-18. E.
W. Lond. 21 Long Rev. — Bidg. Bidg. March 12-18. E.
Physical City — Prob Patr. March 12-18. E.
Brooklyn — Tringle Hopital Citeras. March 12-12. Jeron H. Prodockal I Riesas Arab.

Brooklyn — Tringle Hopital Citeras. March 1-12. Jeron H. Prodockal I Riesas Patr.

March 1. Prant With Bidg. Bidg. — Bidg.

ew York-Women's Natl. Expo. of Arts & Industries. March 28-Apr. 2. A. B. Scott. 247 Park ave. ochester-Shrine Circus. March 7-12. Noy R. Rumpff.

OHIO
Develsad. Grotto Circus. Peb. 21-March 6.
Wm. Schmidt, Statter Hotel.
Beviland-American & Canadian Sportsmen's Show. March 19-27, Jehn W. Meyers.
Public Asolitetum.
Springfield-Home Show. March 7-12. Paul
T. Gerhardt.

Newhirk-Junior Live-Stock Show. March 18-Milahoma City—Okla, 4-H & P. P. A. Live-Block Show. March 22-25. G. W. Effer. PENNSYLVANIA Philadelphia—National Home Show. Peb. 18-26. P. D. & G. E. McDonald, 1209 Archi-

tects Bidg.

Philadelphia — Gift Show. March 21-25.

George F. Little, 220 Fifth ave., New York City.

Libiadelphia—Phila. Flower Show. March 2127. B. B. Starley. 1116 Packard Bidg.

TEXAS
blicte—Rodeo and Calf Show. susp. W.

Texas Pair Assn. March 1-2. T. N. Oars-

well.

Dallas-Gift Shew. Peb. 27-March 2. P.

Bands, 541 Dierks Bidg. Kansas City. ?

Galveston—Mards Gras. Peb. 25-March
Gus A. Amundesta, Chamber of Commet

Houston—Hodeo. Peb. 25-March 4.

WEST VIRGINIA

Houston WisWheeling Batter Romes haveGeorge Bailey WISCONSIN

- Home Beautiful Show. March
Home Show. Rhinelander-American Legion Rome Show March 25-37. Thomas J. Sandeman

Winter Fairs

Incirwood—Inglewood Pair, Veterans of Pur-Tagorini—Imperial Co. Pair March 5-13 D.

S. Stevari Communication of Purification of Purification of Pair March 5-14 D.

March 17-17. William State of Purification of Purificatio

endon-British Industries Pair. Peb. 21-

March 4. FLORIDA
De Land-Volusia Co. Pair. Peb. 22-27. Bill

Residentein.

Everglades—Everglades Pair. Week of March
14. Hands - Evergaces Pair, Week of March Homestend - Bedland Detrict Prut: Peatlend Mant Pair, 28, 28, 3 M. Croft, Court House, Mant, Pair, Dacksonville - Dural-Jacksonville - Pair, Agr. Jacksonville - Pair, Agr. Jacksonville - Pair, Agr. Mchoorne - Indian River Co. Fruit Peatle Mchoorne - Indian River Co. Fruit Peatle Mchoorne - Detrict Pair Ann. Ptb. 28-March S. C. 12, Mc-Philly 11, 350 and 11, 350 a AP Pair Assn. Ptb. 22-Msten b. U. H. over P. D. Clipper P. Barashvarry Festival, Ptb. 127-96. Rt. H. Buff. 127-97. Rt. H. Buff. 127-97.

Houston-Houston Fat Stock Show & Lave Stock Espc. Feb. 26-March 6. W. O. Cox. San Augelo-San Augusto Fat Stock Show & Rodeo. March 4-8. J. C. Deal. FUERTO RICO San Juan-Ponce de Leon Fair. Feb. 22-

San Juan-Ponce March 6.

Dog Shows

These Dates Are for a Five-Week Period

ARIZONA Tueson-March 13-13. Fred Finney, Box 2622, CALIFORNIA

Arcadia—March 19-20. Jack Bradshaw, 1814 8. Oyani ave, Los Angeles, Sao Bernardino—Peb. 27. Jack Bradshaw, 1814 8. Grand ave, Los Angeles, Book biland—Morch 19-39. Mis. P. S. Treat, Bettlendown, Ja. Louisiana

LOUISIANA E. C. Duncan.

New Orleans—March 19-20.
2025 Constance at.
2025 Co Fetry, Inc., 2009

Mrs. George

Oraco, NEW YORK Buffalo—Feb. 26-27. Foley, Ind., 2009 Ban-stead at., Philadelphila, Pa. Elmira—March 3. L. L. stillweil, Angelica. Emira-March E. L. A. Acthur T. Makin. Niagara Palla-Peb. 25. Acthur T. Makin. Niagara Palla-Peb. 25. Acthur T. Makin. Rochester-March 1-2. Polay, Inc., 2000 Ran-stead at. Philadelphia. Ph. NORTH CANGLINA Married, 25-26, E. W. Leach, 1005 S.

Asheville-March 25-26, E Third at, Minneapolis, Onto Canton-March 16-17.

anton.—March 16-17.
Thorimath—March 18-20. Pricy, Inc. 1009
Romatead at, Philadelphia, Pa.
Ramatead at. Philadelphia, Pa.
Ramatead at. Philadelphia, Pa.
Tot., 2009
Romatead at. Philadelphia, Pa.
Tot., 2009
Romatead at. Philadelphia, Pa.
Tot., 2009
Region at the Raigh II. Britiss.
STO Wegant ave. B. L. Craff, 401 Industries Bidg.
OREGON

tries Bidg.

OREGON
contand—March 18-19. Mrs. L. O. Hatchell,
429 N. E. Buffalo S.

HHODE ISLAND
covid-mos—March 12. Louis G. Najac, Box

T00. TENNISSEE Konveille-March 29-20. Mrs. Carl Ander. Ross Hill. Knowsteen & Carl Ander. Ross Hill. Knowsteen & Carl Ander. Ross Hill. Ander. Ross Hill. Mrs. C. C. Elevris, T19. N. Floresch ELENIS.
British—March 22-22. Mrs. H. McDowell, EGS Excild ave.

OUR MIDWAY-(Continued from page 58)

agency here for complete paint jobs.
Those in quarters are happy and they
get three fine meals daily. Think of it,
harn and eggs, steaks and chops! In my
early days if we got this kind of food we would not know what to do. I know that Zimdara feeds well as I have been eating with them since arrival.—W. Terry

WINTER QUARTERS and Show Letter Weitwinter QUARTERS and Show Letter Writers With your most news matter kindly state if the carnival you are with its moved on flat cart, baggage cars, baggage and trucks or fully motorized. Under the fittle please bracket Ske this for whatever classification it is (flat cars) (flat cars and sleepers) (baggage cars) (baggage cars) and trucks! (motorized).

NEW YORK -- Bernard F. Grimes, son NEW YORK.—Bernard F. Grimes, soon of Frank and Pay Grimes, owners of the Grimes Greater Shows, will be with the show this season. Bernard is rated as the fourth ranking table tennis player in the United States and caused the biggest upset of the season by defeating. biggest upset of the season by deteating Jimmy MacClure, an Indianapolla boy, who is second ranking player in the United States and world's doubles cham-pion. Bernard is also holder of the intercollegiste championship and interpion. Bernard is also holder of the intercollegiate championship and inter-city championship of 1937 and was wincity championship of 1937 and was winner of the outstanding sward in Chicago last year. He is now appearing in Shockston of the control of th

Red Onion introduced the Red Heads' mations with the L. J. Heth Shows some years ago and was the first to breadests a band concert. The latter was done in Cambridge, C., with the same show, Ads. L. J. Jones Expedition. They heard this broadcast concert on the lot in Cambridge. Cloric Italian band, then with Heth, was the band used. Let en on he put an advertisement in The Billbeard which yell this time carehal had concert to be broadest an event.

VERO BEACH, Pla.—The Art Lewis Flying Aces Club is advancing nicely.

Nearly all of its members have had 30 minutes in the air and are able the stick in guiding the airplane. Buste Gordon, president of the club, has al-ready made a creditable take-off and landing, as have two women members. landing, as have two women members. Seems that nothing keeps members from Seems that nothing Keeps members from attending this flying school, and even the early-movaling sessions find some of them at the flying fields ready for in-structions. Before the 1938 session is over some will have done the eight hours in the sir, which is required before they are permitted to attempt solo flights. Art Lewis is homorary presi-dent and Buster Gordon is the active president.—Mrs. Victor Lee, secretary, Art Lewis Plying Accs.

CAPTIVE BALLOONS: Why not have one on the midway for two purposed? First for early passingers high up over the crowds and carry passingers high up over the crowds are all the control of profit. Wast cannot will be the first to have ene. Royal American, Beckmann & Gerety, Rubin & Cherry, World of Mitth or Johnny J. Janet? Think this capitve balloon uzgestion over. In the past there have been many expenitions that had captive balloons. Advertise "LOOK FOR THE BIG BALLOON!" Even the this kind of a balloon did not carry passengers it would be a great advertising stunt.

CHARLESTON, S. C. (Navy Yard Sta-tion).—Den Ebro Shows after playing the sociable little town of Olar, S. C., came sociable little town of Olar, S. C., came here to the Navy Yard with the inten-tion of playing stround Charleston for several weeks. Show is owned and man-reckon with the wind which came Mon-day, lashed the tops and rocked the trailers until Wednesday night. Some were happy to get the lay-soft. The Don Error Shown were roady, however, to greet the amousment seekers Thumday. greet the amusement seekers Inumany, Attractions: Mr. and Mrs. Louis Augusti-no, Five-in-One, animal show; Mr. and Mrs. Dick Palmateer, illusion show, photo machine; Pearl Shields, Carolina-Minstrels; Mr. and Mrs. Bob Muldoon, cookhouse: Esnor Garner and Vern Wilcooknouse; gener carner and vern wull-lans, mentalist booth. Concessions are owned by Red Gerber, Louis Murphy, Hiram Beal, But Thompson, Jack white, Peggy Baldwin and Bill Williams, Jay Berman is electrician and Percy and Moo Jackson handle banners and advertising, -Shannon Haney, of the show,

All Americans are more or less mechanically minded, so why not have a special day dur-ing the engagement of a carnival in a city designated as Engineers and Mechanics' Day's The physical equipment, such as the train, wagons, light plants and other features, are of general interest to the public, and press agents might well stress to advantage the mechanical features of a carnival to good remechanical restures of a carnival to good re-turns in the newspapers and various trade journals. It has been dence, but not the way it might be done. If a rickety, reackety train pulls lato a railroad yard and rickety, rackety wagons are unloaded and hauled thru the streets thay do not make a favorable impression with those who see them unloaded impression with those who see them unloaded and on route to the lot. Keep equipment and on route to the lot. Keep equipment exempthing for the good of your carrival. Mr. Owner-Manager. Also do not fail to keep the point jobs up. Wagoon might well be the point jobs up. Wagoon might well be held. The point jobs up. Wagoon might well be held. The point well be point on the seed of the point of the loads? Jobs up to the well a point of the loads? Jobs up to the well a point of the loads? Jobs up to the well a point of the loads? Jobs up to the well a point of the loads?

TAMPA, Fia—Seen along the independent midway at the Tampa fair: Charles Jessop, pope-con act-up: M. Charles Jessop, pope-conductive that the same time for the same time fair to the same time fair time fair the same time fair time fa and Jack DeVoe, specialties, and three Blumenthal brothers, money pennants and novelties. Peterson and Garnet were also there with pennants. Seen along the midway: Ployd Newell, press again, Mighty Sheesley Midway, and Eddle Wil-llams at his scales. There were many others who gathered at this annual rally spot and who later on will journey forth to appear on carnival and fair midways. 10 appear on earmy a not ran intoways. Pirst week business was fair. Two days rain and chilly nights. Tampa fair is America's feature midwinter event. It may be titled The Billboard, but to us of the outdoor show world it is One Billboard and we are always boosting it.—Curley King.

- Wholesale

to 1564 Broadway, New York

Tiny Radios Make Big Profits For Bingo Ops, Direct Sellers

Evans' (Detrola) Pee Wee and Silver's Dwarf reported going well on salesboard deals, at bingo parties and on house-to-house calls

CHICAGO, Feb. 18.—Little radios of larger than the average person's hand are creating big profits for salesboard ops, direct sellers, binge ops and other premium users. Two such selz recently introduced are Detrola's Fee Wee, handled by the contract of t

Cabinets are plastic and come in six diff. BCA-liceased tubes and a dynamic speaker, weighs only 5½ pounds and comes in three colors, ivory, Chinese red and wainut. Cabinets are made of molded metal. Both sets, according to users, give big set performance and contain many features of sets many times Saleshoard operators in particular

Salesboard operators in particular claim the item has a termendous amount of appeal since it is novel and at the same time practical. Deals on which it has been featured and which have so-tually been tried on locations are said to have moved fast.

Direct sollers have an additional angle

to play up saide from the novelty and the practicability of the item. A great many homes at which they call do not many homes at which they call do not have an extra radio for the simple reason that they really have no place in the home to put it. This problem of space availability is beautifully solved with the little sets. They will fit handsomely into any nook or cranny.

Bingo operators whose games have ac-

tually suffered from lack of new merchandise which can be offered as prizes are reported to be using more and more are reported to be using more and more nindiget and standard types, have of course, been used as bingo prizes for some time. The Pee Wees and Dwarfa, however, lend as new, colorul appeal to however, lend as new, colorul appeal to the control of the co ers regarding the insegnificant amount of house space necessary holds true and players have commented to several oper-ntors with whom this reporter has apoken regarding the "cuteness" of the

spoken regarding and the Silver compa-tion sets. Both the Evans and the Silver compa-nies have literature available on their sets and will send it to any genuinely interested parties.



By BEN SMITH

Leo Pisite is back in town after five weeks on the road and just looded with orders on the Goodolfer and the eiterup orders, but a social one as well, for he says he had a swell time meeting and taking friends. Those included Dave Marien in Wichlin, Tex; Clarence Heefer in Day-enport, 1a. and Jimmy Brundage in Ok-lahoma Gity.

And speaking of the Gondolier, Milton Leibman, of Praisib Novelty Company, has taken over the exclusive distribution of that item for the metropolitan area. His firm has moved to larger quarters and is all set to make 1938 a banner year.

Herman Grabelsky will spring some-thing new in the next few weeks. It is a (See DEALS on page 70)

PART FOUR

(Conclusion) This is the fourth installment of the

Chi Premium Expo May 2-6

Early reports indicate largest attendance in history of 11-year event

CHICAGO, Feb. 19. — Eighth annual National Premium Exposition and convention will be held at the Palmer House received and the second of premium and prize merchandise have already reserved display booths. Exposition again will be sponsored by Premium Advertising Association of America. Inc. which will hold its annual convention at the Palmer House during exponition.

week.
Program committee is already armiging convention session which, it is said,
my convention session which, it is said,
mittin users, manufacturers, bingo and
salesboard operators and others whose
task it is to choose merchandiss item
for distribution, or choose my conford stribution, as record number of orterings in new and redesigned products
will attract the heaviest attendance of
buyers in the event's historiance of

How To Conduct Group Bingo Parties Successfully

-By E. S. LOWE-

How a Committee Runs Successful Bingo Parties

By DANIEL E. SHEA Chairman Bingo Comm., K. of C Hartford (Conn.) Council No. 11

Part One At the very outset I want to make clear that the various factors brought out in this article are not meant to ap-ply to a large organization with thou-sands of members and with auditorium sands of members and with auditorium facilities which enable them to acat thou-sands of people at any bingo party they might hold. It is admitted that such an organization can well use the serv-ices of a professional bingo operator or group of operators.

group of operations of the country where outsiders—and almost all predessional operators on the predessional operators on the supplementation of the country where outsiders—and almost all predessions and an invalide barrier has been set up against them. Then again there are organizations that are in need of extra limitations that are in the of extra filmancial saistance but have neither the Inancial assistance but have betther the ospacity nor the working personnel to conduct a large game. To this church oc club I say there is no better or easier way of raising that much-needed revenue than BINGO!

way of raising that much-needed reve
1 will endeavor to show the methods
used by the committee, of which I nappen to be charman, to build up an acBot and the state of t

ONE REASON for the declining popularity of bingo in certain localities is the ONE REASON for the deciming popularity of the control of the contr it over, ops.

AND HERE'S A BUSINESS opportunity for some enterprising operator working in the vicinity of Laurel, Md. Edwin E. Bernstein, of Laurel Pharmacy, Inc., at the corner of Main street and Washing-ton boulevard in Laurel, writes:

"I have read of bingo being used for chain stores and I would like to know if it has been made to fit in with an independent store merchandising plan. If so, kindly let me know, and also from whom I may obtain it.

"Also, if there are any other promo-onal ideas, please let me know." You operators in the Maryland terri-(See BINGO BUSINESS on page 70)

This is the fourth installment of the series of articles on "Hor To Conduct Bings Parties Successfully." Parts one, 6, 25 and 15 issue.
We suggest that you clip these articles
and file them as a ready source of reference to answer all your questions
about conducting a bingo party. How To Apportion Expense

Total Income\$192.00 Regular Game Prizes (Wholesale)
Special Game Prizes (Wholeanle)
Door Prize (Wholesale)....Amount set aside toward
Grand Award (usually 10 Grand Award (usually 10 per cent).
Advertising
Bingo Supplies, exclusive of
initial equipment, such as
lap boords, cage, etc...
Help (if any charge) assume
Hall (if any charge) assume
Miscellaneous (if any) assume Expense

Organization's Net Profit. \$ 51.80 As the series progresses your attendance should increase therefore your profits increase. But remember—increase the value of your prizes proportionately.

How To Obtain Bigo Prices and Complete Assortments. The 85 prizes awarded for the regular games should be changed weekly. It is important to give a variety of merchandrise assortments, comprising clocks, lamps, occasional furniture, rugs, linens,

chinaware, beverage sets, aluminum-ware, blankets, bedspreads or anything that is appealing and may be used by both male and female and can be used for the home. Concentrate on grize that are appealing to the women, be-cause women will make up 75 per can

r your audience.
Bingo merchandise assortments are enerally priced from 840 to 8120 for 33

New Ideas

It is important to constantly develop new ideas pertaining to the operation of bingo. For this purpose the writer recom-mends reading the weekly columns of The Billboard and particularly "Bings", which has featured a number of the latest new game twists.

Professional Operators

Professional Operators
When a promoter operates a series of
bingo parties he generally operates on a
contingency basis, based, upon the profta resilized from these games.
The promoter contracts an organization
for a series of bingo parties to be held
at least once a week on a certain makifor a period of 18 to 20 weeks. But
the contract of the profit of the contract of the con ducts the game with the help of a com-mittee appointed by the organization and furnishes all the necessary supplied playing of the game and also purchase the prizes. He charges the organiza-tion for the supplies that are used re-tion for the supplies that are used re-tion for the supplies that are used re-tion for the supplies that are used re-cards, grand sward certificates, door-prize coupons, advertising and the cost of prizes. These expenditures are de-ducted from the amount taken in sup-(See HOW TO CONDUCT on page 70)

Beg Your Pardon

In the New Items column of last week, the firm marketing the Chuck-a-Luck lamp was erroneously stated to be the Wender Novetty Company The correct name of the firm intro-ducing the Item, which consists of a chuck-a-luck game mounted on top of a large illuminated dice, is the Modern Sales Service,

ew Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Plast-o-Craft

Making coats of small figures has long been a hobby of many people, but it remained for Kit Kraft, Inc., to develop a casting set that is claimed to be abso-jutely safe for even the smallest tot. No heat or lead is required in the mak-No heat or lead is required in the making of Plant-o-Kratt figures. Merely the mixing of Plant-o-Craft powder with making of Plant-o-Craft powder with control of the property of the property of the property of the property of the product that control that contain a special set of water colors to decorating the figures. Clear lacquer for decorating the figures. Clear lacquer furnished for water-proofing them.

ery kit contains full working equip
ent. Sets come in various sizes and prices. Should be a good item for kiddle premium and prize promotions, while demonstrators interested in a fast seller for housewives with children should find natural since it can be demonstrated in a flash.

The Swan Family

Three new members of the stuffed Sent kingdom just recently waddled into the merchandise world and are said to be attracting plenty of attention among simbooard ops as well as prize and gramium men who are scarching for accepting new and different for Easter promotions. Number consists of one mann awan, 18 inches long and 12 inches

CROSSWORD LEX-I-KAN NEW CARD GAME

SENSATION Price \$7.50 Per Gross Sample 15c

SPECIAL PRICE TO JOBBERS & WHOLESALERS

JACK MILLER 1107 Broadway, New York City.



RUSH YOUR ORDER FOR THE SHIPE EAST SHI Yellow Trimmings. is of \$2 weighs 21 550-R-L-D - 36" m Major, \$21.00 Cellephane, \$22.50 25% With Order, Bal-PERSIA MFG. CO.,

BLANKETS BANKRUPT SALE 50 CARTONS PEPPERELL BLANKETS.

OSHRY BROS., Inc.

BINGO OPERATORS

75 COUNTERSUNK NUMBERED DISKS, \$1.00 WARWICK NOVELTY CO., Mirs., Controleut, R. L.

bigh, and two boby swans, measuring B by 6 inches. All are made of heavy white furry plush with back-tipped with the furry plush with back-tipped the swans of the felt. A baby-blue ribbon round the neck adds an extra bit of color, making the swan family unit a real eye catcher, the swans family unit a real eye catcher, and the swans family unit a real eye catcher, and the swans family unit a real eye catcher, and the swans family unit a real eye catcher, and the swans family the swans family the swans family the swans family swans being one which contains plenty of beauty, grace and flash. Three-in-one them a said to sell for an attacher price.

Metal Tapping Kit

The the Metal Tapping Kit of Kit Kraft, Inc., is well known to the toy industry, it is now being marketed to the prize and premium fields for the first time. Makers report the fascination of this pastime is so great that children from 6 to 60 are finding it an appealing and fascinating hebby. Kits lend them-solves to a good demonstration. Come in various sizes, with each one contain-in various sizes, with each one containin various sizes, with each one contain-ing complete working equipment: ham-mer, mails, tapping tools, steel wool, brush and lacquer. Pictured working directions illustrate the process step by step. Designs are stamped on pure brass, aluminum. copper and some sets also come in chromium.

Tar-Go-Bel

Tur-Go-Bel, manufactured by Wert-beim & Paul, Inc., looks like it may have good eshe possibilities. It is some-ary may be a second of the possibility of the recent popular novelties. Tur-Go-Bel has a bell on a racket which rings every time the ball, attached to an elastic string, this It. It gives lots of fun to string, this It. It gives lots of fun to the for hand and eye.

Arkograf Pen

Althorat Pen Company states that with the Althorat on the citch with the citch the citch of the

Pul-It Top

The Pul-It Top is the latest low-p child-appeal specialty manufactured by the Piqua General Supply Company. Top is simple to operate and spins on Top is simple to operate and spins on either end, displaying a magic of motion. It is said to be a good business builder as it goes over big with the children. Maker of the item can print your name or trade-mark on the top at a slight additional cost.

Attention Operators!



The Ventriloquist Man FULL II INCHES HIGH

\$24.00 Doz. \$2.10 Each

Let this sensational board item make quick money for you! He's the genuins "Oursny Ban's sport suit and all! Send for Illustrated Price List Teday!

WEHAVENORECESSION

GONDOLIER NEITHER WILL YOU



SURPRISINGLY LOW PRICED Overall Size 9" x 9". 30-Hour or Electric Established List Price 57.50.

THE SENSATION

COIN MACHINE SHOW!



PERFECT ONE SHOT

List price \$10.00.

Guaranteed Pens and Clock.

THESE JOBBERS NOW CARRY STOCK

NEW YORK CITY.

FRALIES NOVELTY CO. (Distributors Metropolitan Area).

PHILADELPHIA

Exhibit Sales DeLite Sales Corp. National Supply Co.

CLEVELAND U. S. Merchandising Co.

Louis L. Schaffer DETROIT

R. I. Marshall Louis Rosenthal

KANSAS CITY

Midwest Merchandise Co.

Joseph Hagn Standard Sales Evans Novelty Co.

ST. LOUIS Ideal Sales Co.

CHICAGO

Acme Premium Supply Co. WICHITA, KAN.

Marion Co.

BALTIMORE

American Novelty Co.

OKLAHOMA CITY

National Sporting Goods Co.



IF IT'S NEW -- WE HAVE IT





Extra Profits for You!

Each plan bears an artistic repreduction of a de-rouse girl in a colorful co-ture. Turn the glass around and the coloums drops saws, revealing has in mature; www. Pakad & different de-signs in a corruption garti-tioned colored container.

15.00 In Less of 2 Dogen, nor Dozen. . . Sample Box of S Glasses S t.00 Cash With Order. Shipped by Express



HJSN56, Eport Suit.
BJSN56, Eport Suit.
Per Dozen \$24.00
Each \$24.00
Each Each B Dotter

Each Service 32 10. BISGN350, Per Doosti . . Each

N. SHURE CO. ADAMS and WELLS STS. CHICAGO, ILL.

L'VERYBODY wants FREE HOME TRIAL LYER offers & too enfration with this feature. No need to privite when you Money-back with a smile 9% satisfied!

THE BIGGEST "BUY" IN RADIO HISTORY

FREE CATALOG rantiful models for rand cars. 5 to 35 Write for it!

SILVER MANUFACTURING CO., Inc.



KAL-KLOK

THE CALENDAR ALARM CLOCK
SALESGARD OFFRATORS,
Bings and Fremium Users,
see really going to four with
this different bind of Clock,
lime-tellic-mail three are combined in KAL-KLOK. Write
quick for prices and felder,
Send 10c for Sample Push.
Card.

SILVER MFG. CO., Inc. 2868 Elston Avenue, Dept. K-117, Chicago, Ill.



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.
1006~08 BROADWAY, KANSAS CITY, MO.

PROFIT CHAMPION CATALOG IVORY CHARMS LANGE ASSORTMENT-Gress 80c

Luess Prices—Lisana for LIVE Wagenmes—Pitchness—StrettmenHorne and Office Carrassers.

Balabasers, Promisers, Neclines, Lettions, Perfures, Garded Goods.
Son Glasses, Blades. Songe. Balloons. Electric Olcaks.

Writs for Catalog and FREE SAMPLE CASE OFFER—Right New!

CHAMPION SPECIALTY CO , 814-F CENTRAL ST., KANSAS CITY, MO.

PIPES BLENDED MELLO-BOWL 12 Place on Attractive Display Card, \$ 110 12 Cards, only 51

DIRECT SALES

By WALTER ALWYN-SCHMIDT

Direct salesmen working countrioutes are having a difficult time the routes are having a difficult time this winter. Severe freats, alternating with quick three, are making a mess of country roads, and boing mired is just part of the everyday business. But there is a siever limit to every cloud. Business has been rather good in country sections. See Winkler writes that it is not had a series of the country sections of the country sections. See Winkler writes that it is not had so that the country sections there is a site order somewhere some the road of the conference where the country is not set of the country section. stong the road.

If you carry a line of men's bill-folds, laddes' commette potentee or any other article that can be used for a not too expensive premium I would advise you to call at the local city. Banks are buying these articles again as give-aways, for depositors. You may not always for depositors. You may not always find a quick response, but once the ice is broken there is a good-sized order for your trouble.

Talking about small towns, I have noticed that direct salesmen are doing much business with advertising clocks and other display articles to carry local advertising. Beat plan is to contact a local drug store or a garage and install food drug store or a garage and macan the article. Oo around and, see the advertisers. They have little oppor-tunity for effective advertising and space is generally filled in a few calls. If you is generally filled in a few calls. If you are a show-eard writer and can do your own card designing it will help you shorten your stay. Otherwise talk to a local printer. He will do the printing and deliver the fixture to your customer.

There are no short cuts to sales suc-cess, but a bright idea helps. Elen Jurch sells indice's hostery by demon-Jurch sells indice's hostery by demon-dress with a full-tempth sipper down in front. When the time comes to show the stockings, "sip" goes the sipper and apart comes the dress. Of course, the act is fee women only but it certainly sells merchandise.

Why is it that so many direct sales-men are selling what I will call luxuries for want of a better word when there are so many necessities that can be sold? There is always a sale in the average country home for such articles as elec-tric bulbe, fisshipith batteries and fusse. Nobody ever thinks of buying them un-less they are wanted, and then it's genless they are wanted, and then his governly too late. The aslessman who carries them can have all the business he wants. Once a start is made other items can be sold along with them.

It pays to advertise. One salesman working in a large city with plenty of apartment bouses prepares for his contacts by distributing printed announcement cards ahead of his call. Card shows his picture and he pushes it under the door.

People will soon be thinking of clean-ing their furnaces for the summer. This is the time to sell boiler cleaning ma-terials, furnace brushes, blacking and similar articles.

When handling shirts, thes or any ther article of which you carry a other article selection make certain you show your complete line before you have finished. Many a sale is lost because this simple sanny a sase in our occasion amp anaparent rule is not followed. Maybe your pros-pect is not interested in your lirst offer. Showing him the line gives him a chance to think and he may discover something cless he wants. Don't follow any fixed sales plan. Pit your sales talk to the

Read carefully all advertising folders Read carefully all advertising folders and broadsides that manufacturers send you. It is possible that the offer is not these folders often contain valuable hints that you cannot afford to miss. Also consider that half the set of selling consists in knowing where to get what your customers want. If you discover.



ELECTRIC

Type quarded He triack Bakelite C. For \$10-V. A. or D. C. \$3.35 Each. In Dezen \$3.00 Each

No. G1DRG—Packard Leatresharm. Es. B In Lote of 12 or More, Each No. B10R11—Mariey Clipthere. Each in Lote of 3 or More

JOSEPH HAGN CO. 217-225 W. Madison St., Chicago, III.

TIES MAKE BIG MONEY AMOUS MARGIN LINE

No. 600—Exceptional assert. \$1.40 cut in attractive patterns. FulfSample Doz. cut. full shape. Made for long \$18.50 wear. You'll clean up with these Per Gross MEIN'S FIENCH SHAPE TES No. 1000 - Full Cut. 90c Large assertment, attrac. per Dox. tive patterns, Fast sellers, \$10.00 25% with Order, Halance C. O. D. FREE CATALOG.

ONTINENTA MERCANTILE COMPANY

BOUDOIR DOLLS



\$24.00 Dozen WINDOW BOXED Resentated Dodle at Resulting Frant average to the Country of the exceptionally large and elaborationally deposed in the satin and here. It dont the contribution of the contribution of the country of the co

STANDARD DOLL CO. los.

35 E.22 St., N.Y.O.

ST. PATRICK'S DAY NOVELTIES

884038—Plain Sharorocks BB3058—Pipe Sharorocks BB3050—Hat Sharorocks BB3054—Srin Flag BB3084—Green Ministure Hats.

% Deposit required with all Q.O.D. orde Write for list of April Fool Novelties.

LEVIN BROTHERS Terre Haute.

BINGO OPERATORS GIVE YOUR PATRONS

RABBIT'S FOOT FOR LUCK.

Jobbers and Operators Write for Print CHAS. BRAND, 208 W. 26th St.

SVENGALI

MAGIC DECKS

Price is the finest Swengall Deck were manufactured Made of new cards, bridge size, all die cut. Dozon \$3.25; Gross, 538.50, Sarmels, Pastpald, 35 Contacting of 500 Mades, Jack Streeties, Party Good Free.

5. 8. ADAMS OF

anything that might be of value to you later on file the information away for further use.

Says Jep Jepson, the supersalesman: "Suppose you have sold refrigerators to the Eskimos. What of 11?"

There are many worth-while advertise-ments in this issue of The Billboom. Anything among them that you can use



NO 701 SIDE CHAIR fest depth, 14"; Seat from Floor, 18"; Height of Back from Seet 15". Price 34.75 Each

BUY DIRECT FROM OUR **FACTORY AT LOW PRICES**

SPECIALIZE IN CHROME TUBULAR FURNITURE FOR PRE-MIUM, BALES BOARD, BINGO AND CARNIVAL TRADE

This item is SUNE FIRE WINNER. You will get these owners with a property of the property of th

SUPERIOR CHROME MFG. CO., Inc.

5110 Germantown Ave. CHAS. J. AUERBACH, M

Oil

The Toy Balloon Association, composed of toy balloon manufacturers, plan in the very near future to launch a pub-licity and advertising campaign designed the very near intense ampaign designed licity and advertising campaign designed to make the public toy balloon-con-scious. This effort should be of interest to balloon concessioners as it will pep up sales. Elinor Parnham, of Cleveland, up sales. The property of the campaign. is director of publicity for the campaign.

Continental Mercantile Company has moved to new and larger quarters in Brooklyn, Jack Greenberg, who has just returned from a selling trip, tells us returned from a selling trip, tells us that he expects to do a good job on thes this year despite the cry of recession. He wrote quite a few orders while on the

Leonardo Novelty Company recently held a reception at its new quarters in New York. Firm, which had formerly been located on Union Square, has es-tablished beautiful new showrooms with complete new equipment, and it can be said that it has one of the best mer-chandise displays in the premium trade. chandles displays in the premium trade. Moe Herskovitz, of this firm, comes from a family which has long been identified with concession merchandise; the father, Hyman, having been a ploneer in the field when the Bowery in New York was headquarters for this trade.

Phil Golafarb, of Goldfarb Novelty Company, last Monday returned from a trip which took bim thru Fforida and the Southwest. Phil reports having made the Southwest. Phil reports having made many business contacts on his journey. Tuesday last, Saul Goldfarb left on a right that will carry him out to the Pa-cific Coast, where he will look over the new quarters of the Acme Novelty Com-pany, conducted by his brothers, Ben and Sidney. Saul expects to be away from New York for about six weeks.



No. US 0523 Ladies' bracelet Wason, explaintely Stried 10 % L. Chrome cases in assorted engraved designs with beautiful link bracelet to match, Guaranteed leveled move a structure gift case. An Each is attractive gift case. An Big Value and wintbrind premium are money NOW by ordering fire licen. Save monay Watches for \$10.50.

ROHDE-SPENCER CO. 223 W. Madison St. Chicago

JACKETS Balance C.O.D.

M. SEIDEL & SON 243 West 50 81



ABSOLUTELY THE SMALLEST, LIGHTEST WEIGHT, THE MOST DEPENDABLE TINY RADIO MADE

NOT A TOY... BUT A Genuine Radio WITH BIG SET FEATURES, PLAYS LIKE A BIG SET!

UNEQUALLED ANYWHERE!

THE Hottest MOST Unusual PUNCH BOARD IDEA IN FIVE YEARS!

Operators Make Big Profits! Be the first in your territory to offer this! It's the "hottest" thing you've had in years! Don't confuse this remarkable receiver with cheap premium radios. This is a genwise radio cheap premium radios. This is a genuise radio semationally differed: remarkably belief Those hearing its marvelous performance for the first time could handly believe their cars. Everyone wants one on sight. Cabinets is six different colors. We have a sure-fire, fast marrie, hig perful proposition for you WRITE OR WRITE FOR DETAILS

EVANS NOVELTY CO.

DYNAMIC SPEAKER
OPERATES ON AC-DC
PLASTIC CABINET 946 W. DIVERSEY . CHICAGO, ILL. THE HIT OF THE RECENT COIN MACHINE SHOW!

A REAL EASTER DEAL

1000 Hole 10 Section Board Takes In \$50.00 Board, Seven Rabbits, 19 \$1.25 Cocoanut Cream Yolk Center Eggs

In Individually Embossed Boxes ENTIRE DEAL



COST

4 R.C.A. Metal Tubes

\$15.00 F. O. B. Phila. 1/3 M. O. Deposit. 6 Lucky Numbers Receive Rabbits. Last Punch on Board Receives Large Center Cadet Rabbit, which is about 33 In. High.

in. righ.

10 Lucky Numbers Receive \$1,25 Boxed Eggs.

9 Lest Hole Each Section
Receives \$1,25 Boxed
Eggs.

2043 CHESTNUT ST... PHILADELPHIA, PA.

or Beautiful Four-Color Sales Card Deals, 10 6 P.M



RABBIT ASSORTMENTS See US FOR THE PRICE MOST COMPLETE QUALITY

LINE OF COMIC COSTUMES

PLUSH RABBITS - PIRATES - CLOWN - SAILORS - SPAN-ISH FANDANCO - COWBOYS - MR. D MRS. PETER. EIGHT SMASH HIT MONEY-MAKING DEALS. WE STOCK 38 STYLES AND SIZES.

"WILLIE TALK." 23 Inches Tall Doren, \$ 9.25

We Now Stock 15 "Willie Talk" Numbers.
"HOT CHA" GLASSES. Per Gross, 14,40
CHARMS, 132 Styles Per Gross, 70 State Your Business When Writing, Please!

WISCONSIN DELUXE CORP. MILWAUKEE, WIS. 1900-12 N. TH'RD ST.

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS

Try your LUCK with RRODI

the NEW "take a chance" GAME



a more thrilling than milnight in Monte the, sence outsidag this strip poker, and cries higher voltage than my other genn overs glaved. In fact, there's nothing like RODI for keeping a pury on its toes a . . fer gassing as falls bour sleen. Just press I ereas, whoch spin, the windows show extless you win or loss. Get geing with the cord, Play BBODI. And buy your set today. Wherever games are sold

O. SCHOENHUT, Inc., Phila., Pa



NEW, REVOLUTIONARY SELF-WINDING, ELECTRICAL NUMERAL CLOCK.

PENNWOOD CO. 7525 Ke

The New Chuck-A-Luck Lamp

'Natural' for Taverna,
Jigar Chunters, Etc.
REAL CHUCK-A-LUCK GAME.
Beautiful Long for
Counter or Homs.
Perfect Bingo Prize and
Carnival Hem.

Complete with \$18.00 Chart Dor, A Pushoard FREE with each Larny, Write for Salesboard Deals, 25% with Order, Balance C. O. D.

Modern Sales Service 300 West Adams Street, Ohicago, WALTHAM POCKET WATCHES

ALTHAM POCKET WATCHES

-18 file. 15 dwells.
Poconditioned Moreprotect. Yellow

16 file. 16 dwells, reconditioned moreconditioned moreend librad more
Head Cares. Eath
Above Prices to Lots
Catter. Sociolar Price for Large



The Billboard



The OAK RUBBER CO. RAVENNA OHIO.



CROSSES !!!



TESTONE & CAMEO. Gold and Rhodlem Send \$2.00 for 20 Sample. New Catalog. OLYMPIC NOVELTY CO. New York City.



REX HONES 3c Each Solo State S

nd \$1.00, Bal. G. U. Pius Peatagn.
Each Hore in flathy mused blic. A test

stor for Pitchesen. How men are cleaning up. 77 OFICE MEX-MONE MFRS., 1500 West disco., SR-2, Chicago, SR.



Big Profits!

HART MFG. CO.

22¢B0X RETAILS FOR \$1.0

Each box holds 20 Full 5 5c. Packs of Factory Fr Gunt Snapro Display Be belp you to get quick 100% ERICAN CHEWING PRODUCTS CORP.

CASH IN ON "STIRR"

paridic, west for theirs fabrics an etails at 10c. Wessen love that solers! They'll all want one of "' paridical Sana' 10c for sancie t HANDEE PRODUCTS CO., Williamsville, N. Y.

MED. MEN OPPORTUNITY

G.P.L. Quality Preparations. A complete felice above, private tabel and Office Stocial Illustration actions according to the Complete Stocial Illustration according to the Complete Stocial Illustration according to the Complete Stocial Illustration and Complete Stocial Illustra

GENERAL PRODUCTS LABORATORIES
Marufacturing Pharmacists
137 E. Spring BL.
Columbus, O.



(41

A department for Pitchmen, Demonstrators, Novelty Sales-men, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

man, but It's something the paying public demands of him.

SAY, FIDO KERR . . . what's up? Many of the boys have been asking for news from you lately.

WE KNOW A LOT . . . of fellows who stopped trying to be the emartest men on earth when they were

THE WHOLE GAME,
of fighting for an existence is an enjoyable battle for the pitchman who has
nerve. You'll find, too, that nine times
out of 10 he'll be returned the winner. The successful pitchman, like a true thorobred, never quita.

MASON BLACK . . . and Harold Jeffers scribe from Omak. Wash., that they have been doing specialty selling in that territory to satisory busin es. With them are George

hillips and George Raymond. ADVERTISE WHAT you have and have what you advertise and you'll have little difficulty getting results.

ART NELSON . ART NELSON . . , ace cleaner worker, is reported to be gathering the folding dough working the

"BLEW OUT HERE...
in the land of sunshine about a month
ano." olast the Neeck brothers from Los
Angeles. "Spots are nothe too plenting.
but several of the boys are working
parking lots. None, however, seem to
be winning phenomenal money. Would
like to read pipes from Art Buber and
Spots Bletches."

P. W. WILSON tells from Hot Springs, Ark.: "Visited Al (Toby) Johnson's show recently and he seems to be doing an okeh business Manny Turner is in charge of conces-sions and he, too, is getting good play. sions and he, too, is setting good play-Show's line-up includes Jake and Jennie Ricks and Dink Hemingway. Unit plans to work East Texas beginning March I. I'm working corn punk and setting

FYLL PROBABLY be tough on you, but promise yourself that you will do less high flying the coming tummer and more com-fortable living next winter. It's worth a try, inn't fel

AMONG THE PITCHFOLK hibernating in Hot Springs, Ark., according to Doc George Holt, are Mr. and Mrs. Tom Smith, Mr. and Mrs. Tom Butler, Mr. and Mrs. Ray Lewis and the tandrum family. Doc adds that he still collecting the dimes from pinochle-playing friends."

DOC E. B. BARNETT . wigwags from Hennet, Calif., that he has been inbernating and working house and dreasing there this winter. He adds that he would like to read pipes from Doc Shotvell. Bob Brookslire. Happy Hanks, Happy Cox and P. Asburne. Have been reading Billyboy and the Pipes department for 20 years and earlyy it very mutch, concluded Dec. DOC E. B. BARNETT

TOM DEAN . . . and wife are reported to be working to an okeh business in Blytheville, Ark.

WHY BOAST ABOUT what you are or have complished? Let the others do the bragging. You be the success.

where he is working brocks and clades in a doorway. He says he inn't burning things up but is managing to eke out an existence. But let Bill tell it. "In this week's issue I read where someone is interested in the conditions in New Eng-

land. I hope the little information I can convey will be of some help. New Haven, Conn., has a small doorway which CIVILTY IS NOT only an asset to a pitch- land. Haven, Cohn., has a small decreary which rents for 8s per day, but the police will chase you if you block the sidewalk, and class you if you block the sidewalk and cons. I have been seen to be per day on p. p. As this is being written, however, no private property is available. A Saturday spot is open in Almonia, Cohn., to a soldier's reader of Almonia, Cohn., to a soldier's reader seen and the second seen as the second seen and the second seen as the second second seen as the second seco \$1 per day. You may work off a corner in the money and it's a good spot. Main atreet, Bridgeport, Conn. is closed, but a parking lot one block from Main stree parking lot one block from Main street can be worked for \$1.50 week days and \$2.50 Saturdays. No reader is necessary for the lot. Lewiston, Pa., is open, \$2.50 per day reader. Saturday is the only good day, however. Reader in Altona, Pa., is \$1 per day or \$2.50 per week. Doorways are lot open, but it's a worked days. Still wondering what has become Bill Jenkins, or run-mender fame.

IT'S ABOUT time that you have picked year product and territory for the spring, inn't if?

KID CARRIGAN KID CARRIGAN . . . after closing a successful two-month engagement in Columbus, O., with sox, the gagement in Columbus, O., with sox, toos and rings, blew into Chicago last week. He writes from the Windy City that he is stocking up on the same teems and will open another store in Indianapolia or Cincinnati soon.

The Billboard for the last 14 years, part of which was spent in vaudeville and the remainder in the pitch business, this is up first contribution," wigswags John (Curly) Boyd from New York, "Worked toys in Macy's here during the holidays and many of the boys worked the same and many of the solys worked his same store to good business. Among them were Jack Branscombe, Eddie Leonard and McCary, of gith-show fame. A recent visitor was little Devine, who looks as neat and young as ever. Let's have some plyes from Pat Kramer, Herb Johnston, Johnston, Allies of the re-Eddie Scherico and wife and the re-mainer of the bunch I met at the stock show in Pt. Worth."

GEORGE M. BRAGO and wife closed their Bragg Bros. Shows February I in Millington, Md., due to the écath of their Infant son. Robert, one of the truller twins. The Bragge have returned to Bangor. Me., where they will locate for the remainder of the winder that the they would upper the control of the winder that that they would upper the control of the strength of the truller many friends in the profession.

A POINT FOR civic authorities to consider: Street salesmen are the best free entertainers

GUY E. PETERSON the Seed King, and wife pipe the following effusion from Hauston: "This is our ing equation from Hauston: This is our first trip south in five years and we can truthfully say we are collection. truthfully say we are collecting the from men. Money seems plentiful and the natives seem willing to spend it. It's just a little matter of hard work and any-body can get the dough. We have a good trailer and it's been helping us a lot. weather has been wenderful down here and all the knights of the road we have met look well and are eating regularly. Let's have some pipes from Joe Shanks and M. I. Griswald and the boys up north."

ACCORDING TO REPORTS drifting into the pipes desk, George W. Peterson, of pitch fame, will hit the road with a carnival this spring from Min-

WHO EVER MEARD of a pitchman who wor ried about getting fired?

WILLIAM POPE better known as Senator Alfonso, pipes from Sunbury, Pa., that he has been working polishing cloths thru Central Penning to okeh business. He writes that he plans to begin working home-made

REMINGTO

A Life Saver for Pen Werker JOHN F. SULLIVAN

Coupon Workers Cross sales and sweeping the country. Send \$1.00 for aspected samples. Large stock. Orders shipped same day received. Aspected Crosses. \$16.50 gross. BENSON SPECIALTY CO. 347 Plymouth Bldg., Minneapolis, Minn.

UNDERWOOD



PENS @ PENCILS @ COMBOS GRODIN PEN CO., AND YOU CO.

ELGIN & WALTHAM WRIST WATCHES \$3.95 for Circular, showing the Riggest Bargains in the Watches and unredomnet Diamonds in

H. SPARBER & CO.

We Manufacture a Complete Line of Fountain Proc.

SOUTHERN PEN CO.

Manufacturers 81000 1018.

16 N. Union St., Dept. B, Petersburg, Va.

Wall Cleaner and Maan Wall

Window Washer Sample 35c RADIO STROPPER CO. SANDWICH, ILL.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE

ARGO PEN-PENCIL CO., Inc. pen Broadway. NEW YORK GITY

SHOE LACES and We manufacture shoe faces and shoe faces and shoe faces and shoe faces and shoe faceting constantially SHOE FINDINGS guarantesing fement price perfect mercha disa and premi deliance.

CAPITOL SHOE LACE & FINDINGS CORP. NEW YORK, N. Y.

The only Pen jest like a Banker, is another Banker. The Pen with the Two-Tone Point and Life You



JAS, KELLEY, The Fountain Pen King. 487 B'way, N. V.; CHICAGO, 150 W. Adams & 784 Mission St., San Francisco, Colit.

Rare Imported Photos

RELIABLE SALES CO... SAT Broads

COMIC MIRRORS - CARDS

CUMIC MIRKUNS — CÁRUS

Fan Danters, Lady Killers, Raughty Pilo, Fricordo

Fath Danters, Lady Killers, Raughty Pilo, Fricordo

Fath, Friedos, Lova Letters, Johns, Moresmourne,
Filed Niels, Vost Possat Fron Gards, EACHT

Filed Niels, Vost Possat Fron Gards, EACHT

Comité Pattagath, Lovers, Fispers, Bossers, Border

Gerry, Anserder U. R., Weiss, Complete Danter

Agent Comité Pattagath, Lovers, Fispers, Bossers, Border

Agent Comité Pattagath, Lovers, Fispers, Bossers, Bossers, Border

Agent Comité Pattagath, Lovers, Fispers, Bossers, Bosser

paster eggs soon. Alfonso adds that he is still driving his Italian-made midget

5. BEARD Just blew in here tells from Lousevine: Just new in deep from Madisonville, Ky., where I finished a page of pail advertising for The Provi-dence Enterprise. Noticed a few of the born working Market street here with blades, oil and gummy, and all seem to be getting some money. Would like to getting some money. Would

SAM BLUESTEIN SAM BLUESTERN ... that the Tempa Fair there was a flop so far as he was concerned. He had a jewelry layout, "just of people attended," says Sam, "but they weren't buying."

THOUGHTFULNESS and consideration of your fellow worker will pay you big dividends.
Try it. After all, we're all creatures from the

puretry in cooweek days and big siness on Saturdays

have been housed-in for a few days. Steve Wilson, with kitchen gadgets days. Steve Wilson, with sitchen gadgets, is a new arrival here. My wooden-head pariner. Busty Dugan, and I have been laying off, but we'll be passing 'em out again in a few days. I plan to hit the gad about March 15 with my own plat-

FIED McFADDEN . . . continues to click with his jewelry layout in a downtown chain-store location in Cincinnati. Last week was his fourth in the same store.

FITCHMEN'S SAYINGS: "I should smoke a sold-eved herring."-Bill Danker.

"CHICAGO SEEMS "CHICAGO SEEMS." blasts Kid Carri-to be drad at present." blasts Kid Carri-gm from La Fayette, Ind. "Saw two inn stores on State street there and each was doing a good business. Dr. Crandall was making 'em say, 'Thank you.' I'm opening an auction here in La Fayette



ST. PATRICK DAY NOVELTIES

4110-Plain Sham-ock. Gross 50c. No. 4131-Hat Sham-rock, Gross 75c, No. 4132 -- Irish Bow Flag. Gross 75c. No. 10 - St. Patrick Badge (Metal Sham-

Badga (Metal Sham-rock-Silk Ribbon-Pir Back), Gross \$2.75.

No. 13 - St. Patrick Badge (Button Badge-Silk Ribbon). Gross.....\$3.00 ten Bedge-Tri-Color Silk Ribbon).

25% Deposit with Order, Balance C. O. D. GOLDFARB NOVELTY CO.

20 West 23rd Street, New York City. THE WONDER FLUTE

D Plane! It Pays! Pastented:
the market. Arrested reliting Mondeal Riem on
the market. Arrested to the R. Hend for comficing ottalls. Maryto 10 they it. Hend for comjay Entertains. New York, N. Y.

ELGIN & WALTHAM REBUILT WATCHES \$ 1 75

Jowel, 18 Bigs, in S. Engraved Cases, at Seed for Price List. Money Back If Not Satisfied.
ORESCENT OFTY WATCH MATERIAL CO...
113 N. Brondway.

55. Levit. Mo.

NEW!

The Are a Regular Mortgage Habing Seller, You all first them to be the best selling article you have the Lamilled. You money back it you are not eat the first for the first that

LENA GALLOTTO

JEWELRY WORKERS

WHE ARTISTS We run supply Newest Pindie

LEISTEN & HERNANDEZ

on Saturdays and Tuesdays of each week. What has become of Toronto Jack Dillon and some of the boys of yester-

JEFF FARMER . . . tells from Norfolk, Va.: "Here's another sells from Norfolk. Va.: "Mere's another spot that used to be a honey, but now is a. g. The city dads have put the id on. Virginia has been a blank this did on. Virginia has been a blank this working cil and tonic on a semi-jam and squaring with pep tablets and doing better than making straight sales. I'm work that the sale of t way in the next three months just drop by and put your feet under the table. Whore's Doc Anderson, Blacky Kessler, Jack Flowers and wife, Southern Jack Wilson, Blacky Carpenter, Bill and Swede Swenson." Grant

TRIPOD OPININGS: "We know some fel-lows who continually complain about the squawks made by local merchants and then shoot in a pipe saying the town in which they are working is closed when it is really open. That perhaps is the outstanding reaon why they are so successful at being a

"THE OGDEN LIVE STOCK SHOW writers and pitchmen,"
Hill from Pocatello, Ida.
present," continues was a total bloomer for about 75 sheet-writers and pitchmen," pipes Shorty Hill from Pocatello, Ida. "Among those continues Shorty, "were Jake Frank Bush, Rocky Rothe, Goldberg, Fran Slim Gowan, To Hough Gilbert, ank Bush, Rocky Rothe, Tex Powell, Arky Beaulle, t. Tom Keene, Pete Nisson, Beaulle, Ike and Mike, Jake and Harold Roberts, Bob Stanhope, Sam Jones, John Hicks, Dan Evans and M. Barbett. All report that they are beaded for the flesta to be held in Lancaster, Calif."

DOC BUD LART

DOC BUD LART ...
pipes from St. Louis: "Had what one could call a rendezvous here February 5 and many of the boys and girls of Pitchdens were here. The outdoor insgician, Ed Lorenz, acted as host, while Jame Curtain played the role of hostess. Same of the performers included Leo Nonnan, who delivered a great talk on Angle shooting, and Doc Woodnow Williams and Jock Bob Mathews, of card and paper fame, who entertained with several special numbers. About the only location a pitchman can work here is location a pitchman can wors nere as Sixth street, and as a rule as many as five workers are in each block. Hall Fallin had the misfortune of having his car stolen recently. Weather has his car stolen recently. Weather his been a little cold here, with some snow

FAMOUS LAST WORDS: "Take a powder, boys: I'm not one of those guys who cut it up while I'm working."

EUGENE KNIGHT . . . well-known Midwestern pitchman med-show operator, while passing passing thru med-snow operator, while passing thru; Indianapolis recently with his family visited Hev-a-Laf Walker and Coxy, pitch folks, who are wintering in the Hooster capital. Knight plans to go east after making a few farm sales in and near Indianapolis.

"APTER I OET THE diving suit off that I've been wearing during this miny spell out here I'll try during the miny spell out here I'll try that territory," pipes Shorty Walker from Los Angries "It has rained four days out of five for three weeks here and many pitchmen have been unable to

REPORTS DRIFTING . into the Pipes desk from Northern Ohio indicate that Jay Hobson and Doc Prandree are working to good bistiness into the P in that section.

MEMORES. Do you fellows who made Memphis during the whater of 1922 remember when Tomay Atkins had his laberatory on Boall street, and Lestee Knee, see soap worker, was demonstrating the little meniliant under an advantage of the street of t

MADELINE E. RAGAN...
pipes from Henryetta, Öxla: "Have returned to the rons again after my recent illness and I want to thank the
girls and boys in Pitchdom for the many
kind and encouraging letters I received.
Dr. Fat Durten and wire and the writer
came thru Virginia and worked books
to good results, but medicine could not
to good results, but medicine could not

12 EXCLUSIVE STYLES for CROSS PROMOTIONS



 CROSSES
 WHITESTONE RINGS CAMEO RINGS ENGRAVING ITEMS HARRY PAKULA & COMPANY



AGENTS WANTED

SKY-GLIDER FLIES LIKE A KITE, LOOKS LIKE AEROPLANE. Fast Money Maker. Factory to You, For Information Write EDUCATIONAL AIR TOYS, Box 1218, New Orleans, La.

be worked. Tennessee was skeh with no trouble to work. In fact, the officials be worked. Tennessee was oken with no rouble to work. In fact, the officials in Fayetteville. Tenn. permitted to the use of the hand stand on the courthouse and treated us royally in every respect, we plan to work out of Oklahoms (Oklahoms of for the remainder of the winter. While for the remainder of the winter. While for the remainder of the winter. While in Chattanogs, Tenn., we visited Dr. Wilson's med opery. He has a swell layout and is sworking to good business, out and is sworking to good business, out and it would be suffered by the control of the contr

WHEN WILL SOME of the boys in the profession learn that they can do better by working instead of leafing?

BILL TOBIAS . . . pitchman and last season

player with the Dan Rice Circus and later with Jack Montague's girl show on the World Expesition Shows, is now conducting a lunch stand, called Toby's Lunch, in Sunbury, Pa.

DOC GEORGE M. REED. O. Walter wigways from Columbus, O. Walter Byers and I have made the Washington Hyer and I have made the Washington first of the year and found them okeh. Walter has also worked a few other towns, but I haven't hen able to work was the wanter who was the washed with the washed was the washed was the washed was the warmer was the warmer was waste was the warmer was the warmer was the warmer was waste was the warmer warmer was the warmer warmer was the warmer was Byers Carnival Company and will aume my duties about May 1."

H. T. MALONEY is reported to be working Ohio towns to good business.

CLYDE ICE ... Hastington. W. Va., that scribes from Hastington. W. Va., that scribes from Hastington. W. Va., that sand will hit the road with a Lord's-prayer-on-a-penny layout. He adds that he is anxious to hear from some of the boys about conditions in the various sections of the country.

LAZY PEOPLE never look for a break be-

pens from Evansville, Ind., that he will enter the Veterans' Hospital there to receive treatment for a lung ailment, the same which laid him low from 1920 until 1922. He adds that he has been slipping in health since early in December and would like to read letters from his friends in the profession

WILLIAM OLAKEN .

is reported to be hibernating in San Francisco and working to fair-to-mid-dlin' business there.

YOU'LL NEVER NAVE to worry about re-cessions and depressions if you leave a good Impression.

KATHRYN ASHLINE

veteran pitchwoman and well known in outdoor show business for the past 30 years, scribes from West Orange, N. J., that she had her teeth extracted re-cently and the ordeal has resulted in her being confined to her home there

FRED AND ROBERT GUTHREY are working Ohio farm sales with win-dow washers and pens to fair business, according to reports from that sector.

PERGIE PERGUSON is reported to be enjoying the sunny End your correspondence to advertisers by man-

St. Patrick's Day NOVELTIES

Coloral Green, Orld & Silver, Desen, 25c; Gress 132-Same as Above, 1 7, at " Dasen, 30c; Green

Dasser, 30st Gras.

No. 130—115. SHAMROOK
BUTTON BADDE. Two Good 3, DD
Quality Sin Reabors Attached. 3, DD
Quality Sin Reabors Attached. No. 136—ENAMELED SHAM
BOOK PIN with Sas Ribbor Attached, Dozen 20st Gross.

No. 100—BHAMROOK B OW
600

Allaches, SHAMPROON 10. 135 - SHAMPROON 10. 155 - SHAMPROOK, With 158 - SHAMPROOK, With .60 .85

Hat, Gross .85 Bend 25c for Complete Sample Assertment /3 Deposit With All Orders, Bal. C. O. D.

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CANDID SNAPSHOT



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LORD'S PRAYER PENNY MACHINES

NEWEST SENSATION

Four dies. Lord's Prayer. Ten Commandments.
Churlingen of Christ, American Legists. It's a knockext. Send 25c for Bracelst. Sengratings made of
CRUSINE U. S. pennies.

PERFECTION MFG. CO.,
200 South Desrborn Street.

Chinage, Ill.

Coupon & Medicine Men

THE DAMON CO., Geneseo, III.



H. FISHLOVE & CO., 1430 N. Orleans St., Chicago Since 1915 Munufacturers of Novellies That Armuse. Now austisoby in Whitage, 0167 sublessed and Cockatal Glasses.

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FOR OVER 22 YEARS We Are "NEVER UNDERSOLD"

MILLS SALES CO. TOT EROADWAY, New York, N. 1 D'S LOWEST PRICED WHOLESALER

LEE SCORES AGAIN



SPECIAL DEAL

Swam approx. size 18"x12". Two

Swam approx. size 5"x10". Made

Swam approx. size 5"x10". Made

Eady fline offit ribbox. Eyrire family

Swam and 100-box missease size

for complete famil. Packed 2 deals

aprox. Onders shipped mane

rents 1/3 deposit with order, balance Q. D. Note--You can save C. O. D. arges if you send bull annuat with order, and for our 1938 catalog. "It's check-i of hat Stems."

LEE MANUFACTURING CO.

VEST POCKET GAGS

are SURE HITS-The Movie Girl, Discon-Milkrand, You Dirty Dec. Where the 55 to, All 20c Doz. or 1.25 per 100. Cartoon Soula . . 16 pages, illust. 10 new met. Per 100, 2.60. Igne Cord., 35c Deri Shironie Danters, 25c. Send \$1.00 for Samples of 25 Homs. T. R. PAYNE, 25 Cardinal Place, New York

It Hairs You, the Paper and Advertisers to Man-

HOW TO CONDUCT-

(Continued from page 64)
the remainder is divided equally with organization and the promot-

How To Operate Bingo in Concessions Bingo concessions at carnivals, beaches, fairs and resorts are conducted on a dif-ferent arrangement. No admission price charged, the players come and go as sey please.

Build a display stand of steps in the

Build a display stand of steps in the back of your store, hall or tent and dis-play all your prizes on these raised plat-forms. Play plenty of lights on them to give flash, effect and appeal to the prizes. Set up long, low, double rows to give Hash, effect and appeal to the prizes. Set up long, low, double rows of tables. This will facilitate the at-Altre each game the attendants collect whatever charge has been made per card for the game. No lap boats are neces-urally determined by the locality and the type of people who play. Usual price is 5 cents per card per game, the pro-tein the control of the control of the her cards as often as they wish. Run specials like these: Three cards catconly offer a few extra large prizes

casionally offer a few extra large prizes and make an extra charge for that game. Now and then offer a FREE game to

attract more players.

The operator uses a bingo cage and has a master board in front of him. The marker operates a flasher or uses a

Prizes are awarded by gift coupons, which the winner can redeem immediately. However, encourage the players to save the coupens for a larger prize—in this way you'll build a regular

attendance. attendance.

It is important to have an outside extension to your microphone. You'll attract the passer-by as the operator calls out the numbers and ballyhoos the specials.

HOW A COMMITTEE (Continued from page 64)

every week and are in a position to know just what articles have the proper player appeal. Arrange to have such a house ship all of your prizes each week. If ship all of your prizes each week. If there are complaints from your players there are complaints from your players will take care of making the necessary changes. If the company serving you works of a competitor who will try to win your business by cutting prices. Cenerally, if you foolishly make a switch you will find that in a few weeks the prices have gone up or the merchandise is of an inferior grade.

Don't Let Games Drag

Don't Let Games Drag
The number of games played on any
given night should be based on the
given night should be based on the
players. Because of bus and trolley
service to our outlying districts we were
compelled to cut our games from the
orthodox 35 to 25. This was done
to that our patrons could get out beso that our patrons could get out be-tween 10:55 and 11 pm. When the num-ber of games was reduced the value of ear really approved with the change, in addition to the 25 regular games we killing their game by dranging it out too long. After all, one will admit that even a picture in a theater becomes tire-and our audience is made up largely of electry women who naturally the easily. Admission price is 38 cents. This, too, same time we offered a double board for

same time we offered a double board for the original extra 15 cents. Result has been that 70 per cent buy the double been that 70 per cent buy the double board, so that our revenue at the door was increased and at the same time we have been able to attract new patrons because of the reduced price. Because of the increased attendance the receipts from our specials have also increased.

Consolation Prizes
The question of consolation prizes to participants of the games was solved in the following manner: To give candy would cost 25 to 35 cents a box. We in the rollowing manner: To give candy would cost 25 to 35 cents a box. We ment we could give a tickef that would admit two at the following week's game. The winner would use the ticket and bring a riend, thus giving us a chance to possibly sell our game to a new customated. Another method we used to a tend out of the country of the c tomer. This again helped build up our attendance. Another method we used to attendance, Another method we used to attendance, Another method we used to small parish clutreh or a women's organization in need of revenue would hold a one-night thingo party. Our committee furnished the oquipment and personate another of the committee furnished the optimization and personate in the committee of the the good will of the organization we worked for and incidentally built up our own attendance.

our own attendance.

Due to luck of space, it is impossible
to run the full text of Mr. Shea's article
in this issue. The second and concluding installment will appear in the next (March S) tssue.

BINGO BUSINESS—

(Continued from page 64)
tory might be able to help Bernstein
do a job. If so go to it and good luck!
TIP TO WIDE-AWAKE OPS. . . . Have

TIP TO WIDE-AWAKE OPS... Have you seen the new countersunk bingo disces and balls being offered by the Warwick Kowely Company. They're real warvick knowley Company. They're real to that they'll last a long, long time without replacing.

ALL YOU OPERATORS AND FOLKS ALL YOU OPERATORS AND POLICY
in the Bingo Business, sit yourselves
down and write us a note or two about
what you are doing and how? Is there
any kind of news or features we can
run to bely you improve your games?
Let us know and we'll be glad to go out
and attempt to dig up such news or

(Continued from page 64) secret now, but won't he for long. Item is tied up with Charlie McCarthy and when spring should click heavily on a card or board.

A little birdle tells us that things have opened up considerably in Louisville. Slim Johnson, genial buyer for Midwest Merchandise Company, writes that the firm is moving to larger quarters.

We understand that Jack Rose has sold his interest in the Rose Novelty Company and that business will be con-tinued at a new address under the mans of Ideal Sales Company. Charlie House, of Kentucky Amuse-ment Company, is on the mend again.

Otto H. Goldman, of Superior Products, is in town calling on the boys. He is planning on opening up a New York

Happy landing.

SPECIALS--LOW PRICES

DIXON PENGILS—No. 2. Gross. \$1.65 LARGE ERAEBS, Gross. 55 HOUSE \$1,PPERS—Obth Top (250 Retail Value) Associat Sizes. 550 RAZOR BLADES — Double Edgs. \$2.25 Packed 56. Celts. Wrappet, 1000. SHOELACES-American Made, Black or Brown, 27 in. Greet 320

BENGOR PRODUCTS (878 BROADWAY, NEW YORK, N.Y.



PETE THE MIMIC Ventriloquist Dummy 60c EACH

Better Made Best Buy On The Market

Much Higher Elsewhere. First Come First Served Samples, 25c Extra.



EMBASSY, 2043 Chestnut St., Phila., Pa.

Sunday to P.M., for Co



Watch Que Billhoard Ad to Latest in New Hovelian is Record-Breaking Welly Nor-Becord-Breaking Welly Nor-Well and the State of the Well and the State of the Do the bander in latest City Jennity, Sure-fire iteres that are the new vocas. Watch for Beautiful SAMP SE Fee Beautiful SAMP SE Fee Beautiful SAMP SE Fee Beautiful SAMP SE Fee Beautiful SAMP SE

FREE

JUNEAU AND THE STATE OF THE STA

WALLY CROSS and JEWELRY CO.

IES WATCH OUR ADS for FREE Catalog & Sample Swi

HERCULES NECKWEAR MFG.00 Vermont St. Dept. Brooklyn, N.Y.

\$180.00 for a Day Half Work.



Hartmann's Broadcast

F. H. BEE JR., owner of P. H. Bee Shows, is very much alarmed-and rightly so-over the future of traveling outdoor show business in Kentucky.

His admission tax fight in that State, is which he was victorious both in the lower court and the Court of Appeals, was an important matter in itself, but of far greater importance is the prob lem that faces him and every carnival and circus owner interested in exhibsting in Kentucky. This grave problem is in the form of a bill, known as House

Unless defeated, this bill, which already has been passed by the House and is now before the Senate, would, from all appearances, completely cut cutdoor show business in the State, except possibly at fairs, and there seems to be some doubt as to that.

Details of the proposed measure are given on page 3 of this issue, and every circus and carnival owner should be ht. We say every circus and carnival Mt. We say every circus and carnival swarer advisedly because all are con-cerned and not only those who have mide it a practice to play Kentucky. For should such a piece of legislation as that proposed ever become law, there's no telling what might happen about that line in other States.

F. H. Bee Jr. has been devoting much time and money to defending outdoor years, and he has yet to receive one penny from anybody in this work. To defeat House Bill 210 is going to requite far more money than Bee or any

other outdoor showman can stand. United financial support from car-tival and circus owners is badly seeded. Don't wait!

+ + ÷

BUSINESS recession or no business recession, outdoor shows must go on And they will go on this year with just as much strength if not stronger than last year. Too, there will be a aumber of new ones.

Immer of new ones.

This is borne out by word from
Charles T. Goss, of Standard Chevrolet
Company. Charley is back in East St.
Louis from a trip that took him into
2 States. Altogether he drove 4,328

States. Altogether he drove 4,328

down whiting waiter quarters of
the Association of Twas treeting of the Association of Texas Pairs (Dallas), Tampa Pair, Vero Beach (Fla.) Fair, Pt. Myers (Fla.) Fair and Chadwick Beach at Englewood, Fla. If there were any signs of a business re-cession in the different show winter quarters which he visited Goss failed to notice them

On the other hand, he found "plenty of activity and everyone trying to out-to the other fellow in building and to the other renow in centuring and beautifying their respective shows." The trip was very profitable to Goss, who obtained quite a few truck orders for spring delivery.

+ + +

LACK of common sense on the part of some showmen has caused many towns and cities to adopt stringent rules on appearances of shows. Alexandria, Ls., in 1937 had no less

ban half a dozen carnivals and two circuses, and we bear new that the bayor there has received a joint protest signed by more than half of the Pretestant and Jewish churches and veral civic bodies against so many shows being given permits in one strong man, having been with various season. Some action by the mayor circuses and carnivals. He has been seems certain.



Reid Hotel

Ladies' Auxiliary

The auxiliary held its regular meeting Priday with 22 present. Lettle White was present for the first time in six weeks, having been confined in her home with a severe cold. Marie Klissen was taken in as a new member.

President Myrtle Duncan appointed Freedent styrile Duncan appointed Hattie Howk. Blanche Francis, Boots Marr and J. Wilcox to help with the rummage sale the next day and from which a goodly sum was realized. Members were urged to remember that there will be another rummage sale next year and to save their things for it.

Marie Bockman's picture has been hung in the clubroom along with the other ex-presidents, according to the club's custom. Margaret Hancy presented a brief talk about her trip to Florida. a brief talk about her trip to Fiorida. She mentioned having visited the Royal American shows at Tampa, Fis., and Eddie and Juanita Strassburg at Key West, Fis. Juanita had forwarded a swell article to be awarded in the club-

Ruth Levin donated a Charlie Me-Ruth Levin donated a Charlie Mc-Carthy doil last week and the ladies are selling numbers on it at present. George Ross was reported to have been taken to hospital here this week. He's surfering from pneumonia. Beported Helen Brainerd Smith.

Philadelphia

PHILADELPHIA, Peb. 19. - South Street Museum is still playing to good business. Attractions this week in the pit are Billy Smith's Harlem Revue. On the platform, Aneda, anatomical wonder;

the platform, Aneda, anatomical wonder; McComigle, connedy Juggier; Joseph Gluck, mechanical man; Mnac Camille, mentaliat. In sunex dancing girls. Machine Street Museum has the Control Eighth Street Museum has the covered of the Control of the Co

signed as an agent.
Edward Howard gave his S71st blood transfusion this week. Howard is a

screens and curtivable. By the har beet domaining his blood for 15 years and formed the Browned Free Blood Society of 23 members who contribute blood when called transfer and flysh-floar class.

WINTER QUARTERS

(Continued from page 54)
bought three more last week. W. Terry
Martin, special agent, arrived in quarters and is now busy on some national
advertising contracts. Visitors: Pat Ford.
Gold Medal Shows: Cotton Orissom and Gold Medal Shows: Cotton Grissom and Whitey Singer, newspaper men; Jimmy Whitey Singer, newspaper men; Jimmy Livingston, on a brief slay from Foorlas to Texas: Al Cooley and wife, F. B. Calder and wife, Army Cotton and wife and P. H. Gibson. Workingmen are well pleased to the County of the County of the County games, with Zindeas and Dutch Waldron as the leading ribbers.

ROUTES-

(Continued from page 33) andbox Revue: (Gayety) Beltimore, Bith and Mriody: (Howard: Boston, ite Life: (Gayety) Washington, viental Gifts: (Trondero) Phila, mart Set: (Hudson) Union City, N. J.

DRAMATIC AND MUSICAL

(Routes are for current week when ne

dates are given:

Abbory Property: (Abrrican) St. Louis.

Abbory Property: (Abrrican) St. Louis.

Birother Property: (Abrrican) St. Louis.

Birother Property: (Brightouse Wilmington, Diel.

Bruns, Mentrier (Oracol Chi.

Bruns, Mentrier (Oracol Chi.

Bruns, Mentrier (Bright): Indianapolis, ind.

Brayer, Helen (Bright): Indianapolis, ind.

Julia Content of Chimington, December of Chimingto

fon.

There's Always a Breeze: (Shubert) Boston.
Therece Bond: (Municipal Aud.) Kanass City,
Mo. 21-24.
Tonight at \$250 (Harris) Ghi.
White Oaks: (His Mozesty's) Montreal, Can.
Wossen, The: (Gleary) San Francisco.
Yee, My Darling Daughert: (Plymouth) Bos-

ten.

8, My Darling Daughter: (Majestic) Hous-ten, Tex., 22-24; (Orphrum) Waco 25; (Majestic) Pt. Worth 28, 10 Con't Take It With You: (Bilimore) Los Angeles, ou Can't Take It With You; (Davidson) Milwadee. You Can't Take It With You: (Orand) Keskuk, Ia., 23: (Englest) lows City 25.

of 35 members who contribute blood when called upon.

Mrs. Al Fisher, sister of Mrs. Carl J. Lauther, was operated on Wednesday at Misacordia. Haspital and successfully passed thru the order.

Cifford J. Franco, agent of De Luxe Shows, was a visitor in town during the

week.

NSURANCE CIRCUS, MIDES, THUCKS, CARNIVALS

CHARLES A. LENZ Winter Out St. Peters General D burg. Fis.

GEO. T. SCOTT SHOWS

CAN PLACE good Grind Show Managers with or without Tops, CAN PLACE a small Tilt, Loop-o-Plane and Glider. Concessions all open except Housy and Cook House. GEO. T. SCOTT, Manager.

Bay 40.

Seven Car Tilt-A-Whirl

HENRY HEYN

STEPHEN ROSSI, Braide

MISCELLANEOUS

Arthur, Magiciao: Powell, Als., 23-24; Chapel

Hill 35-32 | American and 27-45 Chappe | American and 27-45 Chappe | American and 24 Ft. Pierce 25-36. Stuart 27: Vero Beach 24; Ft. Pierce 25-36. Stuart 27: Lake Worth Masch 1-7; Boynton 27: Lake Theory and 27: Lake Theory and 27: Lake Theory and 28: Lake Theory and 28: Lake Theory and 28: Pierce March 17: Mydllins 2; Marion 28: Ringstore 4. Students 28: December March 17: Mydllins 2; Marion 28: Ringstore 4.

Kangstree 4.
Vakir's Shew. Lineborn, Md., 21-25,
Vakir's Shew. Dawson, Go., 21-25,
vatiel, B. A., Magician: La Grange, Ky.,
24; Austin, Ind., 25; Hanover 28; Madi
27-28.

28. 20. Magician: Maryaville, O., 21-March 12. Jack, Shows: Canonsburg, Ps., 21-26;

DiClies, Magielani, Marywille, O., 23-March 12, Prott, Jack, Stoyes Cannonbrag, Pp. 21-56; Wetfelhard, 28-March, 12-6; Wetfelhard, 28-March, 12-6; Wetfelhard, 28-March, 12-6; Wetfelhard, 28-March, 12-6; Wetfelhard, 28-March, 28-1-6; Wetfelhard, 28-March, 28-1-6; Wetfelhard, 28-1-6; Wet

21-26. diffice on Parade: Mobile, As., 21-26. distince Show: Livaboa, On., 21-27; Towns 24-26; Glenwood 28-March 2; Jacksonville 3-6.

CARNIVAL

(Routes are for current week when are given. In some instances possibly mailing points are listed.)

mailing points are listed.)

Hhe Bidge: Extention, Ga.

Extention, Ga.

Don Eric Magnetia, 8, Galifa, 22-March 3.

Exangelian Services, Flac, (Pale) HomeEvangeline: Crowley, La.

Evangeline: Crowley, La.

Evangeline: Crowley, La.

Lances, Flac, Galifa, Galifa,

Evangeline: Crowley, La.

Lances, Flac, Galifa,

Evangeline: Crowley, La.

Lances, Galifa, Galifa,

Evangeline: Crowley, La.

Lances, Bill: Houseon, Tex.

26-March 6.

Southern Atter, Lan, Galifa,

Texas; Riovenswille, Tex., 36-March 5.

Trans; Riovenswille, Tex., 36-March 5.

Trans; Riovenswille, Tex., 36-March 5.

Trans; Riovenswille, Tex., 36-March 6.

White City: Implement Calif.

White City: Home Arth., 34-March 6.

CIRCUS AND WILD WEST

Davenport, Orfin: Cleveland, O., 21-March 6. Polack Bros.: Ban Prancisco, Calif., 21-26. WPA Pederal: (Armsty) Grange, N. J., March 4-4.

luseums

Address Communications to Cincinnati Office

Lewiston's

SOUTH BEND, Ind., Feb. 19.—Last week Harry Lewiston opened his oddities here in a building on South Michigan here in a building on South Michigan street for a two-week engagement. Many of the attractions appeared at the expections in Chicago, Clerchand and Dallas and at some time or down the form of the street of the st 104-year-old African pygmy, who was for-merly in charge of the late Frank A. Cook, of the Bingling-Barnum Circus; Cook, of the Hingling-Barnum Greus; Leo Kongee, painless man, Leona Harris, who extinguishes a blow torch with her mouth; Carlson Sisters, fat girl enter-tainers, and Big Jim, a very large

J. T. Hutchens

HOT SPRINGS, Ark., Feb. 12.—After spending four weeks in Casaville, Mo. with mother John T. and Mar. Hutchens with mother John T. and Mar. Hutchens to the John T. and Mar. Hutchens to the John T. And John T. John T ing and painting to make ready for open-ing of the museum some time in April

with Rubin & Cherry. We want to thank The Billboard for all favors shown us and state that the advertisement we had in the Holiday Greetings Special did us more good than any advertisement we have ever run in The Billboard. We received 41 answers and have under conreceived 41 answers and have under con-tract 16 attractions to be with the museum. Hutchens purchased all new more light on the front than ever be-fore. Many changes will also be made inside. New banners have been ordered from Millard & Blusterbaum and all will be the same size. MRS. JOHN T. HUTCHENS.

World's

SEATTLE, Wash., Feb. 19. -- World's Museum moved to a new location on First avenue here. Weather is cold and rathy but business is fair. The State. Rhalto and Palm theaters are closed. Risito and Palm theaters are closed, which makes it so foot for the museum, as it is located near these threaters. The acts include po 100, the brid man: the acts include po 100, the brid man: the and scopes; Tex, fire eater; Itsy Bitsy, pin head; Stells, fat girl; genobla, head illusion, sword indder, electric chair, phortim-phra-eoman, areed box; Besle phortim-phra-eoman, areed box; Besle phortim-phra-eoman, areed box; Besle phases, in the control of the phase of the

Start a POTATO CHIP BUSINESS In Your KITCHEN!

Make Big Money



Basises" Opportunity, FOOD DISPLAY MA-CHINE CORP., 325 W. Huren, Dept. D-122A.

IT'S READY!

THE NEW INVENTION IN WALK-THRU

It makes one new shows three times as Alm, free list of big a by 10 CHIME, N. aphotographs. A big Pf_ASS for Astrolo-Mitt. Shows, props, else, chairs, garnet may reconcept more multiple peep hores, hable pictures my size. Tell us whis need to string any type show up to date.

CHAS. T. BUELL & CO.

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Considerably more than five hun-dred new members have been added to its rolls in the fast two years. Doesn't that speak volumes as to its merit, popularity and prestige as a fraternal order?

FOR SALE

ride and emeasure agents expecting to be with me on the thours write at once. LEONARD McLE-MORE, 2829 Water St., Carpes Christi, Texas.

Complete Carnival for Sale cumilità la Tarena, Fla. Herschell-breast Carronsel, Mangels 12-Car White-co-Plane, Spillman Klidde Auto Bido,

with wiring and opsigenest. Everything in first-class shops. \$8,000 Gash. BOX \$24, care Blifboard, 1564 Broadway, New York City.

J. HARRY SIX ATTRACTIONS

Opening Season 1938, Lewisburg, Tenn.
of Chairphare, Leon-o-Piene, Titt-a-White
Morions, Norwa with cum optilits, Cockhome Open Games, Pen Corn, Candy Phote, Development, Pent Games, Pen Corn, Candy Phote, Ball Games, Thete Haller, Fitch-Fül-H.-Win or any Legitimate Concessions. No rather, No Girl Shows, A. HARRY SIX, Gryan, Ohio.

WANT

For Parola-Tate County Horse Show and Legion Fair, Senatabla, Miss., 10 Days, Starting Instrumental Euler and Naves, also Free Acts and Legislanste Overcedors, Rit towns to draw from partits Universities. Six forms to draw foots, pay days. Address J. W. TOMLIN, care Tata

DROME RIDERS

A State all first better, No C. O. B. A. PEEDY" BABBS, BILL HAMES SHOWS, House, Territory, Territor

THE NEW SALES LEADER



Assorted Sam-BATTON ST.





Celebrations Increase

Celebrations Increase

NEW YORK, Peb. 19—According to attention firms, supply houses and carnival agents, the independent coincidents of the common tention tentio

That's the consensus around the New York offices of The Billboard anyway. Wires, letters and calls

phone



things have been so numerous that it has us wonder-ing whether we are editing and publishing a paper or operating an information bureau It's a good sign of plenty of work for the show business.

questing this and that and sundry

And one of the better transiti

seems to be not read of concentrations toward more versatile attractions. Calls come for night club acts, circus acro-bats, midget auto racers, freak shows, dance bands and even the old chaucome for night club acts, circus acro-bats, midget auto racers, freak shows, dance bands and even the old chau-tauquis lecturer. Of course bingo, port-able riding devices and established mid-way games are atill considered most essential—and probably always will be.

Jerome H. Cargill, theatrical producer and pageant expert, has been asked to plut on a historical extrasganza commemorating the 300th anniversary of the city of New Haven, Comn. . . Show is expected to use 3300 performers in the Yale Book and will garant Cargill and the Cargilla of the Yale Book and will garant Cargill companies to the Yale Book and will garant Cargilla of the Yale Roy Cargill tion over 10 years ago. . . . Cortland (N. Y.) County Pair, too, is expecting hig things this year when it celebrates its things this year when it colchrates its north anniversary... And Lewis County Pair, Lowville, N. Y., one of the oldest agricultural events in the nation, will hold its 117th banual this year... It will be the 20th annual event for its secretary, M. M. Lynan—a long time as secretaries go.

New York World's Pair is attempting new forz worlds pair is attempting to eliminate tipping at the big 1030 ex-position. It's a worthy step. . And Rocksway Beach Chamber of Commerce begins a campaign within two weeks to begins a exampaign within two weeks to promote that neetor into as much world's Fair gravy as possible. Concessioners, bolle exces, evide leaders and apublicity program the like of which this city has never seen. . Rockaway will need it. About the only places out-of-town fair visitors will see will be the Flushing Fairgrounds, Manhattan mid land to some outent.

and commown and possessy com-land to some extent.

Rocksway C. of C. is still campaigning for a convention hall in that vicinity and it appears beadway has been made to be convention the areas to see recently. Proposing the arena, to seat 10,000, as a part of the city beach development plan, the chamber contends it would be of great importance to city. it would be or great importance to city park and resort development. . . Park Commissioner Robert Moses' plan to take over the major part of Coney Is-land probably will be postponed until after the World's Fall.

Rex D. Billings, manager of Belmont Park, Montreal, a Manhattan visitor this week, en route from a winter in Miami to dreary Montreal. . . Seen here and there at the same time were Harry G. there at the same time were Harry G. Traver, self-known park enginee, de-Traver, self-known park enginee, de-tended to the traver of the traver of the lartest, another park enterpressur of the first water, keeping pretty much to himself on the other side of the Kud-son. Ernest Anderson, up from At-sagin to the Eastern resort. Must be hard on the traver of the traver of the sagin to the Eastern resort. Must be hard one of the more popular members and one of the more popular members.

in the fair-attraction set, off to Minni following the Albany meeting of the New York State Fairs Association. Teter and Helddrivers begin another season shortly—in Tamps. . . R. J. Begnods' "timme Lynch, another auto death-defier. Is one of the best publicity breaks an outdoor thrill attraction by received in months

Eric Lithographia Company is re-ported printing paper for a sensational attraction not yet announced by Jess Adkins and Zack Terrell, of Cole Broc. Circus. . . It sooks like desire of Dector Circus. . . It sooks like desire of Dector Club to rejoin the national body will fall thru. . . Wonder how big the now tooks like Terrell (property of the college of the college of the tooks and the college of the colle

be. The second dots and Eighth swense Little look and a School Sc training dogs and showing them on the dog-show circuit again. Won a couple of ribbons at the rocent Westminster Show at the Garden for Hugh O'Nelli from the Middle West... Ringling-Barnum this time last year was alated for the Pacific Coat, but didn't go. Will it be this year? Probably.

Showmen's League of america



165 W. Madison St., Chicago, III.

CHILGAGO. Feb., 19. — President J. C. McCaffery. back from Firofia, hendled the duttee of his Gelfon at the February Job Streibich and Past Presidents Sam J. Levy and C. R. Pisher.

J. Levy and L. Levy and L CHICAGO, Yeb. 10. - President J.

arrangements for March 17.
Relief committee reports that Brothers
Tom Rankine and Theo. Schlemmer are showing improvement, while Brother Bob Miller is able to be out a bit. Brother Colonel Owens is still confined in his however letter from Brother Carl J.

Welcome letter from Brother Carl J. Sedlmayr, giving a general story of the Tampa Benefit Show, was received with appliance. He wrote that with the aid of his able committee he is positive of putting over the Showmen's Home. on his sole committee he is positive of putting over the Stowmen's Home, Cemetery and Hospital Fund Drive even more successfully than last year. So let's all get busy and give him all the help Annual Spring Festival will be held April 4. Chairman Walter F. Driver and

his committee are busy on arrangement and we may be sure of an affair well up to the standard set by its predeces-

Proposed plan of beautifying Show-men's Rest has been tabled as it was not thought advisable to spend funds for

not thought advisable to spend funds for the purpose at this times high in his price of the first constant of the first constant of the first co-operation given by Brother Fary Cervonne and generous at the Tampa Benefit. It will be remembered that Cervonne made generous donastions of cervonne made generous donastions of above last year and has pledged his co-operation during the coming summer. Chairman Fred Beckmann of the Showmer's Home Committee has received the first of the funds toward this end and an account will be opened under this beading at once.

srothers Lewis B. Herring Jr. and ercy W. Abbott have been elected to il vacancies in the board of governors. Brother Leo Berrington, who returned rom a vacation in California last week. is looking fine and showing the results of a rest. Brother Max Rirsch left for of a rest. Brother Max Rirsch left for Hot Springs and points south. Brother Het Springs and points south. Brother Denny Howard advises that he will leave soon to assume his duties for the summer of the su

burge. Brother Robert H. Miller has again

been appointed chairman of the func-committee and Louis Glaver has b-added to the house committee.

Mail sent to Brother Maurice Garber in care of The Billboard has been a turned. Brother Garber, please note.

President McCaffery plans to appoi a steward of the League on each of the various shows. He feels that this will be the means of bringing the brothers a the means of oringing the brothers a bit closer to the Lesgue, thus keeping their dues paid up.

The club is holding a membership card for Brother Edward Philbert. This

card for Brother Edward Philbert. This was mailed in care of The Bilboard as per instructions, but has been returned Brother J. W. Couldin lettered from Vancouver that he is enjoying a muth-needed rest there. Brother Edward Sopernar reports that he will remain here until the season opens. Mrs. Fern Preel writes that she is very

grateful for the manner in which the burial of Brother Aivin Freel was handled by the League

Just another reminder about your dues. If they have not been paid, why not take care of them now? Ladies' Auxiliary

party. Pebruary

sumptuously arranged by Chairman Eig-abeth Ernst, whose delightful entertain-ments were superb. President Leah M. ments were superb. President Leah Brumleve supervised the entries. Cha-Hall set up a huge jail for the occasi-and Judge Clara Hollie Harker did and Judge Clara Hollie Harker did and Judge Clark Hollie Harker did a sawell job of fining those jaded. Mr. Robert Miller was busy as a bee behind the country store with Edith Girathen, the country store with Edith Girathen, and the country store with the country stating. Tickets were sold out and purse donated by members who attended netted club a prodisable income. Mrs. Mrs. Hos. Chaise sold out all sandwiches and refreshments to the more than 100 in attendance. The Big Apple went over in great style and seemed to have been some of the members who write interestingly dolled up for the party seep Pearl McGippn, and old lady in black with present production of the party seep Pearl McGipn, and old lady in black with Anni. Jeannette Wall, as a ledy of the Gay 90s with ceries jeaquette and term

Aun; Jeannette Wall, as a lady of the Gay 70s with cerise joquette and text Ann Slyster, as Bowery Lil with header of American Beauty roses: Mr. Plainfer and friend were gunny solve Beaste Simon, as Madame Quiente, trailing along crashing the Jail gate, and Mrs. Bert Chinton's Hittle daughter as a

Brother Robert Miller was emsee and introduced little Nick Cappucini, youngster with an extraordinary range of ster with an extraordinary range of vector who was enthusiastically received in his renditions of O Sole Mio and Sonts Lucia, Brother Jim Murphy also registered well with Let Mc Gail You Succiheart with the gang joining in the chorus.

cherus.
Several left with loads of prizes under their arms. The lucky Mike Dodan cleaned out the country store. Brother Charite Hall tended but to londalide but-Charle Hall tended our to tangange our-ness. Evening was full of excitement and thrills and the party was a huge success. Doubtless many who attended com-plained of core tootales the following day. Reported by Elsis Miller.

Michigan Showmen's association

DETROIT, Feb. 19 .- President Marco DESTROIT, Feb. 10-errenant series in special temperature in the February 14 meeting Seated with him were Vice-Presidents Harry Stahland and Edgar McMillea Treasurer Louis Rosenthal, Secretary George Brown and Past President Lee Lippa. Attendance was the largest since club's inception.

the club's inception.
All committees have been named for
the coming year. House committee
with Hymis Stene, chairman, innovation of the committee of the committee
with Hymis Stene, chairman, innovacour changes in the rocens, which all
members seemed to think was for the
good of the order. The membership
committee, with Marshall Pergusica &
chairman, has already begun He good
chairman, has already begun He good
at 100
mem members and set its good it 500

new members.
Club voted Lee Lipps, past president
a silver loving cup for his great work in
1937, and President Margolies named
him chairman of the annual Saster

Blam Chassisses
party,
Board of Governors' attendance has
been 100 per cent at the last three meciings, and all members are pleased the
way the group is working for the association. O. A. (Pop) Baker is in attendance.

The same night.

ance almost every night.
Club has adopted an official embles.
(See Michigan Shotomen's opposite page)



Notes From the Crossroads By NAT GREEN

Cay Wild West this spring is a topic I coy Wild West this spring is a sopic of much conversation among showmen. Naturally there are varying opinions as each a show. Some showmen assert that the day of the Wild West is past, onem are just an positive that the time and the show of the wild was a superior of the common and the predict with any degree of the showner of the past of se can learn Colorel McCoy is incor-positing some new and novel ideas that all put his show in a class by theelf, whiched doubt it will be the best equipped Wild West ever launched. Is will be the first show of any kind to go out on an all-steel train and with all wageas and truchs rubberised. Entire conjugant is to be the finest obtain-able. Details of the slove program have able. Details of the show program have on been released, but it's known that groups of riders are being brought from that a number of novel features will be effected. Dr. Ostermater, whose "wonder how" attracted attention in the East int dense, will be with the show. All in all the set-up looks very premising.

O. G. Gray, Minot indoor circus impressio, bas developed a nice little etratu in the Northwest. . This winder and in the Northwest. . This winder in the Northwest. . This winder in the Northwest. . This winder in the Northwest ports a sale of Flying Scooters to Messrs. core a sake of Flying Secotors to Meass; lumpling and Scott, of Euclid Beach Park. Ceveland, and the K. N. P. Antuse-ment Company, of Coney bland. One of the boys reports seeing a banner scots the marque of an Oklahoma Brister reading: Yesse James still allied come in and be convinced. Con--come in and be convinced." ... Concontain men and pitchmen probably will
be convinced." ... Concontain men and pitchmen probably will
be converted to the contained of the
beauty in April. ... All sorts of new
Marten, Cole Seno, "deterting manager,
in Chicago on business. ... J. D. Newman, back from an Eastern trip, is attercalling between Chi and the Rochester
whire quarten.

american Carnivals association. Inc. By MAX COHEN

ROCHESTER, N. Y. Peb. 19.—We re-turned from Albany, N. Y., where we at-tended the annual meeting of the New York State Association of Town and County Agricultural Societies, which orfallization was in session there Pebru-say 15, and which found a representa-live group of ACA members in attend-

The meeting gave us an opportunity to discuss briefly with the members from some of the various problems affecting the carnival industry, and it was apparent to us that the subject appearant in the minds of our membership at this time was that of the

possibility of increased costs of railroad

possibility of increased costs of railroad transportation.

After discussing the matter with sev-eral representatives of member shows, we came to the conclusion that the at-titude of the association ought to be one of watchful waiting until such time as the Interstate Commerce Commission rules on the carriers' petitions for in-creased freight rates generally. It will be recalled that some years ago when a similar occurrence took place that, altho emergency freight rates were imposed on contribute ireignit rates were imposed on, carriers generally, carrivals were not af-fected by reason of the fact that their contracts with carriers are classified as private contracts which are not subject to the jurisdiction of the Interatate Commerce Commission.

Member shows of the association pres-ent or represented at the Albany meet-ing included: World of Mirth, Strates, World's Exposition, Art Lewis, Heller's Acme, Ideal Exposition, O. C. Buck Ex-position, Kaus United, Endy Brox. Shows and Pair Publishing Company.

Los angeles

LOS ANCELES. Peb. 19.—Jo De Mouchelle, who will be with the West Coast Shows as special agent, is break-Moticable. Who will be with the West in the West in the Ing in a new man for Godein West Berew by arrangement between Will Wright and W. C. Huggins. Jo Glasey, who will have the side show with West Coast. Is front and leaves for the North early in March. Val Vino, hast season with Frank Lentini on Crafts '20 fig. Shows, has arranged to the control of the Shows in Cartary and the Shows in Cartary and the Shows in Cartary and the Shows in Casternoon was shown to be supported doing very more business. M. N. Shows in Caleston, Callif. for 10-day stay, reported doing very more business. M. N. Indext. Shows in Caleston, Callif. for 10-day stay, reported doing very more business. M. N. Indext. Shows in Caleston, Callif. for 11-day stay, reported doing very more business. M. N. Indext. Shows in Caleston, was about a route to San Francisco, was about a route to San Francisco, was about a route of San Francisco, was a route of San Francisco, was about a route of San Francisco, was about a route of San Francisco, was a route of San Francisco, wa

from Chicago, getting an eyetti or case-fornia scenery.

First show to open in Southern Call-fornia was Twentieth Century. Show, according to Ed Smithson, general agent, according to Bil Smithson, general agent, has rides, shows and concessions. Had a fine opening this week in Calapatria. Charley Soderburg is the fees sci. Charley Soderburg is the fees sci. Redende Besch. visiting Mr. and Mrs. Mitt Bunkle at the Issabel Ranch. Betts came from San Diego and is making a trap organizing rother trinks on the Cosset. The programment of the contract of coln City and Griffith parks. Will again present the weekly big organ recitals that were so favorably received last summer were so favorably received last summer season at Lincoln Park, Harry Hargraves and his force busy readying the amuse-ments controlled by American Amuse-ment Company, of which Hargraves is president. Operated at Venice and Ocean Park plers.

Park piers.

Larry De Barr, well-known former showman, critically ill in Los Angeles Chenral Hoppital. John L. Lyones writes that he will be around to vast the showness of the piers of the piers. The piers were designed in racele. Doe Harris again out of boupital, having recovered from recent miscola, that the piers of the piers

sail, will have equipment on zevera common J. Hupben, back from northern and eastern trips, has contracts for rides on several abrows. Chiff Clifford, selde from his Bar-Flote concessions, will have candy floss on Physics Picture, and the contract of the

CANADIAN NATIONAL EX

1879 - Diamond Jubilee Year - 1938 Dates August 26 to September 10 Presents

A NEW FROL-EX-LAND

Under the Direction of J. W. (PATTY) CONKLIN

Will contract the following: New Sensational Rides, Outstanding Circus, New Ideas in Shows, New Kiddie Rides for the Most Pretentious Kiddieland Ever Presented.

> Address J. W. (PATTY) CONKLIN

618 Vancouver Block, Vancouver, B. C.—February 21 to 28, St. Francis Hotel, San Francisco, Calif.—March 3 and 4. Biltmore Hotel, Los Angeles, Calif.—March 5 to 12. Sherman Hotel, Chicago, Ill.—March 15 to 17.

WANTED FOR MODERN EXPOSITION SHOWS

OPENING VALDOSTA, GA., MARCH 12 to 19, TWO SATURDAYS. CAN PLACE Flat Ricks, Nichle Ricks, ALSO WANT Help for MercyGo-Boud, Freit When Chelpo-Place. WANT Sole Show, Cries Moor, or any WART/Brough throw with ment. CO. Cash and the Company of the Company of

WANTED RIDES, SHOWS and CONCESSIONS

For following Florida American Legion Bona-Fide Fairs-Miami, West Palm Beach, Coral Gables, Belle Glade and South Miami, Starting March 7. Write or wire, this week,

BARNEY TASSELL UNIT,

Stuart, Florida

GREAT SUPERIOR SHOWS

OPENS MARCH THE 14TH, MEMPHIS, TENN, WANTE FOR THE TOD REASON.

READED FOR THE TOD READED FOR THE TOD READED.

READED FO others were your started. Address GREAT SUPERIOR SHOWS, O. J. Sesty, Mgr., 881 Arkanzaw St., Memphia, Tenn., Winter Quarters P. S.—Jake Pred wants Bloc Melle, Talkers and Orennes for Shows. Pub Eath wants Agrada.

MIDGETS-DWARFS-FREAKS-ALL SIDESHOW PEOPLE

IF IS IMPORTANT TO Get in Touch With
THE ASSOCIATION OF UNIQUE ARTISTS, INC., FRED LA REINE, President, Suite 202, 1564 Broadway, New York City. IT IS TO YOUR BENEFIT TO COMMUNICATE WITH US IMMEDIATELY.

J. J. PAGE SHOWS WANT

Legitimate Concernions of all kinds except Cook, House and Coin Came. Shows with or withhest own outfits. CAN PLACE Kidds Rides except fail Ride. WILL BOOK OR BUY if exceptable, Categorillar, E. Liebe, Loop or Octoper. This Ride. WILL BOOK OR BUY if exceptable, Categorillar, E. Liebe, Loop or Octoper. This Ride years real money-getting territory, opining last work in March in Augusta, Cs. Exemplory address property of the Company of the

Chet Bryant, custodian of the Pacific Coast Showmen's Association, left for a vacation and visits in Denver: Cheyenne, Wyo.; Salt Lake City and a short stay in

Wyor, Salt Lake City and a short stay in the mountaint. Palomal, visited here as Cornat. La Palomal, visited here as Cornat. Carlot Statistic Calif., to Join the 20th Century Shows.

Will Richards, of the California Zoo Park, thru arengement made by Oliga Park, thru arengement made by Oliga Park, thru arengement made by Oliga Park, thru arengement made by China Carlot California California Zoo Park, thru arengement made by China Park, and the Park, and the Park, and the California Californi

Ben Dobbert is back from a trip to New Mexico and Arizona.

MICHIGAN SHOWMEN'S-

(Continued from opposite page) It comprises an elephant, tiger and tion It comprises an elephant, tiger and lien head in its native color. New stationery will be available soon. Paper itself is maize-colored with the lettering in blue. A resolution for the awarding of a life membership to every member who ob-

ROYAL MIDWAY SHOWS, Inc.

WANT Octopes and Loop-o-Plane, Man for Atlante Show, We have complete equal, WAN Shows with an establish equal, Communication of the Co 115 Magnetia Street, Little Reek, Art.

tains 50 or more new members was passed and the race for the coming year

Brother Leonard Simons, attorney, has

Breither Leonard Simons, attorney, has the amended by-laws ready for publication and copy of them will be mailed to all rombers seen.

I would be a seen that the seen the

mmer.
All in all, it looks like a big year for

this association. Say, brothers, don't forget your dues. Reported by George H. Brown.

February 26, 1938 The Billboard

. . . VENDING . . SERVICE . . MUSIC .



EConducted by WALTER W. HURD-Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

SOME BIG IFS

If the changing tides of business and public opinion continue in normal channels the coin-operated games business should begin to show a good pick-up by the fall of 1938. Politicians have a system now of figuring that there is a decided shift in public opinion every six months.

Payout table games are so conspicuous on locations that it is a big IF as to their future. There is a possibility of

legalizing the payout table with some kind of check-award system. The chief appeal for sympathy the payout table has is the fact that it requires a lot of lumber, electrical parts, mechanisms and materials to build such a game.



In December, 1936, I wrote the following "Ifs" for Joe Calcutt's house magazine: "If the trade had one man to whom every-WALTER W. HURD body would listen and follow his advice much confusion and expense might be

saved. Tax bills rather than prohibitory bills are likely to be the rule. Rather than raise big defense funds, it will probably be better to let some State legislatures learn that reasonable taxes will bring in revenue, but excessive taxes on coin machines kill off the business and lose revenue to the State. . . . If the coin machine industry holds its present commercial importance I would say that within the next two years the trade will realize some definite benefits from a more liberal American public." (There is still practically a year to go on that last "If"-and a lot of things can happen by December, 1938.)

The coin machine industry ought to forget some of its "Ifs" in order to be glad that the music machine business and the vending machine business are both making better progress and having fewer troubles than many other lines of industry and business in the country today.

If the coin-operated machine industry were properly organized for it or could assume temporary unity, now is perhaps the best time in history to tell its story of employment to the country. Three million workers have lost their jobs since last August. But the music and vending machine divisions of the coin machine industry are going ahead at a better average than business in general. The games division could be at the peak of activity but for the application of severe restrictions by local and State officials. A \$10,000 fund right now would tell the story of employment by the coin machine industry to every mayor, city council, governor and daily newspaper in the United States during the next few months.

Some of the "Ifs" of general business are important to every citizen right now. The United States News, February 14 (Anti-New Deal newspaper edited by David Lawrence), gives a timely account of some of the ifs of business: Business has declined in five months almost as much as it declined in two years following 1929. . . . Three million people have been thrown out of jobs since August. . . . There are some good signs. The government is ready to use a billion and a quarter dollars in the few months just ahead. Banks are not failing. The country's total money supply is huge, always suggesting the possibility that it can be put to use.

There are also some bad signs, according to the above newspaper. First of these, it states, is "the precipitate manner in which employers have dumped huge numbers of workers into the street . . . the fastest on record." This depression has also hit Europe and South America with startling speed. "The decline of employment in Great Britain is the most drastic in recent history."

In the face of another world-wide depression this newspaper infers that government spending is the chief hope to start business upward again during the next few months. "As soon as the government priming stopped the pump stopped," it is suggested.

In the face of all this unemployment the year 1937 witnessed many legal restrictions on amusement games in the United States, England, France and Australia. So that the amusement games business in all these countries during the last year has been forced to add to unemployment instead of helping to relieve it, as in 1932.

Retail locations are just now beginning to feel the recession. If operators can organize locations to "demand" the return of amusement games some results might be accomplished during the next few months.

Big business made higher net profits in 1937 than in 1936, but if employees are turned into the street at the first sign of a pinch higher and higher taxes are the only possible way out. These higher taxes may be extended to all kinds of coin machines.

In any case there will be increasing demands for private charity. If the coin-operated machine industry could offer a united plan for aid to private charity there are possibilities of much wider acceptance of coin-operated machines of

If the United States tends toward fascism in 1940 the odds will be against vending and music machines. The fate of games of all kinds will depend on standing "in" with the government. If the government tends toward liberalism the coin machine industry as a whole will have to come out in the open on a new and progressive program in keeping with the new ideas of the times.

There is a chance for government-controlled lotterieswhether the country goes reactionary or liberal-and such lotteries have always tended to shut out other forms of gaming because of competition.

Meanwhile let's be glad that music machines and vending machines are doing so well. Let's hope that the games industry comes back with a bang by early fall.

THIS WEEK'S SPECIALS

STONER'S MISS AMERICA.537.50 CHICO DERBYS (New) 30.00
BALLY BUMPERS 14.00
BALLY SKIPPERS 19.50

STONER'S VOGUE Sensational Nevelty High-Score \$59.50 S-Ball Novelty Europer Game \$59.50

Write for list of 250 Psytable, Novelty Game, Console and Counter Game BAR-DAINE. 1/3 Deposit

ATLAS NOVELTY CO. 2200 N. Western Ave. Ohicag 1501 Fifth Ave., Pittsburgh 1326 W. Flagter St., Mianni.

NOT A WATER CAME PENNY SKILLO MEANS DOLLARS IN MERCHANTS'FTILL



M MERCHANTS-TILL
Pattent Power Counter
Cligarcito Gross were
Cligarcito Gross were
Cligarcito Gross were
consisted of the Counter
of Theorem Count remendous golek pro-in. Sample \$6.50 Each, Cash, No per-sonal checks, please.

or Tal AMERICAN SALES COMPANY

uly amazing

SLUG REJECTOR and Check Separator give esti-idual checks available for ea-

A. DALKIN CO. 4311-13 Rawentwood Ave., Chicago

N. Y. Ops See Rock-Ola Line

NEW YORK, Peb. 21.—Rock-Oln pre-mted its entire 1938 line-to the New ork operators in the East Room of the otel New Yorker in a two-day exhibit Saturday and Sunday. Operators kept coming and going in steady streams and many fine orders were taken. Twenty-

Saturday and Sunday. Operators kept many fine orders were taken. Twenty-eight machines were displayed, including the talkie horseope, phonographs, pin the talkie horseope hors

Simon. All the equipment was highly ed, particularly the talkie horo-and the 1938 phonographs with received. scope and the 1935 phonographs with the slugproof coin slots. Because of the success of the New York exhibit Jack Nelson is thinking of continuing the practice in many other leading cities.

Pretty Girls Help Games in Florida

CHICAGO, Feb. 19.-Attendants in the CHIGAGO, Feb. 19.—Attendants in the form of attractive girls are helping to form of attractive girls are helping to games in Florida, seconding to a report from the home office of the company here in Chicago. The report was given out not be attract tourists to start for out not be attract tourists to start for that "changing times bring new condi-tions."

In some cases the payout mechanisms of the games are being dispensed with and the machines operated as amuse-ment games of the novelty class. Girl ment games of the noverty class. Girl attendants then help to make the opera-tion of the machines smooth and en-trancing. The use of attendants proves to be a decided business asset in such territories and locations where the tourist traffic is heavy.

The success of the Mills 1-2-3 table to boost business for operators in Piorida is seen by an order that came to the is seen by an order that came to the home office recently for 30 tables to be rushed by express. The express charges on each table amount to about \$30, which means that operators expect to do good business as soon as the games

NOW SHIPP

KEENEY'S 1938, "BLUE RIBBON WINNER" GAMES

DERBY CHA

7-PLAY, 3 SPINNING DIALS, 1-BALL PAYOUT TABLE WITH \$7 TOP AWARD

The greatest payout table the industry has ever seen

KENTUCKY CLU

4-DIAL, 7-PLAY, SUPER CONSOLE WITH \$10 ALL CASH TOP AWARD

The King of the Consoles

WITH NEW, GUM-PROOF, 4-COIN SHOWING. 7-PLAY CHUTE AND OTHER NEW FEATURES

Distributors, Jobbers & Operators AN OFFER Due to Change in Conditions This Fine Stock To Be Closed

Out Regardless of Our Distributors Loss

LATEST NEW CONSOLES

10 Original Cases and on Our Salesroom Floor

2 CALLOPING DOMINOS: | 2 EVANS KEENO |

3 TANFORAN (Skill) | 1 KIVER BELLS |

1 TANFORAN (Skill) | 1 BALLY CLUB HOUSE |

1 TANFORAN (Skill) | 2 | EINNINGS DERSY DAY |

2 LONGCHAMPS (5c) | 2 | EINNINGS DERSY DAY |

1 EVANS BONUS | 2 | EINNINGS DERSY DAY |

1 EVANS BONUS | 2 | EINNINGS DERSY DAY |

2 WALNUT STANDS FOR KEENO |

2 | EINNINGS DERSY DAY |

2 | ABL CHUTE Out Regardless of Our Distributors' Cost

- 6 KEENEYS DARK HORSES (SEVEN-COIN PLAY), A.B.T. CHUTE
 3 KEENEYS DARK HORSES (7-COIN WITH VANAK COIN BOXES)
- LATEST NEW CAMES 3 DE LUXE PREAKNESS AK-SAR-BEN 1 AK-SAR-BEN MULT.

ALSO 6 VERY LATE MACHINES

ALSO 6 VERY LATE MACHINES

5 NEW 5c JENNINGS CHIEF BELLS (ORIGINAL CASES)

25 LIGHT CABINETS MILLS 5c and 10c. MILLS BLUE FRONTS (USED)

17 KEENEY TRACK TIME (Rebuilt), 1 KEENEY KEEN KUBES (Rebuilt)

18 REANNESS, 2 WINNESS, 1 PREVIEW, CAROM, CLASSIC, SNAPPY,

17 REANNESS, 2 WINNESS, 1 PREVIEW, CAROM, CLASSIC, SNAPPY,

ALTONIA, PAMCO BALLOT, GRAND PRIZE, ETC.

LATONIA, PAMCO BALLOT, GRAND PRIZE, ETC.

RUSH YOUR OFFER AND SAVE MONEY DEPOSIT ON ALL ORDERS REQUIRED-IMMEDIATE SHIPMENT

R. F. VOGT, Utah-Idaho Distributors CONVENTION HALL-CULLEN HOTEL BLDG., SALT LAKE CITY, UTAH

1 TO 5 BALL HOCKEY-TYPE AMUSEMENT GAME

FREE RACES "FREE GAME"

A "legalized" 5-Ball, Hole-and-Bumper, Novelty Game that is opening "closed" territories everywhere

SHIPMENTS DIRECT OR THROUGH KEENEY DISTRIBUTORS

J·H·KEENEY & CO.

"The House That Jack Built"

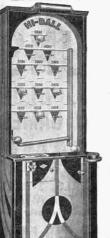
CHICAGO

2001 CALUMET AVENUE

TO COIN GAME SERVICE MEN-KEENEY'S E . . MANUAL OF COIN GAME SERVICE-ING

EXHIBIT'S -

76



The greatest Skill Amusement Game of them all. Territory closed to other type of coin machines welcome Hi-Ball and Hi-Ball fears no competition even in wide open terri-

e atomicment is affects them. (
Hi-Rall for 15 big money-pettin
home location life. Hi-Rall is
hannal—no bulleries, he electr mins away from bandquarters without service worry. Hi-Hall is big and IMPRES HAVE YATE HASK to locate expairs only 28 House open. Uses large 2 % diameter Hotole Balls. Can be furnished with remote thate necessary—all plays needed at \$15.00 additional.

Get it today-the biggest and the finest oney-making skill amusement of all at a price all can afford.

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

DEUCES WILD

JIMMY A 5-REEL COUNTER SENSATION! Wire for Prices! WESTERN EQUIPMENT & SUPPLY CO. 925 W. North Ave., Chicago, III.

for games deluxe

Midget (1/2 gallon) Jar Deals-Regular Jar Deals-Box Deals. Wide variety of beautiful new IACK POT CARDS.

PROFIT NOVELTY CO. 5108 KING HILL AVENUE ST. JOSEPH, MO. (MANUFACTURERS ONLY)

Glass Completes Trip Thru South

CHICAGO, Feb. 19.—After completing an extensive trip thru the key coin con-ters of the South Max Glass, of Gerber & Glass, has returned to the city sport-ing a coat of tan that would make even the natives of Hawaii envious.

the natives of Hawaii envicus.
After recovering from some of the effects of the coin machine show in Miami together with other commen. Glass journeyed to Tampa, Jacksonville and other points up the Coast. Arriving at Psyctoville, N. C., he spent an enjoy-

able few days with Joe Calcutt, of Vernco. "This was one of the high spots of my trip. When it comes to being a real bost, Joe is tops. He's a living example of true Southern hospitality." Glass said.

From Payetteville, Glass reports, he burneyed to Richmond, Baltimore,

Reverberations of 1938 Convention

Reverberations of the 1988 of Machine Machine Machine Machine Market Mar vention

annual convention.

The trade magazines are obligated to sometimes refrain from mentioning any adverse facts; Murray's account to the British trade was franker than if he had been writing for the American trade, This week, Bill (The Sphitzx) Cohen, States Commenced to the convention of the conventio This week, Bill (The Sphinx) Coben, Silent Sales Company, Minneapolis, reached the trade with his personalized reflections on the 1938 show. An edi-torial "that is different from the trade paper accounts" bears the title of "Post Mortems on the '38 Coin Show." It is an independent account that the trade should have the privilege of reading some

Frought and the privilege at reading some the control of the contr

ment games industry, back in 1933 and 1934, the above blunt words from Cohen would have been cheering indeed.

Cohen would have been cheering indeed. The following statement of Cohen can be challenged, however: For the mext with circulars, bullyhor from trade journals. It will go aomething like this. Title Comments, bullyhor from individual concerns, bullyhor from trade journals. It will go aomething like this. Title NIESS WAS WRITTEN THAN EVER BE-FORE! This lail bluck—pure and simple bunk. ... Not seeking advertisements, we do not have to be now free to publish the plain, simple truth as we see it."

ee it."
Which is some more bunk. No man is Which is some more bunk. No man is "free" to publish the plain, simple truth as he sees it. Cohen and other editors, however, do deserve the freedom to publish what in their judgment will do the greatest good for the

ment will do the greatest good for the industry.

Industry by the property of the property of

Then to get down to bare tacts about the convention, our reports give a series of figures that are as carefully prepared as an independent guy like myself can prepare them. These reports are offered as baving definite historie value, because each annual convention can be checked with the previous one seconding to the with the previous one according to the figures. The statistics given in our re-ports of the annual conventions are not perfect, but they are the best available data on the condition of the industry as shown by the annual displays. In some cases we suggest a discount on much as 30 per cent from the cotals

of our annual report of the conven-tion James T. Mangan, Mills Novelty Company, wote: "I simply have to take time out to congratulate you on your re-markable job of reporting the 1998 con-vention. For speed, accept the de-termination of the properties of the properties of the properties of the pro-ton of the pro-ton of the properties of the pro-ton of the pro-ton

Monarch's Foreign Business Booming

CHICAGO, Feb. 19.—According to Roy Barelon, head of Monarch Coin Machine Company, their foreign trade is rotily booming, "We are extremely well pleased with this improved foreign trade," he remarked, "for it proves to us that we are able to satisty persons in many

THE ONLY DEAL OF THIS KIND IN THE EAST



BRINGS \$7.00—Costs You \$3.50

ass of IL.

70 NAMES VALUES UP TO \$1.00

At 10 a fails, the debaset brings in \$7.00. Lum mans guilted receives a Very Sestali Priss.

mostly offer, which say with the wins often and each in on this fast moving sales glan.

back roll.

FREE RADIO

With your order for 10 "Charring" you will recrise free, a fi-Tube Dynamic Radio, with beauful Wahnst Castret, use 12 rass, A Michelman
Radio in erroy detail, (Reful value 510.30.1

Remit 25% Deposit — Blance C. O. D.

15THEUTORS—Valuable Eastern Terrator

JEDRO 194 W. 32nd St. New York City. Company

Ideal Sales Makes Debut in St. Louis ST. LOUIS, Feb. 19.-Ideal Sales, In

as formed last week when this firm ook over J. Rose & Company, pur-hasing its entire equipment and chasing its entire equipment and stock. The new firm will move from the stock. The new firm will move from the old address on Locuts street where Jot. Rosentines on Locuts street where Jot. Rosentines on Locuts street where Jot. Rosentines for the past two years to list Market street, next door to the Iowal Novelty Company. Rosenfeld is retiring from the salesboard and novelty business from the salesboard and novelty business enterprise. Officers of the new firm on L. C. (Doc.) Wilson, president, and Ceff. P. Trippo, secretary-treasurer. Wilson has been associated with Recognitied to J. Rose & Company, while Trippe is owner and manager of the Ideal Naturity

ompany, one of the largest distributer coin-operated machines in the cous-The firm will have a complete line of salesboards, premiums, novelties, per deals; in fact, anything necessary to the salesboard operators.

Jack Kay Arranges Big Close-Out Sale

NEWARK, N. J., Feb. 19.—Jack Kay, of Ace Distributions, Inc., reports that be has arranged one of the biggest close-not lades of the year in order to more a large number of recent type novelty year games which he recently procured from another territory.

another territory.

"We are arranging for shipments of all the latest and best machines for cut customers and have also planned a complete series of sales which will bring cut trade the best used machines that too'd have ever purchased. All this has been made pocalistle by our connection owner of the Bonner Specialty Company, of Philadelphia." Kay declared.

places without any personal contait whethoever. It also proves to us that are in an excellent pestion to help of earliers here so much the solid and the contained for the contained for the contained for the contained the conta

KRO-KAII-

THE MOST SENSATIONAL HIT IN ALL COUNTER GAME HISTORY! IT'S SWEEPING THE COUNTRY!



Get Back in the BIG MONEY Again! Mikro-Kell-It is the BIGGEST Money-Maker the Industry Has Ever Had! This is YOUR OPPORTUNITY for REAL PROPITS.

WRITE, WIRE, PHONE-RUSH YOUR ORDER NOW!!

MIKRO-KALL-IT,

55 WEST 42nd STREET NEW YORK, N. Y.

Regular Shipments On Blow Ball Game

CHICAGO, Feb. 19.-In a statement made recently Claude R. Kirk, head of C. R. Kirk & Company, stressed the fact that the firm is making "daily shipments on the new Blow Ball game as advertions !

theo."

According to Kirk, "ee want to impress upon the minds of operators, jobbers and distributions everywhere that list. R. Kirk Company is making daily while the case of the control bave promised their customers. In many

FIRST COME ---

FIRST SERVED!

Roy Torr Reports Sales Increase

cases the fault of such delay is a lack of materials or production facilities in their plants. However, those are no ex-cuses for advertising something that

"When we say that we are making daily shipments we are giving the trade absolutely accurate information. The C. B. Kirk Company is absolutely reliable in every statement it makes, and as evidence of our reliability and good faith we are offering \$1,000 (one thousands).

faith we are offering \$1,000 (one thousand dollars) to anyone who can prove that we are not doing just what we say we are doing—making daily shipments of the newest sensation of the coin machine industry. Blow Ball."

cannot be fulfilled.

PHILADELPHIA, Feb. 19.—"The suc-ess of our peanut and gum machine," tates Roy Torr, "has been little short f phenomenal. Over 60,000 Peanut and cees of our peanut and gum machine,"
cees of our peanut and gum machine,
of phenomenal. Over 60,000 Peanut and
Ball Gum machines have been sold during the past five years, and we thisk
machines have been sold during the past five years, and we thisk
Breath Gum vender has proved a tremendous success. This gum necessity
is the solution of the embarrasement
indulgences as alcohol, onlone and tobacco, as well as from gastronomic indiscretions. So far the new gum has
discretions. So far the new gum has
necessity, sold at a popular price and
distributed in a beautiful, attractive
vender,"

75 PACE, WATLING and MILLS Renewed Not Machines at GIVE-AWAY PRICES. SON NOVELTY and PAYOUT M AR BLACKING! GAMES for practically cost of packing! FULL ASSORTMENT of 1c and 5c COUNTER GAMES, Priced to Sell Now!

SEND FOR OUR LISTS! COLONIAL SALES & NOVELTY CO.

己LOOK已 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

N. J. Cig Ops Frolic

NEWARK, N. J., Peb. 21.—Cigaret Mer-chandisers' Association of New Jersey, Inc., held its first annual banquet and historical exhibit of the evolution of the Distorical exhibit of the evolution of the cigaret venting machine Saturday (19) at the Hotel Douglas, Newark. Leading manufacturers of cigaret machines had exhibits in the lobby. Operators came in full force and the banquet was en-joyed by all. Further details will appear in next week's issue.

Coinography -By The Coinographer

Milton H. Perry, of East Lansing, Mich, whose inventive mind has pro-duced everything from penny ending machines to tire chains, now has gone into manufacture of his newest inven-tion. Shoet-a-Cum.

Shoot-a-Gun is a new amusement machine, a shoeting gallery, streamlined and highly chromed and practically as-sembled about a vending device which automatically collects money and loads

No amateur inventor is Perry. Way back when an auto was something that back when an auto was something that into use one of the lint self-starces in the world. It was operated on sectyleng as. Then he turned his starce of the largest automobile companies of the largest automobile companies until improved roads aftered his market, newstype ventuing machine on which he holds patents. It became a smash hit holds patents. It became a smash hit butters. business.

"Now people send me vending prob-lems from all over the world," he says, "One of the most unusual requests I ever had came from India. I was asked to design a machine to dispetue tiny cockies and candies. So I sent for sam-ples. They got their mpchine.

"The public can put you in or take you out of business. This fact was remembered during try-outs of our new Shoot-a-Gun. We have made it so simple to play that it has gained enthusiastic acceptance from public and operators alike. Many a man thinks that all he has to do is design something and get a patent. But if it doesn't click it won't make money," Perry concluded.

Exhibit Variety Is Keeping Men Busy

CHICAGO, Peb. 19.—The best way to vercome whatever discouraging talk we hear in our industry is to keep busy developing and making new ideas, says Perc Smith, of Exhibit Supply Company. "We really haven't got anything to complain about," he says, "if you will take a look in our shops and see the number of men at work."

The Exhibit idea. Smith eays, is to keep a sufficient variety of machines so that there is always a market for a number of mochines at the same time. That means we always have orders to fill, for we have everything from the smallest counter machines to big connoles."

Smith also contributes tall stories to help maintain the morale of the indus-try. He will even share a good joke with an operator that doesn't buy some ma-chines. Or if an operator feels too much under the weather Smith may dig up a literary gem like the following: A sigh too deep or a kiss too long,
And then comes a mist and a weeping

rain, And operating is never the same again."

I. D. Lazar Firm **Humming With Biz**

PITTSBURGH, Feb. 19.—With the largest territory in their history to cover, officials of the B. D. Lawar Company report they are being kept on the jump constantly meeting the demands for the popular equipment they are handling at this time.

We are covering all the leading

this time.

"We are covering all the leading operative region." records J. D. (81)
Lazar. "Since our territory ranges thruout the State of Pennsylvania to New
Jersey, outside of Newark, and also inchildre belsevince Maryland and the eastchildre belsevince Maryland and the eaststate of the state of the state of the state
to language how rushed we are."

SI Lazar has recently been delegated
travelling sales manager for the firm and
a day than ever before in the firm's history. Since he has been covering this
territory for years, he is said to know
"All we need is immediate delivery from
the factory," he stated. "We have sold
a great number of the new machines and
believe that sales will reach record pro-



DIAMOND

above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs. Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO. 4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1883-Tel.: COLumbus 2770.

OPERATORS! R-M COIN CHUTE ON THE GAME YOU BUY!

R-M Sr. and R-M Jr.

PROVIDE EASE OF OPERATION AND CHEAT-PROOF LONG-LIFE PEATURES FOUND IN NO OTHER CHUTES. S-M St. Extra-principals, with indestruct-SHIM-PROOF, 7-COIN MULTIPLE PLAY CAP PREVENTS BEST SLIDES.

IT'S SENSATIONAL--IT'S NEW PROSPECTOR

Sample Deaf complets, Tickets Holder, Gard and Jar

Jobbers, Operators, write for Oats logue and Quantity Prices on Lerges



1938 WHOLESALE FREE! CATALOG Has 200 pages of



World-Wide Bar-gains, 4,000 sales-man's specialties, 15 setting plans, new creations, outstand-ing values — at rock-bottom wholesale prices. This catalog is FREE. Bend for a copy To-

2-35 Erie St., Le Center, Mine



The Billboard

Popcorn Vending Machine "Pops with Hot Air"

At the Coin Machine Show the AIRPOPS-1T popcorn vending ma-chine proved to be the outstanding for 1938, Think of a popcorn vending machine

Think of a popcorn vending machine that pops with hot air! A principle similar to the car heater—a heating element with an electric fan to give a maximum distribution of hot air.

REVOLUTIONARY FEATURES!

No ell oder . . . no greasy parts to clean daily . . . faster popping time Iminimum servicing, two to time (minimum servicing, two to three minutes). Low electric cost pulp in on extra wiring necessary, just pulp in on extra wiring necessary, just pulp in one of the AC or DC. No moving part popping unit destable, weights only a few pounds and easily replaced. Every maching guaranteed for one year for work-marship and materials . Significant of the pulp cabinet constructed of heavy cabinet constructed of heavy 20-gauge automobile steel , automatically regulates itself for all changes in temperature and voltage casse of low seasoning costs and greater kernel-expansion . permits customers to choose popcorn accessed of vy . . morey box folked in separature products and products and the control of the

BIG PROFITS!

The AIRPOPS-IT offers operators an opportunity to make huge profits with a legal vending machine, especially for those in "closed" terrielally for those in "closed" terri-tories. Less than 1c represents the total cost per bag to the operator.

ACTION!!!

Our production is rapidly being con-tracted for in advance BE FIRST to have an AIRPOPS-1T in your ter-elitory 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

330 EAST OHIO STREET, CHICAGO PHONE: DELAWARE 4044. Write for Literature

Rock-Ola Reports Bigger Scale Sales

CHICAGO, Feb. 19.—Rock-Ola opera-tors, realizing the profit potentialities that lurk in a route of LoBey scales, are placing more and more orders for them, according to reports coming from the Rock-Ola factory. "Ops consider a scale route as a form of insurance on their investment in big fast-profit equipment," remarked N. I. Nelson, head of the games division at Rock-Ols. "The atendy day-after-day revenue from a scale route acts as a back log upon which ops can fall back when a game that's going like a house aftre auddenly

that's going like a house after suddenly falls flat for some unexplainable reason. Their little side-line scale business then helps them keep going until they click again with some other game. "One operator recently reported," Nelson continued, "lihit he was strong for flock-Oik Lo-Blogs because they pay for themselves in a very short time. Altho we guarantee them for five years, the asys they last much longer than that. They don't require much servicing, he reports, and they afford a steady income all year round. In fact," Nelson concluded, "this round. In fact," Nelson concluded, "this operator has become so scale-investment on the sound of the sound of

Hart Sees Return To Bulk Venders

NEWAIR, N. J., Feb., D.—There has been a definite swing back to bulk westers and merchandles of the type used in these machines, in the opinion Echange. "This new trend' he stated, "differs from former booms in this type of equipment in that operators now want new ideas in both machines and the merchandles that there smachines will be made to the merchandles that there smachines that the merchandles that there smachines that the property of the merchandles that there is no the total them. They want benefiting that will be the machines of the merchandles that the good edge.

To meet this need," he went on. are displaying venders and merchandise which not only catch the fancy of the public but bring bigger profits for the operators. Some of the merchandise we operators. Some of the merchandise we now have on hand has taken us months to get and sort into profitable assortments. The candles with which our chirms are mixed were tested thoraty before we released them. We believe." he concluded, "that the success we are he concluded, "that the success we are enjoying at this time is due to the work we have put into marketing this mer-chandise so that ope could be assured of only the best."

Popmatic Machine On Air in Texas

LONGVIEW, Tex., Feb. 19.-When a man airs his views on pop-corn ma-chines that's nothing. Everyone is interested in the new coin-operated pop-corn wending machines that have opened up such a wide field of legitimate refit. But when a pop-corn machine oes on the air that's news! And the voice of Popmatic was heard

And the voice of repmane was near recently by hundreds of curious fans in the South, thanks to the courtesy of James R. Cuttis, who owns the Etex Sales Company, of Longview, Tox., and is prealent of Radio Station KFRO. With the co-operation of Wally Peon. the announcer, the new Model 24-A Pop.

the announcer, the new Model 24-A Pop-matic stepped right up to the mike and said, "Howdy, folias"—or sounds to that effect. Rivingy people all over Texas effect, and the pop-cherful pop-pop-pop of Popmatic in operation and could all but smell the tantalizing odor of delicious "Pop-maticorn."

They say it was quite an experience

but, of course, they missed the fun of watching those dancing grains, and, worst of all, when it was over they didn't get a taste. Popmatic ran away with the show, but the announcer ran away with the pop corn.

natic Model 24-A intro-The new Popmatic Model 24-A intro-duced at the 1938 Coin Machine Show in Chicago and now being delivered to operators all over the country is claimed operators all over the country is claimed by its makers to have improved features that make it "the simplest, the most de-pendable and the easiest to operate automatic corn-popping and vending machine on the market. A glass-inclosed machine on the market. A glass-inclosed popping unit which is extremely easy to clean prevents the oil leakage which able. A new high in sanitation is reached by a corn chute that is automore than the sanitation in continuous and the sanitation ing out dust and dirt. It have a but unhandy for the customer either, because the pop-corn release is combined on the sanitation of call-evening system which minimizes the otil-leveling system which minimizes the

Bazzini's Goods Popular With Ops

NEW YORK, Peb. 19.—A. L. Bazzini Company reports that it has been sup-plying operators in this territory with every conceivable kind of nut for vendevery conservable kind of nut for vend-ing muchines for many years. Altho Bazzini jobs these nuts, he claims to be the largest importer of salred peanuts in the country. Included in his large stock of nuts. Bazzini carries many kinds of salred peanuts, sugar-coated peanuts, Indian nuts, sunnivers seeds, piumpkin seeds, pitatchic nuts, popping corn and other products, it is reported.

Vending Machines Still Make Money

DETROIT, Feb. 19.—Henry C. Lemke, head of Lemke Coln Machine Company, pioneer Detroit operator, is enthusiastic over the business outlook in the vending machine line. Lemke is discarding en-tirely the music machine line and devot-ing his efforts to the vending field. He recently purchased 100 peanut and ball gum machines from Stewart & McGuire, 100 Masters and 100 Robbin's Two-in-One venders. All of these are combina-tion penny and nickel machines.

Mr. Lemke states he is waiting for shipment to come in next week of 100 pop corn and shell peanut venders from

He declares there is atill a lot of money in vending machines if you go at it right and that he finds business on the right and that he finds business on the vending machine lines coming in nicely. "I started 17 years ago in the vending machine business," he said, "and now I'm ending up in it today."

Robbins Drops Mystery On New Apple Vender

BROOKLYN, Peb 19—Per about a BROOKLYN, Peb 19—Per about a BROOKLYN, Peb 19—Per about a Groupary, Brooklyn, has been enrythg on a tesser campaign to inform the trade of his new low-price apple vender, and production is running smoothly, the mystery is off and Robbirss is aboving wrapped apples. In a abort time over 500 of these stands have been placed in New serving successfully slims they are operating successfully slims they are operating successfully slims they are operating successfully slims. erating successfully

erating successfully.

"With the profit running well over 100 per cent," says Robbins, "an operator can make a good Bwing with a route of apple display stands. Our operators here have them in drug stores, billiand pariors, cigar stands, office buildings, in addition to all regular locations.







CENTRAL DISTRIBUTING CO.

ILLUMINATED GRILLS \$7.50 Minutes To Install

Bring your mechines up to date with this inexpensive grill. Your money returned if not satisfied. Order sample now.

1/3 Deposit Required 412 WURLITZERS, \$100.00 Each.

NATIONAL COIN MACHINE EXCHANGE





SEL-MOR

Had 'Em Blocking The Aisles

At the 1938 Show!



duatio coordators are buying Streamlined OBS by thomsands: DN LUXE Model matter madure become and chrosiness ratios TOY and Candy Shop that pulls 1 PENNISS: Period shorten of TOYS.

GREAT STATES MFG. CO. Kansas Olty, Mo

ER \$38.00 WEEK

FROM ONE 10 GUM BALL VENDOR. Actually plays the sensational move-pressing pure of Biogo in Ball Gum Machinest Operates already earning over 528.00 weekly from each machinest It's too fastest and steadiest Complete Set monoperature in history:

heilatel A Sample any Bail Gum Ma-will CONVINCE Enclose full cash Sample Order, ed Express, G. O. D.

BINGO BALL GUM MFG. CORP. 1123 BROADWAY, NEW YORK

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

Printing the News

One of the biggest subjects in the coin One of the biggest subjects in the coin machine industry is that of what "news is fit to print." It has been discussed in manufacturers meetings, and in nine years of editing coin machine news I have heard all sorts of opinions on what save neard all sorts of opinions on what news should or should not be published. Always in the background, of course, are the thousands of operators in the smaller cities and towns that want some idea of what is happening, both in the in-dustry and to it. That problem has not been solved yet of providing them with

the news they have a right to see as long as they keep buying machines. Following a wisecrack of mine in this column last week, Ray Becker (J. H. Keeney & Company, Chicago) contributes the following peppy letter on the sub-ject of news:

"To the Editor-In reading Men & Machines I see where, without my knowledge, I have been appointed one of a three-member board of censors to dic-tate The Billboard's editorial policies.

"I accept the office with pleasure b cause somebody has got to keep a watchcause somebody has got to keep a watch-ful eye on you or some day one of those masterful three-inch fillers of yours in going to be used as Exhibit A in a 20,000 word brief attacking all coinoperated devices

"You so frequently forget that The Billboard's circulation is not limited to members of the coin machine industo memoers of the coin inscrime indus-try. And your editorial brain children may radiate good intentions, but Mr. Ax-Grinding Crusader and Mrs. Self-Appointed Reformer take those innocent little children of your fertile brain and dress them up so that your fournal settle offspring look like the hoodium

sons of Satam.
"But never fear, we on the manufac-turing end of the business prepared and provided 245 column inches out of the 491 devoted to editorial purposes in the February 19 issue. And by working our typewriters a little harder we may our typewriters a little harder we may bring up our percentage to 95 per cent of the editorial content. And then we editorial dictators will only have to proof read a small 5 per cent to see that your journalistic endeavors don't manage to open the industry's mouth so that somebody can come along and kick hell out of the operator's bridgework."

To the Editor: "Inclosed is a little article on my observations in the South article on my observations in the South consent! We have realily been busy since the 1038 show in Chicago, but as soon as we have a chance I will zend you some news about Southern operators."—Mr. Y. Blum, Valdotta, Gs.

Mr. Kahn, general manager of Asso-ciated Enterprises, Inc., Chicago, re-ports that since the recent announce-ment of reconditioned machines a big response has come in from operators. The

tractive prices, he says,

Al Koplo breezed back into the Windy Al gopo derezed sack into the windy City sast week. He had been out in Illinois looking over the first "grop" of Rock-Ola's 1838 phonographs being put on location. Koplo is factory rep-resentative for Rock-Ola.

Most successful men have trouble buying hats large enough, but not Her-man Klebba (pioneer Chicago operator). His trouble would be gloves—but he doesn't wear any. The other day he practically pulverized Jack Nelson's hand igneral sales manager Bock-Ola Manu-facturing Corporation) by his hearty

grip. Gorporation) by his hearty grip. How do you do it?" anid Nelson. "Those mitts of yours seem to get bigger every time I see you." If have to grow 'em big to handle the heavy cash boxes in my Rock-Ola machines." Kiebba beamed.

Nellie Taylor Ross, Mrs. Neille Taylor Ross, director or the U. S. Mint, just won't give any credit to coin-operated machines for the big increased demand for small coins during recent years. She keeps saying it is dur recent years. She keeps saying it is due to sales taxes. In the last three years the demand for pennics, nickels and dimes has made it necessary to increase production of these small coins 1.643 per cent as compared with the previous

"To the gotter: I think I have perfected a couple of good items (food) for vending by machines in schools, factories, etc. In writing to you for information about marketing these productions of the couple of the

Pere Smith (Exhibit Supply Company, Chicago) contributed a unique and rib-tickling tall story this week. But after reading the papers there are indications (See MEN & MACHINES on page 81)



ATTENTION! VENDING MACHINE OPERATORS!

WANTED!

There is no other cigarette like Spud, and the public demands the genuine.

Spuds do not overshadow the fine tobacco taste with menthol -they contain just the right amount to circulate soothing menthol vapor through the sensitive nose and throat passages . . . Your Smoke Zone.

> And Your Smake Zone Is Your COLDS Zone!





THE AXTON-FISHER TOBACCO COMPANY Louisville, Kontucky

CLEARANCE SALE - USED CIGARETTE MACHINES - LOW PRICES

15 STEWART-McGUIRE H MODEL—Six Column with Stand.
10 ROWE ARISTOCRAT—six Column with Stand.
30 NATIONAL No. 6-26—six Column, Included Stand.
51 WHEEDA PAK-ROUND TYPE—Eight Column.
51 NATIONAL No. 5—Five Column.
51 NATIONAL No. 5—Three Column.
51 NATIONAL No. 5—Three Column.
51 NATIONAL No. 5—Three Column. ALL MACHINES GUARANTEED PERFECT MECHANICAL CONDITION

ALL MACHINES SUBJECT TO PRIOR SALE - 1/3 DEPOSIT, BALANCE C. O. D HENRY WERTHEIMER, 381 FOURTH AVE. : " "Phone entative for National Cigarette and Merch **********************

TOYS and CHARMS





for VENDING MACHINES Featuring the PERFECT-PAC \$ ASSORTMENT

NEW-UNUSUAL-APPEALING! PERFECT-PAC contains 250 Charms and Noveltics, many items exclusive! Assortment in-

Charms and Novellies, many terms extineres: assurance in the second of t

COLONIAL SALES & NOVELTY CO.



Now you can supply that needed cosmetic aid with JERCENS Lotion . . . America's outstanding brand, in both quality of product and volume of sales! Ride the crest of JERGENS popularity to big profits!

for Additional Information WRITE TO

LOTION DISPENSER CORPORATION

ROCK ISLAND, ILLINOIS

The Billboard

Always TOP MONEY

Operators Everywhere Are Increasing Their Profits By Increasing Their Number of



MACHINES

CUSTOMERS SELECT THE CANDY THEY LIKE

U-SELECT-IT is amaxingly easy to service. Only one key is necessary to open three-way locking device which holds top, bottom and sides securely. Operator fills compartments from front. All compartments are made from chrome steel with satin-finished stripes, adding to the beauty of the machine. Note that the compartments allow the sale of a wide variety of merchandise other than candy bars.

Patented feature makes easy hanging. Back can be removed, and is locked on the inside of the machine. Special stands available when necessary.

U-SELECT-IT is compact, occupies minimum space-36 in, high, 81/2 in, deep. Capacity is 54 bars, compartments arranged to accommodate standard bars. is a beautiful machine, finished in chrome and crackle finished in black and special green. Simple operation is completely explained to public. Eighteen-inch plate glass display in chromium frame displays bars in original wrappers.

U-SELECT-IT machines are fully patented and the name copyrighted in the U. S. Patent offices,

COAN-SLETTELAND COMPANY

2072-84 Helena St.

Madison, Wisconsin



Simple MECHANISM

U-SELECT-ST, despite its many points of superiority, is not a complicated device. There are no moving parts to get out of order Machines stay in order year after year without cost to the operator. This is a study machine, precision-built to give years of hard service. Do not confuse it with ordinary cheap devices.

Positively SLUG-PROOF

U-SELECT-IT has the most effective slug-rejecting device ever de-veloped. Ned dependent upon magnetism or metal content of the begus coin. It will reject slugp regardless of weight, site or metal content. Twelve hundred machines in the hands of individual op-erators have proven this pelals, as well at freedom from mechanical

The Customer SATISFIED

With U-SELECT-IT, the customer chooses his bar from the wide array displayed behind the plate glass front. He turns a small whose until the bar of his choice is shown at delivery point. Then hay suits down the delivery handle and the bar is forced out of the machine. Delivery is positive because it does not depend upon gravity.

ASK THE OPERATOR WHO HAS ONE ROCKFORD, ILL. . . . "Our sixty U-SELECT-IT machines sell over \$2,000 worth of candy monthly."

CHICAGO, ILL. . "I bought twenty-five penny machines a year and a half ago. Today I own 275. My records are open to any one who cares to see them."

ony one were actes to see treem. ""I have owned all types of candy machines. I placed ten U-SELECT-IT machines on location in a target farm machinery plant where I could not keep other machines because of slugs. My ten machines are averaging \$120.00 a work in sales and I haven't had a slug.

a week in saves afted 1 haven't had a stug.

CHICACO, ItL. . "I have about \$4,000 invested in U-SELECTIT machines and the candy business I am doing, which of course
is in competition to all other kinds of machines. I would not take
\$10,000 cash for my business." These above testimenials and many more are in the company's tiles

5c MACHINES NOW \$57.50

CHECK THIS ONE-

We also make the famous U-SELECT-IT penny mechines. This machine is the coly machine available for an operator to sell a big variety of penny bars instead of just sank kind of ponny bar.

Now Only......

PURE BREATH GUM

(A Standard Size Stick Cum) Relieves Breath of Alcoholic Odors. 30c per Hundred Sticks. SPECIAL INTRODUCTORY OFFER, 300 STICKS GUM WITH STURDY BUILT VENDING MACHINE,

\$6.95 OR WRITE TODAY FOR DETAILS.

5/8" BALL GUM

ASSORTED-FACTORY FRESH \$10.95 10,000 Balls TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY Only \$2.40 and up Over 60,000 Sold Write for Full Information Today

ROY TORR 2847A-So. 68th Street, Philadelphia, Pa

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Candy Machines Open New Outlets By J. W. COAN, President Coan-Sletteland Co., Inc., Madison, Wis.

can mass convention and show in Chi-cago was indeed very kind to us. That kindness has reflected itself where we are in a posttion to take many families off charity. PWA, etc., and place them to work. Orders have swamped us. Orders have swamped us. Or the charity is a what does it all mosal?

For 15 years the writer has maintained For 15 years the Wiver has maintained there could be no question as to the success of automatic merchandising if the manufacturer of the equipment could and would build equipment to sell, in keeping with the consumer's demand, and to build that equipment to withstond the abuses and the tampering from the public.

The very foundation and success of the vending machine industry is to con-tinue developing equipment in keeping with the consumer's demand. It seems to us, and this is based upon the ex-pression of hundreds of coin machine operators visiting our booth at the show, operators visiting our booth at the show, that merchandise machines are perma-nent. Permauent because they supply a service in Keeping with the consumer's demand at strategie locations where ordinarily the consumer could not be ordinarily the const afforded that service

We in the United States demand ser ice. We don't go four or five blocks what we can get in one block, taking into consideration price and quality. The future possibilities for the development of automatic merchandising equipment enhancing a service for the consumer is so large that it is almost impossible for

The 1028 convention and show in Chi. our imagination to grasp. Watch the ago was indeed very kind to its. That developments in this line of industrial indees has reflected itself where we for the coming year. Many remarkable, re in a position to take many families practical and sound developments with take place.

You can't stop progress when an in-dustry as large as ours has come to the attention of the better minds of en-gineers and business men. We are bound to go forward. Nothing can stop that.

to go forward. Nothing can stop that.

In our own field it has been very pleasing to note how many more of the candy manufacturers have become co-they can for the furthering of distribution of automatic merchandize machine designed to sell candy bars. There are still quite a number who are shoot, livestill quite a number who are alood, living in their own little word, doing business as they have for the past 60 years, and the state of the light o

ed thruout the industry. The manufac-turer of automatic merchandise machines turer of aut will soon take up a lot of the uner ployed because it reaches into some most important major industries,

particularly steel.

We are pleased to advise that we shall soon make our appearance on the market

with a new merchandise machine, offer-ing for sale necessities which again will be of service to the purchasing public

Candy Men Make Use of New Plan

MILWAUKEE, Peb. 19;-Herbert legler, vice-president of the Go MILWAUKEE, Peb. 19.—Herbert O. Ziegler, vice-president of the George Ziegler Gompany and treasurer of the National Confectioners' Association, called a meeting of Wicconsin candi manufacturers at the Milwauke Athleid Ciub on February 10. M. P. Burger, see Marchandising-Advertising plan being featured by the NCA this year.

featured by the NCA this year.

Among those attending the meeting
were representatives of the following
kendy firms: George Ziepfer Company
Co

The plan for using merchandising and advertising material furnished by the as-sociation was well received at the Mil-waukee meeting. The plan includes sociation was well received at the save wattice meeting. The plan includes decalcomania sitelests and envelope time-ors to increase the consumption of candy. Headquarters of the association in Chicago reported that since the plan was introduced orders have been re-ceived for 72,806 stokers and 1,444,00 envelope stuffers. Orders for cuts of various descriptions have also been re-

**** HOT NEWS IN COLD PRI

NOW IN STOCK:

HANG-A-DEER TURF QUEEN FREE RACES

Tru-Shot Corp. * RUNNING WILD, Jr. Genco
Chickage Ceim * DOUBLE TRACK Genco
Chickage Coim * DOUBLE TRACK Genco
Ramel, Inc. * GRIP TESTER D. Getflieb
J. H. Keenoy * SLUGGER D. G. Gottlieb

WE ALSO REPRESENT A. B. T., MILLS

"Ponservice" Helps Operators Help Themselves! THE GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J. 1435 Bedford Ave., BROOKLYN, N. Y. 900 North Franklin, PHILADELPHIA, PA. 503 W. Adams St., JACKSONVILLE, FLA *****

Pop Corn Comment By I. D. ROTKIN-

Advertising Manager of Ranel, Inc.

Accretising Wanager of Kanes, inc.
One of the must significant aspects of
the new corn popping business for operacons is the case with which locations for
any late where there is a constant
free of human traffic is an ideal spot
for the placing of a pop corn machine.
The legitimate nature of automatic pop
orn machines promotes clear conscience
works beginning for the new acc. on the part of the location owner and provides permanency for the operator. Moreover, the universal appeal and the mutitions, food value of hot pop corn attend its range of salability to almost unlimited propertions. People of every see, sex and creed eat and love pop corn.

Altho it is impossible to list here every type of location for automatic poppers and venders, we are presenting a few of the more obviously profitable spots in the more obviously according a few of more that the new operations are the inclusion of the control of the control included the control of the control of the particular for adding to his locations, and the control of the control of the control on tested for profit percentages with pop corn machines with thoroly gratify-ing results.

WAITING ROOMS of bus, railroad and alport stations and lobbies of public buildings, hotels and targe manufactur-ing plants are well adapted to steady pop corn profits.

SCHOOLS are easily accessible for pop SCHOOLS are cally accessible for pop corn coulpment. Schools authorities bed no convincing to realize the ad-surtages to be derived from the sale of but pop corn to children. Parent-Teach-ry associations will inderes the idea School stores likewise make perfect loca-

AMUSEMENT PARKS are "naturals" for quantities of machines. This includes not only public carnival-type grounds, but also sport parks, 2005 and exhibition trounds

STORES of all kinds will welcome forn-popping and vending units for the sake stimulation value as well as profits. Chain stores are ideal for the large op-trator. Also, department stores should by be overlocked.

TAVERNS will actually seek out of trators of corn popping equipment. Hot pop corn and beer make a delicious and much sought combination.

ROADSIDE STOPS such as gasoline flations, refreshment stands and tourist campa.

INDOOR GAME CENTERS, including pool and

Mikro-Kall-It's Action Acclaimed

NEW YORK, Peb. 19 .- The novel play-

NEW YORK, Feb. 19.—The novel niaving action of the Mikro-Kall I counter that is reported to be the source of much connect the interpretation of the source of much comment to coin machine devices and in the source of the source

part of the game since it is his voice which sets it in motion. He feels as tho he has the dice right in his hand and is rolling them on the board.

"This is the first time in the industry "This is the first time in the lindustry that any disc counter game has been that the state of t

New Games Going Well for Atlas

WCH IOF AHARS

CHICAGO, Peb. 10.—Reports from
both the Pittsburgh and Chicago offices of
the Atta Novelty Company indicate
of the Atta Novelty Company indicate
late-model games. Says Morrie Climburg, escentive of Atlas: "We have been
agreeably surprised at the excellent reagreeably surprised at the excellent resome of the games we are offering.
Stoner's Vogue, a 5-ball movelty game, a
selling a great deal faster than we
pleased with this showing and want to
congratuate Stoner for turning out this
such a low price.
"Another game that is going great

such a low price.

"Another game that is going great
guns is Western Equipment and Supply
Company? Triple Grip. Triple Grip.
Company? Triple Grip.
T



poes on eir over Station KFRO, Long-viete, Tex.

New Winner Sales Jar Deal Ready

CHICAGO, Peb. 19.-Anno CHICAGO, Feb. 10—Announcement is made this week by Winner Sales Commended to the seek of t

and the average profit on all three jars is said to total approximately \$128, according to the manufacturers.

If Salkind, who directs all production If Salkind, who directs all production (Salkind) are to company, it knows to be an operator of salesboards of many years' experience. He is said to have plonsered many ticket deals in Chicago and thru his experience should be able to work to the benefit of those operatom who do buttens with his firm.

Cante New Owner Of Bingo Ball Gum

NEW YORK Feb. 10.—James Cante, well-known figure in the local colmmachine circles, took over the manufacturing facilities of Bingo Ball Gum Manufacturing Corporation this part week, as well as all rights of former

shareholders.
Sale took place in the offices of A. I.
Orenstein, of Hercules Machine Exchange,
Inc., Newark, N. J., who was one of the
large stockholders of the firm.
At the completion of details of the
sale Cante stated, "We are going shead
faster than ever with Bingo Ball Gum.

faster than ever with Bingo Bail Gum. The product is taking on everywhere in the country and we believe it in one of the country and we believe it in one of has ever had. Offices and manufactur-ing facilities of the firm will remain the same. Orders will be filled specify and complete shipments will be made to all parts of the country."

MEN & MACHINES-(Continued from page 79)

(Continued from page 79)
that publishing the joke might cause
international diplomatic compilications.
However, those who want to hear the
However, those who want to hear the
by calling at the knibt plant, (Note
to Perc): If you think the press is not
free to print all the news remember
that two telegraph companies refused to
carry a cablegram for a group of college
students this week.)

"To the Editor: "Please advise from whom we may obtain dice with eigaret with the state of the in machines with which will be seen the manufacturer of a small counter machine using the above dice. Name of the machine, I think, is Pac-o-Sigs.—I. A. Company, Tennosace."

"To the Editor; In The Billboard, January 29, I noticed the list of exhibitors at the 1938 Coin Machine Show in Chicago. I did not, however, notice the names of manufacturers who handle postage-spamp venders. Will you kindly postage-spamp venders. Will you kindly that the list of the postage of the postag

"To the Editor: Can you give me in-formation as to who manufactures Bluebird all-sluminum ball-gum ma-chines?—T. E. R., Kansas City."

Louis Berman, general manager of the Champion Automatic Music Company, Detroit, makes comment on competitive misunderstandings among firms that de-

misunderstandings among firms that de-serves a lot of thought:

"The cause of a lot of ill feeling." he says. "Is the fact that some service operator may need an excuse. The man-ser of the control of the control of the except of the control of the control of the happenings to him. If a location is lost the service man is likely to report that it was lost because of unfair tactics by competitors." competitors.

competitors."

In other words, it is a common alibit to accuse competitors of unfair tactics. I remember that when I used to solicit advertising it was a common thing to edvertising It was a common thing to hear that competitive, publications sold their space at cuit rates. I investigated their space at cuit rates. I investigated reports are often cause four that such reports are often cause four that such reports are often to the space of the The moral is that we should cut cut. I also do this talk about competitors using cutthroat tactics. A lot of it is based on false reports.

Stewart Gerber, son of Ben Gerber and nephew of Paul Gerber, is recovering nicely from an operation for appendicitis.





READY for DELIVERY

on star features place the new POP-MATIC definitely sheed of anything in its class.

- * Simplified, dependable operation
- Accurate oil-leveling system. Positive slug rejector
- * Combination cut-off switch and pop-
- corn release
- * Sanitary corn chute, automatically
- * Air-conditioning insures crisp, mam
 - moth grains
- * Glass-enclosed popping unit preverts oil leakage
- A Steady, Profitable, Legitimate Busi-ness of Your Own! Write or Wire ness of Your Own! Write or V TODAY For Complete Information!

POPMATIC Manufacturing Co.

5147 NATURAL BRIDGE AVENUE ST. LOUIS .. MISSOURI

The Billboard Streamline Effect In Rock-Ola Phono

CHICAGO, Feb. 19.—Recognizing the present trend toward attenuine design, officials of the Rock-Oh Manufacturing Company were quick to incorporate these some principles into the design for their 1938 Monarch-20 and Windsor-20 phonographs. "Stremmline design takes form in our phonographs in the alasting front and tap of the cabinets." A strend of the Rock-Osa phonograph of the Rock-Osa phonograph (Vivision of the Rock-Osa phonograph of the Rock-Osa phonograph (Vivision of the Rock-Osa phonograph of the Rock-Osa phon

"In designing our 1938 phonographs," he went on, "we tried to think of everything that would make patrons prefer our music, stay in the location longer and naturally spend more money. We tried to consider the operator angle, too, tried to consider the operator angle, too, and give him the finest machilue possible from the point of beauty of cabinet, of superfority of tone and of mechanical soundness. From research and experiment we have found that the streamline phonograph front wha practical as well as extremely attractive. It enabled us to give the patrons a better with the condition of the record changing mechanics.

"That feature plays an important p "That feature plays an important part in entiting nickels into the coin chute." Webb went on. "The streamline front so that those patrons who like to see the mechaniam work can get a better view as the record is selected, lifted across and deposited on the playing surface and ratied to the waiting needle. surface and raised to the waiting needle. The results of a nation-wide survey recently conducted by our statistical department proved that the public actually likes to watch the mechanism of an automatic phonograph perform."

Art in Phonographs By CAROL DAY

In every field of endeavor there is some one person or object that stands out, that sets itself spart from the out, that sets itself spart from the ordinary, that is perhaps unique or distinctive. In the field of art there are prized possessions are his first editions. In the field of literature are posts, fiction writers, historians, autobiographers, historians, autobiographers, historians, autobiographers, distinctive that the state of thought. Just as these fields have their outstanding characters or objects, so the automatic music industry has its pace setter in Seeburg Symphonolas, the Con-cert Grand, the Regal and the Gem.

To me Seeburg Symphonolas are progressive leaders in the phonograph field. They, in the music industry, typify the finest in other industries, for they com-Heat in other industries, for they com-bine with their originality refinements and improvements that are new and constructive. The many improvements that have been wrought on them from time to time have built their prestige to such a high point that they are

Sheet-Music Leaders

(Week Ending February 19)

(Week Ending Feormary 19)
Sales of music by the Maurice
Richmond Music Corporation, Inc.,
Richmond Music Corporation, Inc.,
saling agreement with a number of
publishers. Acknowledgment is made
to Mayer Music Corporation Music
Sales Corporation and Ashley Music
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1. There's a Cold Mine in the

Sky Thanks for the Memory Whistle While You Work Rosalle I Double Dare You

You're a Sweetheart A Cypsy Told Me So Dipsy Doodle

Bel Mir Bist Du Schoen 10. Ten Pretty Girls
11. Moon of Manakoora
12. True Confession 13

12. True Confession 13. Sail Along, Silvery Moon 14. You Took the Words Right Out of My Heart 15. Sweet Someone



obtainable

Each improvement made on Seeburg Symphonolas has been an extremely pro-gressive one—one that has made auto-matic autogressire one-cone that has made auto-matic nutule canier to sell. These im-provements lie in the realm of repro-dictions of the control of the con-daing strength. Today the Concert Grand, the Regal and the Gem are contenders for the most nearly perfect automatic phonographs made. Their ex-perience of the control of the con-trol of the control of the con-before. They are modern, substantial and cleverly designed. In my eyes they are the most attractive automatic phonographs on the market.

the J. P. Seeburg Corporation has unleashed the most powerful merchandising power the music industry has ever power the music industry has ever known. With these new instruments music operation has become sheer pleas-sure, for they are demanded everywhere. Complete cabinet illumination is the music salesman on location. Patrons are attracted to these phonographs like the attracted to these phonographs has the the proverbial fly to sugar. And with their fine mechanisms and modern efficient cabinet construction they require a minimum amount of care. As in 1937 Seeburg Symphotolas are truly the automatic music leaders for 1938.

Songs With Most Radio Plugs

NEW YORK, Peb. 18.—Biggest surprise of last week on the radio was Goodnicht, Angel. Last week it was unheard of. but more times than any other song over the networks. Tune is from the Bob horra-sack Oalts muster be released to motion picture houses. It is too early yet to say whether this tune will prove yet to say whether this tune will prove to easy the property of the property of the provided of the provided provided prov NEW YORK, Peb. 19 .- Biggest surpris

Most important shift of the week was Thanks for the Memory jumping to fourth place. This is one of the nicest aentimental songs to be introduced since January 1 and it has won popularity everywhere. Should be pushed.

everywhere. Bhould be pushed.

In second place last week was the
novelty love song I Double Dare You. A
very cute number, it should stay upsamong the leaders for some time to
come. Disay boodle, it may be a
white White White You were at Song,
Whitsie White You were at Song,
White White You were a Song,
White You were a Song,
White You were not you want to
pressure Get Together. I Com Dream.
Right Trik Woy, now from 10th 10 7th
place, Laster is a soft sweet song, which
haan't yet clicked big with the public asn't yet clicked big with the public.

Best Mrr Bist Du Schoen seems to have gefinitely run its course. It dropped from second seems to have gefinitely run its course. It dropped from second seems to have get a seem of the seems of the see On the other side of the scale the

following recently introduced tunes have

been slowly rising in the public favor: Did on Angel Kiss You!, More Than Eeer, Just a Simple Medical College, Latter looks like a good bot for coin machines. It's sum gb Joan Crawford in Mode Memogain and is a good, soulful number, the kind that the forestick gais and the older folks go for.

the owner folks go for.

Three new songs hit the air last week:
You're on Education, In My Little Red
Book, and Goodnight, Sweet Breams,
Goodnight. Their actual popularity is

Wisconsin Ops

The Wisconsin Phonograph Opera-The Wisconsin Figure 3 annual record Association will have a banquet and meeting at the Medford Hotel, Milwaukee, beginning at 7 p.m. on Thursday, March 3. The Milwaukee group will be heat to the gathering and all music operators are invited to attend from all points in the State. recent from all points in the State.

Communications relative to the ceganization or the meeting may be
neddressed to Vern O. Larsen, president, care Milwaukee Music Company, 2313 West Fond du Lac avenue,
Milwaukee.

still an unknown quantity, however,

still an unknown quantity, however.

Among the songs that have been
getting a considerable amount of ar
plugging and still helding on are Mena,
pugging and still helding on are Mena,
pugging and still helding on a still
pugging and still helding on a Star, Sueel
Someone, Love is Here To Stay; Sail
Along, Silvery Moon; My Reaten on
Along, Silvery Moon; My Reaten
Moon of Menokoora, in the Still of the
Night, One Song, With a Smile and a
Song, Ten Pretty Girls and Bob White,
With the exception of Sail Along and
with the exception of Sail Along and
particularly much as hits.

True Contension fell Baddy from, the
True Contension fell Baddy from, the

True Confession fell badly from 7th to 18th place.

Pollowing 10 tunes, it is estimated, most accurately reflect tastes of the radio fans in about the order named:

udio fans in about the order :
1. Thanks for the Memory
2. I Double Dare You
3. Dipsy Double
4. Double Dare You
4. Dipsy Double
4. White While You Work
6. I Can Dream, Can't If
7. Stoeet as a Sang
6. Two Dreams Get Together
6. Alropys and Alcogs
10. Bet Mir But Du Schoen
10. Det Mir But Du Schoen

Sheet-Music Best Sellers

NEW YORK, Peb. 19.—An interesting comparison is the difference in rating of There's a Gold Mine in the Sky on the radio and over the sheet-mustic counters. Last week this balled dropped the ratio of the radio but the radio. counters. Last week this balled dropped out completely from the radio hit parade, yet managed to retain premier alot in the sheet-music favorites. In both the fast and West There's a Gold Mine con-East and West There's a Gold Mine con-tinued to sell almost as many copies as it has during the past mouth. In the West every music wholesaler reported it as first; in the East it was a strong second, done to the sell of the second on the sell of the sell of the the no longer being performed on the six.

asr.
As predicted in last week's article.
Whistle While You Work and A Gypsy
Told Me So continued to rise in the public favor. The whistling dwarf tune
mounted from ninth to third place, still mounted from hinth to third place, stuin ahowing stronger in the East than in the West. A Gypsy Told Me So soared into seventh place. Tune is a grand love balled which should make considerable headway in the West during the next few days. Ope who haven't already laid in a varied assortment of these elections uld get on the band wagon in a hurry.

hurry. Second place among the sheet-music leaders was grabbed by Thanks for the Memory, clicking big in every part of the country. It's one of the nicest romantic

melodies this season. Make sure records of the song have a vocal, because the words are good. Thanks should may netize the jitneys for many weeks to

come.

In fourth position is Roselle, which seems to have shot its strength and should drop during the next two weeks. Bet Mir Birl Du Schoen double-crossed and continued to slip bodly, dropping from fifth to ninth place in the national taily and completely disappearing from the Eastern territory. Looks like this week's candidate for the tume coffin

meeter candidate for the tube contin-in shout the same place they were last week are I Double Dare You and You're a Sweetheart. Both are still selling everywhere, but are no longer in the hit class. Should make most on the coin machines, however, for an-other two or three weeks.

Also holding on tightly are Bippy Boodle, Ten Pretty Gells, Moon of Manisheora and Sail Along, Silvery Moon. Trist Confession took a sharp dip, nooming from eighth to 12th postilon; is dying out in the West but still pulling in the Freeden teaching. Eastern territory.

Making its first appearance as a sheet-music seller, You Took the Words Right Out of My Heart slid into 14th place Confirming last week's prophecy, Joseph ine and When the Organ Played "Oh.

the and Where the Organ Flaged "On.
Promite Me" both did a fadcaway act.
Times selling stronger in the West
than East are Rosalie, Ten Pretty Gra
and Bei Mir Bist Du Schoen, while I

The most accurate guide to what The most accurate guide to what popular songs the public actually wants to hear and play states the content of music stores. The Billboard will run a weekly analysis of the tunes customers are BUYING. This should prove a helpful indicator to operators as to what records to stock

operators as to what records to second and push. Note also the analysis of the songs most played on the air. A compari-son of radio and sheet-music favorson of radio and sheet-music lavor-ties will show a wide difference be-tween the two. Sheet-music best sellers generally lag behind radio leaders from two to three weeks. Sy studying both and checking them against the record releases of the month the op will get a pretty good idea of just what the public is ready to invest its nickels in.



SEEN AT WURLITZER'S BANQUET for distributors held during the 1938 ws. Left to right: Rod Rose, R & S Sales Company, Marietta, O.; William P. Biles, general credit manager: Bob Bleekman, Chicapo district manager of Rudolph, Wurlitzer Company, and Harry Deschryver, Marquette Music the Rudolph Wur Company, Detroit.

DON'T WE STHAT PATRONS WILL BUY YOUR MUSIC . . . SELL IT TO THEM WITH SEEBURG ORIGINAL COMPLETE CABINET ILLUMINATION THE MOST POWERFUL MERCHANDISING FACTOR IN AUTOMATIC PHONOGRAPHS

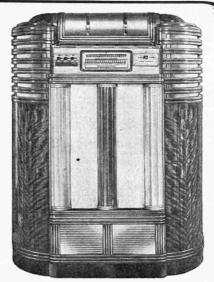


20 RECORD MULTI-SELECTOR SEEBURG SYMPHONOLAS "Concert Grand" "Regal"

Communicate with an Authorized Seeburg Distributor or the J. P. Seeburg Corporation for complete information



J · P · SEEBURG CORPORATION 1500 DAYTON STREET . CHICAGO, ILLINOIS



The CONCERT GRAND . . 12 Tube Amplification

PRODUCED BY SCIENCE and SKILL PERMO POINT

THE WORLD'S MOST PERFECT LONG PLAY PHONOGRAPH NEEDLE MORE THAN 2000 PERFECT PLAYS

only PERMO POINT is standard outprined on ALL new phonos. Is rec-minented and sold by all record dis-tributing companies . . Assures high indelity reproduction—temper record tons-undistorted

PERMO-POINT The Only Needle for Dependable Performs

IT'S ALL IN THE PATENTED ELLIPTICAL POINT!

S RAVENTWOOD AVE.

PERMO PRODUCTS CORP.

CLOSING OUT 100 WURLITZER

412s and 312s

1/3 Deposit With Orders. UNIVERSAL VENDORS

788 Broadway. Albany, N. Y.

End your correspondence to advertisers by men-

Double Dare You seems to be a botter puller in the East.

Among the new tunes reported as fa-vorites by one distributor but not total-ing enough to make the sheet were More Than Ever (from the West), On the Sentimental Side and Always and Al-

McCormick Helps Phono Op's Family

GREENVILLE, N. C., Peb. 19.the passing away of one of the phono ops in this district, L. B. (Mac) Mc-Cormick lent a helping hand to his Cormick lent a belging hand to his family by gathering up all the phonous the operator had on location. This proved to be quite a job, it is reported, since the operator had one of the largest music routes in this area.

After collecting all the machines Mc-Cormick inspected them thoroly and has placed them on a sale for oge with causing the control of the control

that the machines will undoubtedly move fast, since all of them are of popular make and are guaranteed to be in perfect condition.

Detroit

DETROIT, Feb. 19.—W. F. Kucheman, general manager of Calile Bros. Company, left last week on a four weeks' trip. H. C. Strayer, manager of the coin machine division of the company, is also out of the city.

Harry Weinberger, who recently bought Harry Weinberger, who recently bought out the route of Hay Zientarsky (formerly Bay and Noal), has sufficiently recovered from a severe attack of partimonia to be able to return to work. His now operating under the name of Harry's Amusement Company, with headquarters on Philadelphia breuns.

Harry Goldberg is one Michigan operator who believes in diversification. Goldberg has about every profitable type of machine on his route. His basic of machine on his route. His basic ahead is william J. Allen. He is a man operating idea seems to be to provide as of 47 years' experience in the business, many different kinds of machines as He started in the field with the late possible. In this way he is able to meet

FOR SALE OR TRADE

52 Gabel Modern Phonographs, Twelve Record Selective Type, in Perfect Condition. We will exchange one or any part of these for Mills Blue Front Slots, giving one Phonograph for each Slot Machine, providing Machines are in good condition.

PHONE, WIRE OR WRITE IMMEDIATELY.

McCORMICK MACHINE COMPANY

121-123 W. Fourth St.,

Greenville, N. C.

PHONOGRAPH BARGAINS

LATE 1936 ROCK-OLA LATE 1936 ROCK-OLA RHYTHM KING LATE 1937 ROCK-OLA IMPERIAL 20 .

Guaranteed-Reconditioned-1/3 Cash With Order

SHAFFER MUSIC CO.

Columbus, Ohio

the demands and tastes of all location owners on his routes. Altho maintain-ing his headquarters in the Hotel Dover here, Goldberg does not have any ma-chines operating in this city. His routes are all outside the city limits and spread thru the up-State territory.

1347 North High St.

One eldtimer who sees good business ahead is William J. Allen. He is a man

and covered the country from San Fran-cisco to New York for the Mills Novelty Company.

Henry A. Behrendt is in Florida for Henry A. Behrendt is in Florida for the next three months; to return to the Brance is planning to return to the his eyes open for new machines to operate. . Arthur Baynes of the operating firm of Baynes & Kennard, has just had a minor operation per-formed on the injured leg, while his

D 3 THAT IS

Selectophone DE LUXE no reconditioned phonographs en-ables in to have them inspected thorety by ex-pert mechanics before delivery and extend very low prices.

Our Motto-950

OTHER BARGAINS

OTHER BARGAINS
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WORLITER PA2 54.5

B. NOVELTY CO., INC. SECO., IN

ILLUMINATED GRILLS

creditic — heavily Chromium-Plates Three full-bength gardine Lumilian Lights in Beautiful Peated Color Mocoline Blue, Emerald and Pink ad in 3 minutes! Increase your pla-

SAMPLE.....\$9.95

Write for Quantity Prices

LUMI-CHROME MFG. CO.

25th and Legentworth Sta., Omaha, Neb GRILL CLOTHS-Bold, Silver or Orimion 50c Extra. State Professor

HAVE YOU TRIED

MIRAGLE POINT

PHONO NEEDLES?

Here is a needle that is surprising and pleasing operators

where, Introductory offer of TWO free with every ten you buy at 40c each expires March 1.

MONEY-BACK GUARANTEE

DISTRIBUTORS WANTED

M. A. GERETT CORP.

2947 N. 30th St.,

Milwaukee, Wis.

the, Wire or Phone Your Order Today!

For

All

Makes

and Models partner, Fred Kennard, carries on the business.

A. P. Sauve, who heads the firm that bears his name, left town Saturday to spend a vacation in Fiorida. Charles Hopkins will be at the head of the business during Sauve's absence.

Sam Liebers returned from his Florida Sam Liebers returned from his riorical vacation on Sunday. He went south for his health following a serious illness some weeks ago. During his absence Mrs. Liebers handled his pin-game routes in capable fashion.

The H. E. Graseck Company was formally taken over this week by Mirsthall Charack. For some time the business has been operated as a partner-ship by Mrs. Graseck and Max Moore. Business is now established in headquarters in the Alden Park Hotel.

Charles Goldstein is handling the routes operated by his brother, Meyer Goldstein. Hendquarters are maintained on Hamilton avenue in Highland Park, north-end auburb.

Despite a drop in business since be-fore Christmas, Frank Hopkins, one of the best liked personalities in the De-ing to pin games for his operations. He



LEON C. STEELE, Rock-Ola ph graph representative in North Caro-Rock-Ola factory.

troit operating field, is optimistic about conditions for the immediate future.

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 Bulboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed. ROL

SWEET MUSIC

GLEN GRAY

This is My Night To Dream and My Heart is Taking Lessens
(I'mo swell songs from Bing Crosby's latest picture that get
svette Case Loma synopation in the smoothic style).

FREDDY MARTIN Bluebird 7408

The House on the Hill (if they like waltzes, they can't help

liking Martin's masterful music making), the melody made mellow and should drag in the metal, especially in Italian

RED NORVO

HUDSON-DeLANGE

Always and Always (from the Joan Crawford movie and should always be good with that Norvo drythmic touch and that Notified Balley shythmic tonsilling!. It's Wenderful the music is tantalizing, the song is tuneful, the singing is soutful, the record is a nickel getter).

SWING MUSIC

Off Again, On Again tit's an easy-going stomperoo in an easygoing tempo that should be easy going for chonos).

finition of Swing (they say it in music and the definition rocks along with the rhythm).

TOMMY DORSEY Victor 25774

Annie Laurie (the new order of things is to swing the Scotch Annie Laurie Ethe new order of things it to swing the score ballads and this arrangement was fashioned by the same killio that made Lock Lomend a killer-diller!, More Than Ever (swing is subdued on this side and Dersey's trombond gives the augany stuff for this increasingly popular

hallad).

VOCAL

BING CROSBY Decca 1648 Decca 1649

On the Sentimental Side and My Heart Is Taking Lessons (it won't be long before Crosby will be classing that on the screen and your phone better not be caught without them).

The Moon of Manshoora (Sweet Lellani had nothing on this

deamy waitzer, Creaby making it just as potenti.

This is My Night To Dream is allow balled from his Dr. Rhythm movie and Bing was nover in better voice).

INSTRUMENTAL AND NOVELTY

GENE AUSTIN Decca 1656

Dear Old Southland (with Candy and Coco, bass and guitar, and Cone at the plane gareous with the warbling, the threstome turn in a neat rivitimic treat that'll carry the nicket spenders.

back to ale Vinginny).

China Boy Iffilis side is not so strong, but Cone is strong on the song setting and Coco turns in some neat guitar pickings?

RACE

DELORES JACKSON Decca 7407

Honeyauckle Rese (this Rose is always a honey and Delores makes it count as a blues with plenty live cut this by

marker if count at a blues with pentry live cut time by the instrumentalists, while instrumentalists, sing, Cats, Swing (the harmonizing of the Three Rhythm Raceals and their pickfirst on boss, custar and uke make if clenty of Swing for Safe, which happens to be the real title of this song!.

believes the action of some men in the industry who are forsaking the pin game field for other types of operation will make competition in this field easier to meet.

J. A. Kern is one operator who be-lieves in specialization. His specialty in the photo machine. He has one spot that is unbeatable, located across from the Datroit Tipers' home grounds.

J. Keywell, veteran local op, is con-sidering a comeback in this field. Yes, he is a cousin of B. C. Keywell, former local jobber, who is now in Canada, W. R. McKay, Dearborn, is planning to

expand his operations in the amusement machine field. . . Albert B. Coomer is another Dearborn op who is optimistic about plans for the future. He is operating a number of diggers and bowling alters thru the State. . . M. P. Crep has gone to Albany, N. Y. where he is associated with the Chrysler Corporation.

George Muhleck has just moved to a new location at 11711 Evanaton avenue, in the northeast part of the city, from which he is operating a variety of ma-chines, including scales, pin games and peanut venders.

The Modern Coin Machine Company has moved to new quarters at 75 Winom avenue in Highland Park. Firm operates large variety of machines and is headed by Isador and Donald J. Katz, father and son respectively.

Morry Nelson is operating a route of pin games now. . . Alex Pappas, east side op, who has been specializing in pin games, has added a route of cigaret venders and is highly pleased with his new line.

MODERNIZE YOUR **PHONOGRAPHS**



ILLUMI-NATED CRILLS

New Type PROCRAM FRAMES COIN CHUTE

GRILL PRICES \$ \$16.00

More Each Sample \$18.00 F. O. B. N. Y. C.

EASY TO INSTALL.
Going Over in a Big Way! How About
You? Wire-write. CAPITOL AUTOMATIC MUSIC CO., 460 W. 34th St.. New York City. Phone: Med 3-5089.

SPECIAL

Only \$5.95

Rejects tax tokens. Terms: One-third de-

ASSOCIATED ENTERPRISES, INC.

CHICAGO, ILL Pure Oil Building.

MUSIC OPERATORS!

Save minney! We repoint aid phona-graph needles for \$1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results Operator's Service Supply Co.

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS

G-MAN

The Only 3-WAY GRIPPER with THEFT-PROOF LOCK

and Improved Coin Head

BEAUTIFULLY DESIGNED ORANGE COLOR CRACKLE FINISH CABINET ...

Legal Everywhere!

Ready for Immediate Delivery

TAX PAID

F. O. B. Chicago See your local distributor or write, wire or phone us direct.

GERBER & GLASS

914 Diversey Pkwy., CHICAGO, ILLINOIS

Keeney Stands Pat On Royal Flush

CHICAGO, Feb. 18,—"We're standing pt." aid J. H. (Jack) Keeney, "with min we think is a royal flush hand in NA games: Derby Champ, Kentucky (705, Shinny, Free Haces and our me model Track Time. In that hand you'll Edd a game for every territory, There

Interest Zooms In Double Track

CHICAGO, Feb. 19 .- "At the movies CHICAGO, Feb. 19.—"At the movies it's 'double features', on the radio it's 'double tails' and in the coin-spane inserting and the coin-spane inserting and the coin-spane inserting and the coin of th

araces on location and noted the keen enthusiasm of the crowd gathered about 1t—bleacher fans, so to speak. There was an intense rivarily built up between the two players who, I was told, had been playing the machine for almost two hours. The location owner remarked that he had naked his operator to get him another Double Track for the amy ment of many of his other patrons. He said that since this new machine had been installed it was a case of whoever got there first, for once a player began playing the game he kept on playing until—well, just until!

"This location owner appropriately called the game a 'nickel magnet." Consburg went on. "He said it was dou-Ocasburg went on. "He said it was dou-ble profits for both the location owner and the operator. Since Double Track is built so that two players may play the profits of the profits of the profits that raises excitement to fave such that raises excitement to fave and the players are playing is great. Each gets twice the action with every ball played, for in addition to watching the ball on his bound he can, and usually does.

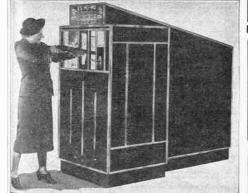
on ms board me can, and usually does, watch the other fellow's shot.
"Double Track requires genuine skill, and for that skill gives genuine annuement, five bails' worth on each board and double thrills and excitement from start to finish," he concluded.

is Kentucky Club, our new four-dial seven-play console game and the new 1038 Track Time for operators of those types of games. And there are Free Races and Shinny for territories closed to payout games.
"It must be a winning hand if we are

"It must be a winning hand if we are to judge from our sales on all five of these games," he continued. "We are practically sold out of new and rather lig runs of Kentucky Glub, Derby Champ and Shinny, And, of course," continued Jack, "everybody knows that we still cannot make Track Time and Free Races fast enough to take care of the demand for these two games.

"While we realize the truth in the old

adage that the world will beat a path to the door of the maker of better mouse traps, we don't just sit back and mouse traps, we don't just set sack and wait for operators to ring our door-bells in quest of our winners. Thru our advertising and the sales organizations of our distributors we keep operators informed at all times of what is going on in 'The House That Jack Built,' he in 'The E



THE NEW ES-KI-MO automatic real-rifle shooting machine, introduced the recent coin machine show in Chicago, now being produced and shipped to all ports of the country by the Gem City Machines, Inc., Dayton, O.

PHONOGRAPH PRICES "SMASHED TO PIECES"

863 Wurlitzer Phonographs Now on Sale!

SELLING OUT ALL USED "WURLITZER SIMPLEX" PHONOGRAPHS

WIRE - - - WRITE - - - PHONE

P30--Wurlitzer Phonographs . . . \$62.50 P12--. . . \$79.50 P412--\$104.50 P312-\$104.50 616--\$164.50

Shipments made same day order received. Every instrument guaranteed to be 100% mechanically perfect and look as good as new.

Terms-1/2 Deposit With Order, Bal. C. O. D.

OHIO SPECIALTY CO.

129 W. Central Parkway

Cincinnati, Ohio

STOP! Look at these LOW PRICES!

JENNINGS CONSOLE CHIEFS . . . \$90.00 Used Only One Weeks. Se MILLS EXTRAORDINARY .. \$35.00 \$c MILLS COLD AWARD ... \$35.00
10c MILLS COLD AWARD ... 35.00
25c MILLS COLD AWARD ... 20.00
\$c MILLS EAGLE FRONT ... 30.00
10c MILLS EAGLE FRONT ... 30.00
\$c MILLS EAGLE FRONT ... 25.00 10c MILLS DRAGON HEAD 25.00 Se WATLING COLD SEAL 25.00 Se WATLING ROLATOR 35.00 25e JENNINGS ESC. D. J. P..... 25.00 90.00 All of these machines have been thoroughly reconditioned and are in lent shape. Forward 1/3 Deposit, and state method of shipment. excel-

AUTOMATIC COIN MACHINE CORP.

Springfield, Mass. 37-43 Essex Street,

A SQUARE DEAL TO ALL

ALL MACHINES HAVE BEEN RECONDITIONED AND ARE READY TO OPERATE. Noarly New. \$100.00 | Rock-Ole World Beries . \$115.00 CONSOLES \$45.00 | Pareco Deluse Bell. . . . 847.50

mally Favorite 550.00 | Bally To AUTOMATIC inground, Late Sington why Day, Clock ed King, Clock

SCALES Jennings Jr. \$30.60 | Watling Jr.\$30.00 | Watling Fortune\$35.00 One-third Deposit.

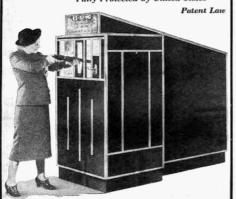
VEECH SCALE CO.,

Decatur, Illinois

SPECIAL	BARGAINS :
2 Ohioago Espetis 5 30.50 E 2 Storer's Races (Silphity used) 2.50 2 Storer's Rati Fans (Liko new) 9.50 0 Shippers 1.10 5 Treat Meess (Silphity used) 29.00 5 Peet Spoot (Like new) 29.00 12 Gen Ciparet Reals (Like new) 7.50 12 Suppers Olgaret Reals (Like new) 7.50	10 1 Outlaging Demindes 5 00.50 East 1 Heleanna A Habe Propores and 1 Heleanna A Habe Propores and 1 Heleanna A Habe Propores and 1 Heleanna Research (100 to backles) 1 00.50
2 Dated Derbys (Used 2 weeks). 18.50 1 Ray's Track, No. 2570 TERMS — One-Th	1 So Mills Devicte Jacapet, Gold Award (Light cabinet)
MARIETTA SERVICE COM	PANY, MARIETTA, OHIO

SEE THE ORIGINA

Fully Protected by United States



REAL SHOOTING

100% Safe! 100% Skill! Profits Galore!

BE FIRST with the Machine that has been tested and Proved ON LOCATION!

ES-KI-MO THE SENSATION of Chicago Show! Actual production models, shown in operation, were the center of tremendous interest. Something NEW in coin machines is HREE at last! S-KI-MO is already being built and shipped everywhere. YOU can get in on the tremendous, PROYED profils from this coming great rage—NOW!

AUTOMATICAL Designed for successful operAUTOMATICAL Designed for successful opermention see vendod: moving target starts;
long x 10° x 12° bigs at free property of the pr

DON'T LET THE PARADE PASS YOU BY! But get all the facts first, Write us today. Distributor territories closing fast.

Gem City Machines, Inc. 1235 E. Third St. Dayton, Ohio AS RECOMMENDS



COUNTER MACHINE with 3 WAY APPEAL on EVERY LOCATION

or no. 2: 1/3 Deposit with Order, \$19.50 Stand \$2.50 of. C. O. D., F. O. B. Chicago.

ATLAS NOVELTY COMPANY CHICAGO, ILL. PITTSBURGH, PA. 1326 W. Flaght

Live in the Future

By M. Y. BLUM

Representative of Bally Mfg. Company

I find in my travels thruout my ter-I find in my travels throott my ter-ritory of Geogle, Florida, Albama and of South Carolina that the greatest mis-take of many operators is that they are content to be operating only payout games and are passing up good territory to be opened on legal, new-trend equip-ment. In other words, they are living on past endeavors and accomplishments and are not breaking new ground for an expanding future.

Each day tells a different story— changing styles of equipment and ter-ritories opening and closing unex-pectedly—and under such circumstances what an operator makes out of his machines cannot be considered as against what he does toward the opening of his outlying and undiscovered territory.

Even as our Southeastern farmers have bad to learn that diversified crops paye gas to rear that diversited crops were more promising and practical, so our operators must learn that while payout games seen dear like "King Cotton." yet legal equipment like music machines, new-trend equipment, venders and other legal games may be compared to peanute, duty and poultry products. and our new long-sought money crop.

"tobacco."

Farmers themselves are dear to our bearts in this section of the country. They are the backbone of the nation, and agriculture has always been the leading industry. But the progressive farmer of today has learned to attend meetings with country agents, study courses of technique and farming equipment and to plan the year absed; This can be applied to every field of endeavor. The operator should call upon his jobber or distributor to help him plan his future and to assist in solving operating problems. After all your distributor constitutes the back-bone of your business and proper co-operation brings a longer lasting finan-cial success.

cal success.

Parmers even fish differently today.

No longer do they lare along the brook bank gor selfishly dynamite the streams, bank gor selfishly dynamite the streams, leaves and the streams of the first streams of the first stream of the future. And the true sportsment of our field and the stream of our field and business—they do not kill everything by undirected and unvise enthursharm. Thus today the operator who in mind, or of living and the expecting the stream of the streams of the streams. seeks to broaden his operations grows in mind, joy of living and the capacity to continue development. In fact, un-todi possibilities await the little man of today who may actually be the big

Grand National Sees Fortune Board Boom

CHICAGO, Feb. 15.—The biggest seller in the sale-based field in the called Fortuna boards, according to efficials offerand National Sales Company, distributor of all types of boards. "Althoyeast" of the company and the company areas, the efficial stated, "its perpularity in recent months has reached been proportions. This is largely due



SALESBOARD **OPERATORS** Rend

"DEALS"

A column about new salesboard ideas, deals and personalities. In the

> Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

to the fact that Portune boards go ny territories now closed to ordin many territories how closed to dotted any beard, patron pulls small forties slips from the board and receives an entertaining and often inspiring 'reading' with each 5-cent sale. Portuin boards range from 100 and to 5.000 sale. In addition to Portuine boards lips

Grand National Sales Company is offer-ing a number of new-type jar deals and also handles all types of new and used

Fitz Hits High Mark With Zephyr

they have been arriving from the plant daily, and many hundreds more will have been arrive to meet the demand for the game

in this area.

"Zephyr started off slowly," Pitz went
on, "but it has gained speedy every der on, "but it has gained speedy every Brows also are rolling merrity along. Broause of the demand for this game we believe that it is bound to become the outstanding novelty game of the year in this part of the country."

Sparks Ball Gum Vender with



Large size Reels, rugged mechanism which is nevable from cabines. 300 Ball capacity Gum

Puncy play in Cincetta Style anty

SPARKS IS MASTERBUILT OF

CROETCHEN TOOL COMPANY

Wind Jammer Is Western's Latest

CHICAGO, Feb. 19.—Hinny Johnson, head of Western Equipment and Supply Company, Coday annotuneed the release Company, Coday annotuneed the release Said Johnson, "In Wind January West-en offers operators a machine in which still play, and therefore legality, reaches a new high and in which tunismist oper-ance high and in which tunismist operston and mechanical dependability are tembined for the obtaining of the ut-most in location results.

"Wind Jammer is built to be effective in every type of location—in every terri-tory," he went on. "Not only is it strictly legal, not only is the outward appearance of the machine unusual with native largest control of the machine authority of the machine of the machine observation, but the mechanical locativation, aimplified and precision looked, is made to stand the gaff. The compressed-air unit, the film-screen of Wind Jammer are designed for earl-free operation and unlimited life on location." "Wind Jammer is built to be effective

lecation."
In describing the play, Johnson said: Those distributors and operators who distributors and operators who will be considered to the property of the playing theme provide a player fascina-tion that makes it a natural in the face of present-day operating conditions.

of present-day operating conditions.

Typon the insertion of a coin," he related, "a hall begins to bob, dip and lunp as it is propelled by a stream of compressed air. The player, to direct by the control of the present of the control and the control and the control and the force of the compressed-air stream and he directs the ball toward them and he directs the ball toward of the compressed of the the holes by moving the tiller, which Edde the direction of the air stream. Edde the direction of the air stream. The stream of the stream of

Chicoin's Turf Oueen a Favorite

CHICAGO, Peb. 16.—"Excitement soamsky high on locations where pin-pame fam are sending the balls whirling along the playing field of our new Turf Queen," says Sam Wolbert, official of igeometric per sending the playing field of our new Turf Queen," says Sam Wolbert, official of igeometric per sending the playing the pame of ing Company. "This excitement is not restricted to the player shoun," he went on, "but everyone watching the game pile have for a nickel trying by equesis and squirms to get the balls to hit the right bumper aprings. It's this same pile have for a nickel trying by equesis and squirms to get the balls to hit the right bumper aprings. It's this is ame in the pile have for a nickel sometickel continually flowing into the coin box, with overer salks, and inestimable amusement for players.
"Turf Queen is truly a worthy suc-

"Turf Queen is truly a worthy successor to 1937's biggest hit, Turf King," added Wolberg. In some ways it is similar to Turf King, but, of course, alminar to furt king, but, of course, it incorporates many new features that make it even more appealing to players. Among those features is the new extralap spring in the center of the playing field which jumps the player's score when contacted. Frequently a contact of the extra-dap spring even with the last ball may give a player a winning score. We feel that this is one reason for Turf Queen's success, for it embodies excitement to the very last ball."

Post-Office Dept. Apprehends Four

"Mr. E. E. Sugarman, New York City.

"Please be advised that as a result of an investigation during the last holf of 1937 four men were arrested, indicted and pleaded guilty to a charge of using the malls in furtherance of a scheme to defraud. These men, using assumed names and operating from mail-receiv-

defraud. These men, using assumed names and operating from mail-received names and operating from mail-received names and operating from mail-received the state of the state

"Carl Edelson was sentenced by United States District Court Judge Clamy to serve four years in the Federal penitentiary to begin after he had com-pleted a term of two years for parole violation.

"Benjamin Weinberg was sentenced to "Benjamin Weinberg was sentenced to serve one year and one day in a Federal penitentiary, after which be will be re-quired to serve three and one-half years in a New York State prison for parole violation.

"Solomon Alteresco was sentenced to e one year and one day in a Fed-penitentiary.

"Joseph Schwartz was sentenced to serve one year and one day but this sen-tence was suspended and he was sent to Sing Sing prison to serve until 1941 on a perole violation.

a passes reconstruction.

Assistant United States Attorney John G. Wash jobs us in thanking The Bill-board for the hearty co-operation and assistance rendered us in this involved gation.—Office of Inspector, Post Office Dept., New York City, (Feb. 7, 1838; Case No. 18363-F),

Houston

HOUSTON, Peb. 19.—A social hour with Dutch lunch and borr was enjoyed by members of Music Operators' Association of Houston following the regular business meeting of February 3. Lunch was furnished by the association, while the beer was a treat from M. C. Parker.

Run Super Charger

YOUR DORMANT TERRITORY

Put your dormant territories back on a profitable basis with Super Charger. Strickly a skill game for amusement only. Does not have a coin chute or payout. Operates entirely by remote control. Merchant has complete supervision over game at all times, thus can prohibit the play of minors and inebriates. Player is rewarded for his skill in additional games. Super Charger is a flashy, racey game packed full of thrills and excitement. Investigate this sensational moneymaker today.





a representative of Southern Brewing Company, of Houston.

On Tuesday, Pebruary 8, the show-room of Electro Ball Company was packed with music operators from Bouston and surrounding territory. Most Howston and surrounding territory. Most of them were getting their first look at the new Seeburg phonographs. Hans Von Reydt, local branch manager, and E. C. Lear, assistant, put in a full day explaining the different models. Barbecte sandwiches and beer were serred, until noon. According to Von Beydt, a carload of the new machines will arrive within a week and deliveries will start within a veek and deliveries will start. immediately afterwards.

On Tuesday, February 8, musto operators in this territory were shown the new model Rock-Ola phonographs. The firm of Stelle & Horton, Rock-Ola dealers firm of Stelle & Horton, Rock-On dealers in this district, exhibited the machines. Harold Horton, of the local firm, assisted tutor, was on the floor greeting the host of valiting operators. It was reported that many orders were taken during the day for the new machines and that edivery would begin immediately.

Jarrell Goes In For New Machines

KANSAS GITY, Mo., Peb. 19.—F. W.
Jarrell, Westport Distributing Company,
showed his faith in the coin machine
showed his faith in the coin machine
of new equipment, necording to reports.
Jarrell attended the 1938 Goin Machine
Show in Chicago and reported purchasthe latest machines from such manufacturers as J. H. Keeney & Company,
Milla Kovelty Company, Gen Gity MaMilla Kovelty Company, Gen Gity MaTurckle Administraturing Company and
others. The Westport firm had made a com-

The Westport Irim has made a own-piete cleanout of old equipment before the convention with the exception of diager machines in anticipation of in-vesting in the latest machines which the market had to offer. Jarrell states that returns already indicate the value

Chicago, III.

MR. OPERATOR: IT'S PAY-DAY FOR YOU

Make up your own Jar Deals Pay-Out whatever you want.

We furnish you New Style Pat-ented Ticket, Jars and Jar Labels to your order at lowest prices.

We are manufacturers and sell only to operators, jobbers, whole-salers, distributors,

Write for sample ticket and full particulars.

Don't Dolay-Write Today.

SEAL-TICK SALES COMPANY 221 E. 20th St., Dept. B.



It takes 2 people to play HOCKEY



THEY BET be-tween them-selves! MAYBE THEY JUST like the Gares! at any rate they PLAY the INTERNATIONAL MUTOSCOPE REEL CO

88



Such class, performance and earning power have never been built into any other game! Evans, NEW 7-Coin Head absolutely gyp-proof—last 3 coins visible; silent mechanism; perfect performance and other patented features make it the standout racing game for 1938. At your jobber, or write, wire or phone for 1938. At your HAYMARKET 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Complete New Jar Deals! ALL THREE

for only \$288



280 Tickets & St.....

You Make \$128 PROFIT! GRASP This Offer QUICK!

here's your chance to get BIG MONEY right 17 MORE MONEY. Yet you pay less a con-t here on this Big 5-less bargars Jar Deal, gine! Throe big profit producers that will see you to cash in \$128.00 average profit that on an eight-eighty-eight investment, my fast on an eight-eighty-eight inventment, Look at those profit charts. Add up you mines. Mail Yan'in surely seem face to face to a bot blottle for way less. It's a clean-op-sed only 31, with your order today. Pay hall one of delivery.

Rush Your Order for Immediate
Delivery Novel

Average Profit.
BANCO
280 Tiesets @ 5c... Astrono Profit S 42.00
280 Totale & DS 5114.00
Strong Payori 71.30 WINNER SALES COMPANY Pick A Winner With Winner"
Chicago, III. 3307 Armitage Ave.,

ATTENTION OPERATORS -MILLS NEW SENSATIONAL 1-2-3

NOW IN STOCK READY FOR INSTANT SHIPMENT. PHONE, WIRE OR MAIL YOUR ORDER TODAY!! BARGAINS IN GUARANTEED RECONDITIONED EQUIPMENT MILLS SO WAR EAGLES ... 59.50

\$ 43.00

Es-Ki-Mo Gets a Hearty Reception

DAYTON, O., Feb. 19.—Making its first appearance at the Chicago Coin Machine Show, the new automatic real rifle shooting machine. Ba-Kl.-Mo, is now being produced and ebipsed to all parts of the country by Gem City Machines, line, as new company here, but company for the country by Gem City Machines, line, as new company here, but companyed for new who have had shown to had been supported in the coin machine busi-

"The enthusiastic reception of Es-Ki-Mo is gratifying to us, but not surpris-ing," stated C. P. Gilkson, Gem City ing," stated C. P. Olikson, Gem City Machines' president and general man-ager. "It was clear to us that operators and distribution today are enger for a universal tested appeal. We knew that such a machine as we created was the answer: that fact was proved by the preliminary tests we conducted.

preliminary tests we conducted.
"The most important part of our work.
however, was to foresee all the practical
requirements which we knew operators
build to meet those requirements in regard to actual operation, servicing such
handling. We believe we have been auccessful."

Particular attention is called to the Particular attention is called to the machine's sturey construction, the accessibility of working parts and its surprising lightness of weight. It is a coin-operated machine offering players real rifle shooting at moving targets with a specially designed rifle, a special type of munition and other features that guarantee perfect safety.

Ea-Ki-Mo operates automatically and requires no attendant. When coin is de-posited, three cartridges are vended and moving target starte. Player loads rithe and fires at bears making their appear-ance in openings between rocks and ice in the most of an attractive colorful fashing on a panel at top of machines, is based on where hits are made—the more difficult the shot the higher the

The game's basic appeal is as old as the history of firearms themselves, and experts figure that a machine which combines novelty with such a strong lure is certain to have a long-time popularity.

Kansas City

KANSAS CITY, Me., Feb. 19.—Zero weather and a blizzard of siest and ice slowed coin machine business here last week, but prospects are good and leaders here are ready to begin their annual spring campaigns.

Carl P. Hoelzel, head of the United Carl F. Hoelzel, head of the United Amusement Company, was tickled to receive an order for his new Skill Ball bowling game from the Western Spe-cialty Company in London. Reception of the new game, announced publicly in

February 26, 1938



Geme Novelty Co. the January 29 issue of The Billboard

Hockel is being kept busy operating his sportland at Richmond, Mo., in addi-tion to his regular duttes here. Biz is good and interest increasing in coin-operated gaines, he reports.

The United Company's new addition The United Company's new addition to the building on Main street is progressing in spite of bad weather. When it is completed the plant will be the largest in this section of the nation devoted exclusively to the manufacture and storing of amusement machines.

"We are not doing very much right now." Tim Crummett said today at his office in the Central Distributing Com-ing the Communication of the Communication of the "Business is above right now and there is no news to apeak of. Things should start popping again in the next week of Crummett and his next week

Crummett and his partner, Buc P. Mason, are working on a new campaign which should hypo sales when it is launched.

Jar games of the midget variety are bringing profit to the Universal Memo-facturing Company on Eighb Acti-facturing Company on Eighb Acti-facturing the games on locations through the city indicate that the name "Cit-iversal" is fast becoming a leader in the Middle West among the many type par-fect middle of the many type parnow in tise.

The Wurlitzer Skee Ball still gets a big play here. More than 100 are in use in night clube, cases and similar estab-



SAM MAY, Bultimore distrib, smiles his approval of Western Equipment's latest creation, Wind Jammer.

Phonograph Bargains

- | Online | Streamline Models, Sample | So.00 | Debugs Symptomes, Sarial Sets | Each | So.00 | So.00 | Sample Str.700 | Int of S. 10 | So.00 | Sample Str.700 | Int of S. 10 | So.00 | Sample Str.700 | Int of S. 10 | So.00 |
 - (WILL BUY FOR CASH OR TRADE FOR ROCK-OLA WORLD'S SERIES)

Pin Game Specials

Mills BloCoy, Equipped with MBeo Choix, Perfect S. 27.50 | 1 Pacific Deminds, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 70.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit Tanforan, Like New ... \$ 42.00 | 1 Exhibit

INTIL TRACE BRAND NEW ROCK-CLA PHONOGRAPHS FOR LAYE MODEL GAMES; All of the shore are direct angles to price size, all orders size to excending by f. J. Dopulis is the form of P. O. Expense or Telegraph money order. We have the right price on all of the book factory considers that are carallable. Ask us to put you on malling list, We have

MOSELEY VENDING MACHINE EX. Inc., Co BROAD ST. Day Phone 3-4511

Night Phone 5-5328

each

FORTUNE BOARDS ABSOLUTELY LEGAL ... asch ticket securion to number. Any size, 100 to 5000 sales. Write For Betralls AND PRICES. GRAND NATIONAL SALES CO., . 2300 Armitage, CHICAGO, ILL

Prospects for Coin Machines in Australia Are Considered Fair

Accredited with an insatiable desire er statistics, it is difficult for the fustralian to understand why Americans es not better versed in the matter of or grography, particularly where milep is concerned. This surprise is the ore emphasized because both countries one emphasized because both countries is of wast acresses. Then again, as in the country, our laws wary in the different Stries. Western Australia and is such hight trotting is permissible, we see that the sound waste alone permits dog races but the sound waste alone permits dog races but the such waste when and they use is mechanical have—while in Quienased dog racing is tolerated in the day-obt. Dut only when like haves are the

Obviously this sort of incongruities occur with other means of gambling and we find that with coin machines what a good for the gander is not always good or the goose,

The writer was probably the first to finduce coin machines into hotels in his state per medium of the penny Tarst skill, and what a little bonanza they III. and what a little bonning they

. On one occasion I remember

columnicers starting off at 9 o'clock

merning to play for drinks and

of 10 minutes they were shooting

pound (45) a shot. Lunch and

came and went, but the shooters came and went, but the shooters we still golte, and at one period one the players was winning nearly 50 and, yet when 5 p.m. ticked as the mail for closing time they finished up the state of the started apart from that the ma chine had collected and of their dollars at a penny per

distralians will gamble as readily as any humans on this old earth and when the fruit (bell) machine was first intro-lated the takings in some instances were I remember one manfacturer estimating what a machine on food location should take in weekly

□LOOK ≥ IN THE WHOLESALE MERCHANDISE SECTION LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES and that weekly estimate was well below at many of them in this country were taking in a day. Now, also, the music of the fruit machine is no longer heard in our hotels. The law went so far as to say that these mechines were definitely illegal and that possession of one in-curred the risk of prosecution, notwithstanding which practically every li-censed club still uses them, and their popularity has never waned.

Pinball Arrives

Right in the wake of the fruit ma-chines came the various pin games and they, too, made merry in the hotels un-til someone got busy and the sword fell on the neck of another layer of golden

Just at the moment coin machines in Gurensland are at a discount, be they skill or chance games, and unless the operators organize the position is not operators organize the position is not of British law, with gambling or semi-gambling the onus is upon the operator to prove that it is not a gamble rather than the government prove that it is. Just at the moment coin machines in

Broadly speaking, coin machines have not attracted, in this country, the right type of operator. That is to say, for the most part they are not men of any con-siderable financial stability. Certainly there are at least two big operators in Sydney and maybe a few more who are well able to keep up their financial unwell able to keep up their financial undertakings. In the other States one may
also find a few operators of the really
destrailed type, but for the most part
they lack not only financial background
of organization. Rather than improve
their own fiving range, many of them
would prefer to spend endless hours figuring out how to spike the guns of the
opposition, revealing all too pittfully the
Your big manufacturers could possibly
improve the situation by collectively
improve the situation by collectively

improve the situation by collectively sending an ambassador to Australia or as an alternative by appointing an Ausas an afternative by appointing an Australian in their interests. Syntey (New South Welsel), under the title of the Seaque Centenary, is about to hold its of the seague Centenary, is about to hold its of the end of January until April, and some time during that period would be an excellent date for a convention of all operators, and at the same time what a great opportunity for your manufactures.

Probably the notice is short, but if the

idea his any value I would be delighted to nir-mail you any further points that may be required.

Vending Machines

Australia knows little of the wender machine as you use them in your coun-try and probably the only consistent try and probably the only consistent one we have here is the peanut vender. The weigning machine is, of course, a regular fellow and is probably used by a wider range of people than all other machines put together. Notwithstanding this, if I were a manufacture looking for a potential market to develop I would pin my faith to this country for the future of wending machines.

That there is money in this country rms there is money in this country for coin machines may be appreciated when I tell you that I know of one man who, within a period of little over six months, imported approximately \$60,000 worth of fruit muchines and this for the among a population of less than 1.000.-200 people. Incidentally, the population of the whole of Australia is under 7,000,000.

Brisbane, capital city of the State of Queensland, cannot boast of a single armusement parior. Indeed, it does not possess even a shooting gallery, and even at that American operators might be well st that American operators might be well advised to hold their horses, for the law frowns at them also

Rents Discourage

Nents Discourage
Over a period of 20 years I think Brishane has had two or three sheoting galleries. I do remember of one being on its last legs about 20 years since and two others about four or five years been made to be a support of the period of the p

I am of the opinion that the average Australian attaches too much importance to the rent question when seeking a lo-cation—and thus finishes up in a back treet where the only passing trade keeps on passing.

All this may suggest to you that Bris-bane is a wowser town where amuse-ments find no favor, but such is far from the case. With a population of 330,000 we have

dozen continuous theaters in the meta dozen cominions theators in the increopolitan area, more than hell of them being within a radius of 250 yards, and the whole ascrepating a sealing capacity of over 17,000. With perhaps one exception there is little doubt as to their being profitable shown. Boxing and wrestling have practically an open go-but for the want of a really attractive stadium there is evidence of decay in this direction

Horse racing is thriving at present and two of our metropolitan courses would do credit to any city in the world, both as recards the tracks and public con-

Wonderful Climate

Again in support of amusement, I would mention that in few parts of the world could one find more desirable columnte conditions. For eight months of the year the nights are as balmy as a poet's dream. At the moment of writing, one T. H. Eslick, of whom you may pos-sibly have frequently heard, is endeavorto roise local capital for an amusement park, but I fancy the job is all in front of him, irrespective of his experience to park management.

ence in park management.

Some of your readers may not be aware of the fact that our summer starts about November, but the cold weather only holds during June and July. This, of course, does not apply to all of Australia, but in Brisbane, if one excludes the ristation of westerly whold, which generally last for three days at a time and only in the months of May. June, July and August, then we have no winter as is known in many parts of your country. On the other hand, tho we get considerable humidity in the omer, the thermometer never hits the y high spots as is often recorded in th Australia, Victoria and New South

Wales.

Before concluding. I might add one
more problem on the point of gambling,
as the Golden Gasket, a government lettery run in aid of the hospitals. This
is quite a big fees and runs rico 100.050
is quite a big fees and runs rico 100.050
if and the second of the second of the letter of the confull inside of eight days and the forturate winner collects \$10.000. The fact
that this medium makes available so
relieves the powerment treasury, and
despite repeated outcries from churches,
etc. It is too valuable as ally for any ceepite repeated outcress from churches, etc. It is too valuable an ally for any party to throw into the discard. If I ever land one of the hig prizes I will come over and tell you all about it.

BIG RACE



Skill console, one shot automatic payout. You shoot for your odds and results depend on direction, speed and timing of the ball. Seven slots make money seven times as

fast - that's why Big Race is the preferred console of

all the smartest operators. \$189.50 r.o.p. curcago

MILLS NOVELTY COMPANY 4100 FULLERTON AVE. - CHICAGO







CHICAGO, ILLINOIS

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, III.

FIRMS CON-VENDING MACHINE FIRMS CONTRIBUTE TO EMPLOYMENT. "The 1938 convention and show in Chicago was indeed very kind to us. Because of the business we received we have been able MACHINE

business we received we have been able to take many families off charity, PWA, etc., and place them to work. Our plant is working night and day, our operators are happy and that is going to be reflected through the industry. The manufacturers of automatic merchandlaing machines will soon take up a lot of the unemployed because it reaches into some of our most important maybe

Individual operators and also manufac-Individual operators and sate panulus turers of weading machines appeared at a hearing before a Senate committee in Boston February 1 to offer criticism of a proposed bill to tax vending machines. Boston February I to offer criticism of a proposed bill to tax vending meshima: a proposed bill to tax vending meshima: of the means of making a living, while the manufactures stressed employment given by their factories in making ma-stockholder of the Dugreneler Company, Haverhill, Mass., manufacturer of els-the plant was furnishing work for 400 people. Other manufacturers gave testi-monials of the number of men employed

CITIES. The large cities BHO CITIES. The large cities are naturally feeting the weight of relief for the jobles. The New York Times (Pebersham 1998) which indicates that one-sixth of New York City's population is now dependent on the city for some form one of the city of time of the survey, however, the was still 300,000 below the peak of

All city governments are having the same problem that New York City Inces. Yet it has been chiefly city governments that during 1937 have applied such harsh restrictions on coin-operated annusement games. It is these restrictions applied by city governments that bas forced the amusement games industry to add to unamusement games industry to add to un-employment. In the early days of the amusement games industry, and for some years after, the industry was able to contribute much more than it was given credit for in giving jobs to family men.

Juvenile Report

Juvenile Report
Chicago, "the coin machine capital of
the world." has at the head of its Juvwrite Welfare Association one of the
world. Welfare Association one of the
mathon in the person of Miss Jeaste Blinford. In her annual report this year she
made some interesting suggestions as childeen and young people.

Miss Binford habmes poverty for many
of the problems meet, remarking that
powerty results in inadequate food,
scanty education, improper clothing,
scanty education, improper clothing,
spair, lliness, immorality, delinquency
and crime.

and crime "Our first reaponsibility." "Is to solve our relief problems, not as temporary disagreeable situations, but as fundamental causes and symptoms which must be met with permanent national and local measures."

Charity in Cities

Coin-operated machines are concerned chiefly with cities, whether large or small. Cities and towns today have be-come the centers of organized charities come the centern of organized charities covering many phases of aid to suffering humanity. In recent years city govern-ments have found the public charities that cannot be met. Thanness burden that cannot be met. This means that city officials every-where will have to take steps to en-courage private charities. This means

that city officials will have to curb s of their attempts at making a political football of coin-operated machines; that they will have to encourage coin-operated

they will have to encourage coin-operated machines and members of the industry to help private chariter and property to the private chariter and control of the private chariter and control of the private charity and welfare work may be seen clied to be a seen of the private charity and welfare work may be seen clied Social Agencies. A total of 211 agencies, 200 of which are private chariepost of 8 member agencies showed an expenditure of \$46,000,000 in one year. The services of \$3,000 trained environment of \$400 trained without the control of \$400 trained without the services of \$3,000 trained environment. The services of 3,200 trained workers were also used in meeting the calls for help from Chicago's needy.

Fort Worth

Maloney has been missed from around Coin Machine Row the past week. . . the reason is that Jack is laid up at home with a pretty bad case of flu. But you can't keep the krish down and we'll bet Jack's back on the job before long.

With the temperature playing around 70 and 80 for the past three weeks. Texas operators have come out of their winter quarters and are doing quite a bit of

Tubby Andrews, of Jacksonville, paid Port Worth a visit and made all the bogs green with envy when he told about a bird bunt he just returned from hi Louisians. Incidentally, Tubby is high in his praise for Bally's Zepliyr mechine, which is going to town in his territory.

Harvey Mino has been transferred to Electro Ballu Dallas office and his oper-ator friends in Fort Worth miss him. He-fore leaving, however, Harvey rounded up all the boys for that Seeburg party, which, from all reports, was a huge suc-

Jack Sprott, of Temple, narrowly escaped cerious injury when his truck overturned near Hillsboro recently and burned up. And the bad part it was a burned up. And the bad part it was a brand-new 1938 Chevvie truck that Jack had driven only a week.

The Automatic Amusement Company la being swamped with requests for the registered key ring which it is giving to operatora. Each key chain is provided with a numbered identification tag and owner's name and address are permanently registered at the Automatic office.

made the new Sammy Frankrich Sammy Frankrich made the news-papers recently when it was reported that he was the first customer to pat-ronies a new French and Italian Release to the patron of the patron of the Sammy was also the first one in there with a new phonograph. The Frankrich boys are the largest phono operators in Port Worth, having 300 on the string.

Detroit

DETROIT, Peb. 19.—The annual din-er dance of the Skill Games Operators' DETROIT, Peb. 19.—The annual din-ner dance of the Skill Games Operators' Association is to be held next Wednesday night, February 23, at Northwood Inn. Ray Carling and his orchestra will fur-nish the music for both the dancing and floor show.

Baynes and Kennard, local pin game ops, are considering expansion into other fields of operation. Jack Baynes, beother of Arthur, who is one of the partners in the business, has joined the organization and is handling service work. For some time Arthur, Baynes has been handi-capped by a few markers been handi-capped by a few making him to get a common with greater coinciders. around with greater comfort,

Mr. and Mrs. James A. Passanante, of the J & J Novelty Company, have left for a trip to Piccida.

Harry Weinberger, head of Harry's Amusement Company, returned to De-trott last week. He has been in Florida for some time recuperating from a severe attack of pneumonia.

finil Zekley, north end Detroit op, is ill active in the pin game field.

20 Paces Races.....\$119.50 (Serialz 3900 Up) 21 Classic 24.50 20 Golden Wheel 27.50 16 Racing Forms 29.50 11 Foto Finish 29.50 15 Arlington 47.50 39.50

PHONOGRAPHS

P12 Wurlitzer	89.50
P312 Wurlitzer	112.50
P412 Wurlitzer	124.50
P10 Wurlitzer	69.50
Do-Re-Mi	99.50
Dancemasters	69.50
2500 ASSORTED	SLOTS

GERBER & GLASS

914 Diversey Pkwy. Chicago, Illinois

Write for Price

LOWEST PRICE!



AUTOMATIC VENDOR, Inc. Evidently he believes in sticking to the one class of operation rather the

Rudolph Stepan, local music op, he moved to Port Huron, where he is not engaged in the music big,

Ray McIntyre has moved the base of his vending machine operations to 13336 Welland avenue in northwestern Detroit

A. Anderson, who combines pecus venders with plin games, finds that the routes work, hand in hand with his reix lies line of business. He is connected with a wholessale grocery firm and find that many of his stops for the compan-are just the type of places that can us his own machines to advantage. Cor he combines his two sequently nesses and builds real good will with the store owners who are his customers in one capacity and location owners in the

Maurice M. Marcus is a new operand to enter the vending field with a line of cigaret venders purchased from Stevant & McClujre. Headquarters are at 505 wasend avenue.

Edward L. McCarthy, local vending of Edward L. McCarthy, local vending oreports a series of thefts aimed at or machines this week. Other reports thefts seem to indicate a wave of the petty thieveries. "In one case in Pilcular," McCarthy stated "thieves by incutar." McCarthy stated "theires not lito a gas stated mean my home. One that into a gas stated mean my home. One that it is not stated in the state of the sta

Michael Barry, who entered the field as an op about six months ago, he added some new Wurlttpers to his ross

AC MULTI BELL CONSOLE

7 Play - 7 Jack Pots



It was the big hit in bell machines at Chicago Show. Write for new lower prices.

Manufactured exclusively by AG NOVELTY COMPANY 8602-21 Epworth Blvd. Detroit, Mich.

Apple Stand Doing

BROOKLYN, Peb. 19 .- "There is no question about the steady sale of apples and the profits they bring," states Dave Robbins, head of the D. Robbins & Company. "At wholesale most apples cost

Well, Says Robbins

pery. "At wholesale most apples cost about 115, cents apiece cellophane rapped and sell for 5 cents. To bring to operators the profits from apple sales we are offering a five-column revolving counter display device which requires only eight and one-half inches of space, it holds 28 apples. It is sturtly con-tinued of steel and is finished in white baked enamel.

"The this device is not coin operated,"
Robbins went on, "it offers ops a chance
for extra profits by placing it on counters of cigar stores, drug stores, bus lerminals, hotels, etc. Merchants are shad to have our apple device on their tounters, for the apples move fast and Exy carn 1½-cent profit on every sale. We have found that one man can easily we have found that one man can can service 200 devices weekly, as there are 50 out-of-order calls. All the op has 10 do is deliver cellophane-wrapped Apples to the merchant, who stocks the 64vice himself. There are no collection

Magic Ball Is Newest by Bally

CHICAGO, Feb. 19.—"The game with the wind-blown bull," is the way Jim Buckley, general sales manager of Bally Buckley, general sales manager of Bally bewest Bally release. "The ball," Buck-ley explained, "is a lightweight ping-pong ball exactly like those used in Bally Baskets and it is propelled by a treum of sir—a concentrated whilf of wind controlled by the player.

"The action of this ball as it floats "The action of this ball as it floats thru the air with the greatest of ease is so mysterious that we feel Magic Ball is the only apt name we could give the machine. It's as uncanny as any magic trick to see that ball rice and fail, drift slowly to the right, then sweep back to the left, and the mystery of it never fault to stract a coroed of onlocken, who fault to stract a coroed of onlocken, who farme-try stress filled with the old 'lemme-try' spirit.

"Magic Ball is the second in the series of 'New Trend' legal amusement games promised in Ray Moloney's Thunkagiving message last November, and it will un-questionably open many territories now closed—and enable operators to get go-ing again on a very profitable basis.

ing again on a very profitable basis.

"One of the reasons way Magic Ball.

"One of the reasons way Magic Ball.

In the state of the st er regulates the volume and velocity of the air, thus raising or lowering the ball. At the same time a directionalball. At the same time a directional-control lever enables the player to move the ball to the left or right. Object of the game is to elevate and guide the ball by means of the air stream so that it drops on to 'fore's projecting out from the upright play field and rolls into one of the 11 holes, numbered 10 to 50

"The score is automatically registered In score is automatically registered in big brilliant numbers by means of the same score projector used on our Bumper game. The machine also registers balls played and automatically indicates when game is complete.

"The Magic Ball cabinet is one of the

dicates when game is complete, of the most attractive ever developed by the Balty designers—a pleasing combination of class and flash which will go in any location, from the smallest corner eight of the complete complete the complete complete the complete complete

our peans can for the otgest daily out-put we have scheduled in many months. Without a doubt Magic Ball will be the stand-out sensation of '38 both in earning power and in long life on loca-tion," Buckley emphasized.

worries either," he concluded, "since the merchant pays cash upon delivery of the apples."



B. D. SCHAFFNER, of Du Bots, Pa. (center), 53 years an operator, con-praintates J. E. Brogles (left) and Fenest H. Petering, of the Rudolph Wurlitzer Company, on the new models displayed at the 1938 coin machine show.

Quelle Profits TWO GAMES WONE!

Payout Table That's a Profit-Winner THREE-UP Flash, speed and thrills! Animated playing field. Light-up back panel shows popular fruit and bell symbols. money-maker.

The New Sensational One-Shot Automatic

ACROSS THE BOARD

Install the extra panel using horse race symbols and you have a new game. Pay one price - Get two games. Double your profits.

FOR PLAY APPEAL

Colossal! Junies-Wi

NEW payout thriller with interchangeable backboards ... One investment ... Two profits...constant interest

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A DAVAL COUNTER GAME

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LUCKY PURSE DEAL

ills all graphs stather hand-laced purses contain-\$1.00 to \$5.00. Seal awards, ciracette and sec-cord more than fifty witners. Takes in \$60.00:

Sample 53.75; Lots of 10 or More, \$3.50, Deposit required on all orders,

H. G. PAYNE COMPANY NASHVILLE, TERN.

RLITZER·½·\$84.50

412\$109.50 | 616\$169.50 | 716\$169.50 | 616A\$169.50 | (In Lots of 10, Single Machines, \$5.00 Extra.)

ROCK-OLA-Late 1936 Model......\$89.50 RECONDITIONED CICARETTE MACHINES-NATIONAL 9-30 ...

BABE KAUFMAN MUSIC. (CIRCLE 250 W. 54th St., N. Y. C.





QUEEN

Tax Paid,



BASEBA

Tax Paid,

CHICAGO COL MACHINE MANUFACTURING CO 1725 W. DIVE

CHICAGO

Bally Introduces Multiple 1-Shot

Multiple 1-Shot

OHICAGO, Peb. 19.—Announcing the
port Page, a multiple one-shot, Boy
port Page, a multiple one-shot, Boy
port Page, a multiple one-shot, Boy
port Page, a company, stated that "this is
the same with will keep those fancy,
fabuless Pair Ground problem, and
the same with will keep those fancy,
fabuless Pair Ground problem, solid
early of the same page of the same page
for t

Banner Specialty To Launch Campaign

HOLDINGH CAILING AND PHILADELPHIA, Peb. 19.—I. H. Ifar). Rothetein, president of the Banner Specialty Company, reports that his lift in preparing one of the largest campaigns of the same enjoy a wide following.

enjoy a wide following.

In describing the aims of this campaign, Rothstein fatacit: "Aitho impaign, Rothstein fatacit: "Aitho imprinsip purpose will be to acquaint operation of the control of the cont

Gerber & Glass Market Grip Scale

OHICAGO, Feb. 19.—Paul Gerber and Max Glass, heads of the distributing firm of Gerber & Glass, today released an announcement which is claimed to be of vital interest to the operating and al-

dustry.
According to the statement, the firm



as contracted for the entire future outhas contracted for the entire future out-put of a manufacture of novelty counter machines, and production and games is now under way. The game now under promotion by Gerber & Glass is G-Man Gripper, said to be a grip-testing counter machine with a theft-proof lock and an improved type coin

Distribution to jobbers and distributors is being made rapidly, and, according to Paul Gerber, "operators need not wait for delivery on G-Man Gripper. Practically every territory now has a distributing point and deliveries are immediate."

G-Man Gripper will be followed by a G-sain to ripper win be followed by series of legal novelty counter machines under the banner of Gerber & Glass. The new machines to be released are promised to be of unusual types and styles, based on the broad experience gained by the men during their many years in the distributing field.



WEST MEETS EAST on Low Wolcher, California, and Charles Lavine meet on ground with J. H. (Jack) Keeney over Keeney's Free Races.

+ + +

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PHONOGRAPHS (ALL MAKES) A LATE NOVELTY AND PAYOUT TABL WILL TRADE or PAY CASH

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	TUOYA	TABLES	
Filoker Preview Winner Onllege F. B. Classic Carem Golden Wheel	17.50 19.50 24.50 37.50 32.50 22.50 37.50	Turf Charries !! Olocker !! Paddock !! Spotlite	19.50 16.50 19.50 82.50 29.50 27.50 47.55

SLOTS

Jennings Chiefs Pace Comets (Late Mod Mills Futuritys Slot Stands (2,000 Lbs	87.50
Rays Track \$89.50	Bally Roll, \$40.02
Bowlettes 50.00	Rollasceres 45.00
Sate Balls 75.00	Markiman R. 38.50

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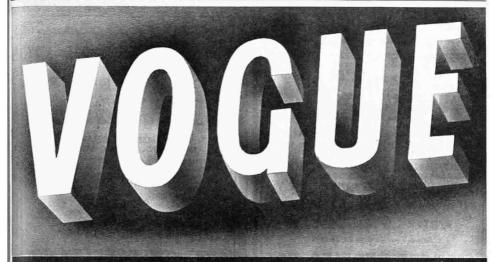
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URDRA ILLINOIS



Greenstein Learns What Giant Means

What Giant Means
MINITAPOLIES, Pub 19.—"Little Miss
Pedin, the giant pands bear at the
Browlied Zoo, near Chicago, decart
position of the property of the property
position of the property of the property of the property
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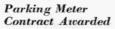
the grip machines are hanging up records that seem impossible. Operators are ordering them in quantity because the extremely low price makes them a big paying investment, and their legalbig paying investment, and their legal-ity gets them into territory where other machines are locked out. Really 'Ginni' at all, it stands for earning power, and that he surprisingly large. Now we're highly enthused over this hot number up our way and I suppose the same is true in other parts of the country."

Greenstein says that reports from the factory recently show clearly that the grip scale and also a new baseball game called Slugger, made by the Gottlieb firm in Chicago, are selling all over the country just as they are in this section.

RR Co. Installs Ticket Venders

LONDON, Feb. 19,-Ticket selling will be speeded up in all passenger stations of the London Passenger Transport

of the London Passenger Transport Board underground railrook nevice here by the installation of new-type electric automatic verding machine. the placement of an order for 300 ticket-and-change machines which are to be in-stalled at all the busiest stations in the critical London area. Cost of venders and other ticket-selling equipment ermorts.



HABREBURG, Pa., Feb. 19.—City of Harrisburg has awarded a \$14.850 contract for the installation of 300 parking relative to the installation of 300 parking New York City, Harpank Corporation, or New York City, Installation is to be completed within 30 days and the maters will operate on a basis of 8 cents per 45 minutes'

parking



THEY'RE EATING IT "Cut Yourself

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A Piece of Cake" AND GET IN ON THESE "SWEET" PROFITS

Board No. 2408 2400 Holes Takes in\$120.00

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PRICE EACH \$4.90 PLUS 10% TAX



HERBERT THOMPSON STRONG, MERBERT THOMPSON STRONG, internationally known color expert, and R. C. Roffing, size-president and framen manager of Wurittzer's Cincinnati diriston, snopped just before Strong delivered his address. "Exhicing the Magic World of Color," to more than 1,200 Wuritter ops during the consention.

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The big Gottlieb-quality game at an unbe-lievable low price! Massive cabinet, 22"x44". Clant backboard, 22" square. Animated lights run the bases. Runs recorded on score board. Mystery slot revolves new twin spinner discs. Lower disc shows Visiting Team, which represents edds. Top disc shows score which player must beat to win. Assortment of award cards fur-

> New simplified mechanism, mushroom-type bumper-springs, new bar-rel and coil springs. All the play nd appeal of highest priced payout.



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"Clicks" everywhere! Bell rings at top number, or wherever set by operator. Tension adjustable, Button in rear clears slot of obstruction. Finished in crackled duce, chrome trim. Suction cups hold it to counter. duco, chrome trim. Suct Metal stand. \$2.50 extra.

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BEI MIR BIST DU SCHOEN

Another one of Clobe Creations which outsell any other Board on the market. The beautif The beautiful Bathing Beauty design draws the player to your counter

1000 Holes at 5c Takes In....\$50.00 Pays Out (Featuring 3-\$5,00) . . 23,25 Price \$1,35 Plus 10% Tax. BUY NOW WHILE IT IS HOT.

GLOBE PRINTING CO., PHILADELPHIA, PA.

WATLING ROLATOP 29.50 TRACK CODE 15.50 GLUE MOUNT (NO. 15.50 GLUE 159.50 . 149.50 125.00 BAFFLE BAL. 520 AD TROUGH WITER CAME. 520 AD TROUGH WITER CAME. 524 AD GRANDSTAIR (New), 520 AD GRANDSTAIR (NEW), 520

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

MAYFLOWER NOVELTY CO., INC.

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Daval Mfg. Co. Western Equip. Co.

KEYSTONE NOV. & MFG. CO. PHILADELPHIA, PA.

Ops Enthuse Over Rock-Ola's Games

CHICAGO, Peb. 19.-With a touch of spring in the air, locations are reports a fine increase in play on the new Rock-Ola game sensations, Easy Steps and the two-in-one game, Across the Board change edinations globy seeps man and Three-Up, according to N. L. Nelson, head of Rock-On's game division, head of Rock-On's game division. "Altho these two big fast profit games were introduced just, recently at the "many" of them already on location are pulling greater play than the operators anticipated. Some locations have both games at the same pless, and the same place of the same place of the same locations have both games at the same pless. In the same place of the same location in the same of the same locations are not the same place. Locations report that the other table games are necessary.

"Across the Board is proving a fast "Across the Board is proving a fast money maker for two reasons," he went money maker for two reasons," he went changeable panels. Across the Board uses horse-rosing symbols, while Three-Up uses the popular beli-fruit symbols, game is one of the flashest one-ball automatic payouts ever built. In the is caught immediately and held by the fact that the player is never more than one or two bumpers many from a wilmer. money man He is always close and may win on anything from the first to the fifth shot.

"Interest, however, is not being centered solety on these games alone. tered solely on these games alone." Noi-son continued. "The new 1938 Rock-on-Ball with its convenient 12-took length is finding its way into many more spoke size plus the silent operating feature, the triple-score feature and the extra Veeder register all have upped the de-mand for this popular bowling game. This pame offers amusement, exercise and fun all in one. With the growting and fun all in one. With the growing popularity of bowling growing all over the land now that the American Bowling Congress tournament draws near, opera-tors are reporting greater profits from Bock-o-Ball svery week," he concluded.

MR. OPERATOR:



You are well acquainted with our movelfy for deals and the profits that you can derive from them. To you who have never used our deals all we can say its: "Order a sanitable of you will then order in quantities." Complete Sample Samp ple and you will then order in quantities." Complete Sample \$4.00. Complete deals in date. In the same Cards, \$36.00. Relifit and Cards, \$24.00 per dozen in dozen lett. Federal tax paid, express paid in U. S. Wholesalers, Jobben

and Distributors write for Quantity Prices.

GO GETTER JAR CO. BOX 691

STAKE BACK

RENOETTE - PARI PAREE

Three sensational new dice games for Castoo port Dealer moves all stakes which do not win to 1979 frames and the player has a chance on the next 100 to eather win the stake back or a small award.

STAKE BACK is the great game for heavy, study play with a boure per cept of z. fraction for the 5%, RENOETTE has 55% and PART PART (PART) and 65%. The action in fast as the games are transfer and easily understood by now players.

and easily understood by new players.

We supply 18 x 12 legislate only—painted in the attitle transport. Variating oil cloth—\$5.00 tables of the player and except tax 500 cms.

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is-legal as a peanut vendor, fast as a slot-ready to work 365 days a year to put you back in



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In Original Cases.
GREAT PLAYING APPEAL.
RIGGEST MONEY GETTER.

HILLS ONE-TWO-THREE-MILLS BIG ACE-Today's Most Sensational One-Ball Sport Tables Complete Stock on Mand.

HAY'S TRACKS-OWY 3700 \$95.00

HANINGS DERBY DAY CON-DOLE WITH SHIE Attachment. PACIFIC PAMCO ROSEMONT. \$75.00 INTL MUTO, MAGIO FINDER. 75.00

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Write for Evans' Franchise Plan — Biggest Money-Maker in the Coin-Machine Business! Get the dope quick for your territory!

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The Answer To Your Problem! EVANS' MYSTERY MACHINE

Vends Razor Blades That May Be Resold If Desired!

■ DELIVERS BLADE FOR EACH 5c

For every nickel deposited, purchaser receives a proper-quality, double-edge safety razor blade—an article of recommendation of the proper safety and worth a nickel. BUT THE PURCHASER MAY RE-CEIVE EXTRA VALUE! Based upon the inherent right of everyone to barter and trade, certain blades vended from this machine may or may not be resold to the location for 10c to \$2 each, depending upon the COLOR COMBINATION OF THE WRAPPER!

ABSOLUTELY LEGAL!

Do not confuse this machine with so-called "legal machines." IT IS 100% LEGAL EVERYWHERE!

HOW THE VENDOR WORKS

When a nickel is inserted, glass front, decorated with colored symbols of shaving implements, flashes lights which flit and skip. They come to rest on a At your Jobber, or write, wire or phone Haymarket 7630.

combination that determines the wrapper of the blade which is dispensed in drawer in base of ma-

OTHER FEATURES

If the money!

Handsome streamline cabinet of black walnut with curly maple trim, 16" deep x 23" wide and 50" high! Sloped front—one crouch, no bend, no blink, Equipped with tamous EVANS' Anti-Slug Coin Chute. In every detail a masterpiece of Evans precision-engineering; Special package blades packed in proper assortments supplied by Evans only. Per-fect performance unconditionally guaranteed when Evans merchandise is used!

OTHER EVANS WINNERS! PROFIT-SHARING PHONOGRAPH ROLLETTO SR. HIALEAH SPECIAL WRITE FOR DETAILS!

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Calcutt Continues His Close-Out Sale

PAYETTEVILLE, N. C., Feb. 19 .- Vending Machine Company continues its close-out sale of the large quantity of used machines which the firm has gathered together, Joe Calcutt reports.

"We started this sale a few weeks before the opening of the convention," Calcutt stated, "and have been continuing it without any let-up whatsoever. We placed over 2,000 machines on sale that included some of the best numbers of last year. Slots, phonos, counter games, pin games, payouts, venders; in fact, equipment of all types venders; in fact, equipment of all types was placed in one heap for this sale. We are going to continue this sale until every game we have advertised is gone. Altho prices in the used game market intuning to sell our games at the original advertised prices. Operators are sure to find many real bargains in the games we are featuring at this sale," he concluded.

C. S. Castle Named Ad Manager by Kirk

CHICAGO, Peb. 19.—Clastic R. Kirk, head of C. R. Kirk & Company, recently amounted the appointment of Charles S. Castle as advertising manager of the S. Castle as advertising manager of the Jupon the plot of telling the trade about the new Blow Bell game.

Both Mr. Kirk and Mr. Castle are extremely enthusiastic about this new appropriate of the properties of the second confident that Mr. Castle is the right man for this position. He is both well known and well liked in advertising eight more charles and the second continuous control of the position. The is both well known and well liked in advertising and more charles and the second control of the seco



ZEPHYR

n One—Cigarette Vander or I lisible Display Ball Ques Ven et Symbols, 4 Reward Cards ned an entirely new Mech



POK-O-REEL

on Than Sitting in on a Saturday Night's Poker Game. An Operator's Gold Mine for the last five presents in a beautiful natural wood cabinet, with expension, four-coin plat. Combined that is the machine which has made fortunes for fluoristic of operators.

BALL GUM cam Lets (100 Bessel), \$12.00 MINTS Game (1,000 Rolls), \$6,50.

1922 FREEMAN AVE CINCINNATI, OHIO

vertising and business experience will undoubtedly be a big help to the C. R. Kirk Company."

LUCK LADY 1200 Hole Form 4190

Takes In \$40.00

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets CHAS. A. BREWER & SONS Largest Board & Card House in the W

6320-32 Harvard Ave., Chicago, U. S. A.



EXECUTIVE NOVELTY DIST. CO. Executive Bidg., 414 H St. N. E. WASHINGTON, D. C. correspondence to advertisors by mea-

PERS

8.50

NEWEST "NEW TREND" GAME MAGIC BALI by BALLY

STRICTLY LEGAL! SENSATIONAL MONEY-MAKER!

SPORT PAGE MULTIPLE 1-SHOT



NEW, REVOLUTIONARY

AIR-PROPELLED

FEATHER-WEIGHT BALL

See that magic ball "float through the air with the greatest of ease" and you'll see why MAGIC BALL actually rivals payouts in earning power! And every nickel is profit-NO AWARDS needed to attract continuous repeat play. An ABSOLUTELY LEGAL amusement game, MAGIC BALL will OPEN TERRITORY from Coast to Coast-and keep it open, too!

DUAL SKILL CONTROL

When only is deposited, feather-weight plue-poing ball drops to bottom or vertical plue-poing ball drops to bottom or vertical wind-Turbine goes into ention. By means of Volume-Control Dial player regulates force of air steam, thus raking or lowering backen and the steam, thus raking or lowering backen and the player to wave the air stream back and torth, guiding ball to left or right. Object of game is to place ball to left or right. Object of game is to place ball to left or right. Dockets, ranging from 10 up to 50. Score regitters on same style projector used on The uncanny ball action never falls to The uncanny ball action never falls to attract a crowd of onlookers who imme-diately become filled with the "lemme-tryat" spirit that keeps the nickels coming a never-ending stream.

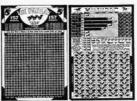


February 26, 1938

BE FIRST! WRITE TODAY FOR 18 IN. BY 24 IN. AMAZINGLY LOW PRICE! 74 IN. HIGH

MANUFACTURING COMPANY 2640 BELMONT AVENUE . CHICAGO, ILLINOIS EASTERN DISTRIBUTOR - JOHN A. FITZGIBBONS, 453 W. 431H ST., NEW YORK, N. Y.





The PARLAY

SENSATIONAL NEW BARREL BOARD WITH SEPARATE PAYOUT CARD, FEATURING HORSES THAT CIVE YOU A RUN FOR YOUR MONEY.

MONEY.

Seven small horses are at top of parend card, three holes abrupable uset here. Wesser passed say holes beree flatter with the card of the card

SUPERIOR PRODUCTS, INC.

Stoner Takes Off On Flying Trip

AURONA, III., Peb. 19—After the motor of his Stinson cabin plane was all warmed up for district the motor of his Stinson cabin plane was all warmed up for district the following the fo enty game, to operators and distributors in the Lome Star State. Vogute has been soing like hot cakes ever since the abow. We expect big things of this game, and right now our plant is going full speed, day and night, turning out games as fast as possible so that we will be able to make deliveries promptly."



SHOOT-A-GUN

SHOOT-A.GUN IS EQUIPPED WITH TWO GUNS, air rifle and air pistel so that players may take their choice. Two persons can play at the same time. After shooting one gun, player wants to try his skill with other. Thus cvery play onesunts to two at a nickel a play. Easy to place. Of it, lone. 2 ft. wide, shipped to you knocked down. 30 minutes will be a simple of the state of the state

WRITE - PHONE - WIRE for Information.

SHOOT-A-GU N

Sales Company LANSING, MICH. 521 E. MICHIGAN AVE.

Klein Reports Big Demand for Sparks

CHICAGO. Feb. 19.—"When we look at the orders pouring in for Sparks, our new bail-gum vender with the automatte token payout," reports Karl Klein, sales manager for the Groethen Tool Company, "we are honestly amazed. When we get right down to the meaty company, we are honestly amassed. When we get right down to the meaty facts, however, there is a reason for this studen success of this machine. It is the sort of machine ops have long been reaches. looking for.

looking for. "Sparks combines rugged construc-tion with streamline design." Klein con-tinued. "While the large colorful reels whirt round and round player suspense is kept at a high pitch waiting for that particular click which indicates that a reward token has been disbursed auto-



3 JAR DEALS COMPLETE FOR \$10,00

ets and beautiful \$10.00 Card Hollers and Jan is citaled.

1/2 Deposit of Excress of Postal Money Order, Sale ance O. O. D. W AND RED HOT. BUY

LOUISVILLE NOVELTY MFG. CO.

matically after a winning combinate lined up. The automatic token pay we originated here at Grootchen has new pep into this counter game. Ply prefer the automatic award token. So then some welcome it because it of the bother of checking winners, and erators are praising it since it s them an absolute check on all pays delicated by the legation." 15 83

them an absolute check on all pro-claimed by the location;

In explaining the machine at great length, Elect of peaks of cigaret. The can be assorted in payout title at ope ator's option to conform with the p vailing prices of cigarets. The ba-gum vonter has a capacity of 200 pea and the entire mechanism is removal as a unit for quick serviding.

ROCK-OLA'S MIGHTY

"Monarch"



OF THE **MUSIC WORLD!**



The GREATEST number of features on the GREATEST PHONOGRAPH of all time!

- * New drop-style coin chute -99% slug-proof
- * Streamline cabinet design
- * "No Stoop" program arrangement
- * "Borealis" light-up front
- * Slanting top visibility
- * Machanism easily accessible * Tone quality holds best
- spots * Lightweight crystal pick-up
- * Rock-Ola deluxe amplifier
- * Scratchless reproduction
- * "Ventilated tangent transducer" tone arm
- * Jensen quality speaker
- * Automatic play register
- * Full floating baffle * Volume control adjustable

ment

- from top * 20 record multi-selector
- * Simple flawless mechanism * One positive cam move-
- * Mechanically driven trays
- * Dual motors for efficiency
- * Micro-sensitive switches

Until you operate Rock-Ola's new 1938 phonographs, you can't know their true earning power. The public wants music from Rock-Ola phonographs because of their supremacy. Patrons delight in the glorious blended tones; the breath-taking beauty of cabinet with the new inclined top and the sensational new "Borealis" lightup grill. The Mighty "Monarch" offers you a chance to invest in a profitable future.

ROCK-OLA



WURLIZER

AUTOMATIC PHONOGRAPHS REG.U.S.PAT.OFF.
Bring the Music of Modern Masters to Millions