

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

MAR 16 1938

MARCH 19, 1938

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The World's Foremost Amusement Weekly



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# The Billboard

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The World's Foremost Amusement Weekly

March 19,  
1938

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## RADIO UPS PASS RACKET

### Info Needed To Set Musicians' S. S. Tax Status

NEW YORK, March 12.—To get prompt service on rulings from the Treasury Department on when a band is a name band, or who assumes the employers' responsibility on Social Security tax on musicians, requests for official decisions should be accompanied by the following essentials, as outlined by the local office of the Social Security Division of the Bureau of Internal Revenue:

1.—Name of orchestra. Name and address of musicians in the band. Copy of contract between leader and members. Details of oral terms.

2.—Approximate date orchestra was organized. Membership at organization. List of changes in personnel, with reasons. Length of time each present member has been with outfit.

3.—Copy of contract between leader and parties engaging band. Manner of booking. How contracts are carried out in actual practice.

4.—If orchestra is at present regularly engaged, has it, with its present personnel, been previously engaged by another spot? Is band free to accept any dates that come along? If band is not regularly engaged, do same individuals make up the orchestra at each separate engagement?

5.—Detail leader's activities as manager of band. How much say has he (See SOCIAL SECURITY on page 12)

### Chicago Clubs Seek B.-O. Shows; Latest Trend Is Novelty Talent

CHICAGO, March 12.—To the boys operating night clubs and hotel rooms, Chicago is a cross between a hick town and a metropolitan center. They are forever puzzled as to the tastes of the night clubbing public, a mixture of transient and regular trade.

In New York, a spot may go out of the way to be appealing to visiting firemen only and prove successful because there are enough visitors to warrant such a policy. In Cleveland or Minne-

### Tie-Up of Regular Circus Lots Saves Opposition a Lot

CLARKSBURG, W. Va., March 14.—Circus agents are having a merry time of it in the East this year, with competition for show lots exceptionally keen.

One railroad circus has had its men tying up regular lots by getting the owners to sign contracts preventing prior appearance, for which nice bonuses have been offered, and in some cases payment made in advance.

In consequence, an opposition railroad show's agents have found it necessary to seek new lots, and in this they have succeeded. Some of these new lots are in better condition than the regular ones and more favorably located.

And not only that, the show that had to find the new lots should be grateful to the other one for the nice sum of money saved thru this competition. Already this sum amounts to close to \$1,000, the saving being effected thru paying lower rentals for the new lots.

### Press Courtesy

NEW YORK, March 12.—It used to be that the first responsibility of a press agent was to establish friendly press relations, but it doesn't seem to be any more. Manny Eisenberg, a press agent himself, fronting for the Theatrical Managers, Agents and Treasurers' Union, which includes the press agents, has his own approach. Questioned recently about the negotiations between the TMAAT and the League of New York Theaters, Eisenberg hotly bawled out a reporter for having the bad taste to inquire about trade union affairs. Instead of simply saying he was not at liberty to divulge the information.

### Chi Bookers Sore At N. Y. Tactics

CHICAGO, March 12.—Branch offices of large booking agencies are carrying on an underground revolt against certain home office tactics. Boys here claim that direct booking of local spots is unfair to local offices, stating that not only can they furnish talent equal to anything the home offices can provide but can also be of better service, due to convenient location.

Revolt came to light last week when an account booked from New York protested to the local office against indifferent attention and publicity material.

(See CHI BOOKERS on page 17)

apolis, for example, a hotel room is in a position to build up a smart following by furnishing proper atmosphere and balanced entertainment. Here, the impresarios claim, it is unprofitable to concentrate on either branch of business, nor does it work out if the spot strives to meet both ends.

Ops claim that visitors with night club money do not stop in Chicago but go all the way to New York. Most Chicago guests are on business, and only a small part of the convention trade falls into the laps of the night spots.

A room concentrating on repeat resident business is in hot water trying to line up the type of policy that will prove consistently profitable. Name bands, past grosses reveal, draw the (See CHICAGO CLUBS on page 68)

### Cuffo Air Shows Blamed for Big Increase in Oakley Chiselers

Once bitten by free shows the addict tries it in other fields — B&K clamp down in Chicago — deadhead rackets take all forms—sometimes paper can help

NEW YORK, March 12.—Chiseling of Annie Oakleys is greater now than ever before, with press agents placing the blame chiefly on radio shows, claiming the cuffo programs educate hot-pollot into devious ways of gaining admission. Now that the press agents are being unlofted, it is considered possible that the parent organization, the Theatrical Agents, Managers and Treasurers, will make an effort to regulate the abuse so that a minimum of phonies get by. In addition to radio, the WPA Federal Theater is blamed as having aggravated the condition thru its liberal use of "paper." Elemental psychology behind the chronic use of passes is the old idea of getting something for nothing. But the entire concept is so pleasurable that the toughened pass-user's aversion to paying for tickets transcends the money element. It becomes an almost religious

and spiritual obsession. That is how the pass maniac develops.

The pass maniac is not confined to any particular class of society. Newspaper men are among the most vicious, but the abuse is common among school teachers, women associated with religious and charitable organizations and a host of out-and-out phonies.

Subterfuges adopted by pass maniacs are various. Commonest gimmick they adopt is phoning the p. a. and saying, "This is Walter Winchell," or something equally impressive. This type of statement is easily checked, but when a female representative of the Women's Auxiliary for Underprivileged Children makes a play for a couple of Oakleys, claiming she will make a report on current shows at her association's quarterly meeting, the p. a. is stymied. Afraid to make enemies, he dodges a crisis by dishing out tickets.

### Phony Letterheads

Other brainchildren of the phonies include letterheads representing publications which may or may not be in existence and printing name cards representing the bearer as editor or something on bona fide publications.

Press agent, tho he can often judge a phony, doesn't know what to do about (See RADIO UPS on page 65)

### Bill Restricting Mass. Shows Ignored

BOSTON, March 12.—Boston Garden officials led in a successful fight against the petition of Representative Edward P. Baginlupo, of Boston, and Gabriel P. Piemonte for legislation to prohibit granting of licenses in Massachusetts for exhibitions or races of horses or other live stock for circuses on locations within 300 yards of public inns or hotels having accommodations for more than 100 guests.

Committee on Legal Affairs referred the petition after hearing to the next annual session, which means the bill has been ignored.

Had the bill received favorable committee action it would have gone into the Legislature and if successful would have crippled Boston Garden attractions—circus, rodeo, etc.—and dealt a severe slap to small circuses, carnivals, major and minor fairs and one-nighters playing the hinterlands.

### Bacchus Will Turn in Grave

PARIS, March 7.—Believe it or not, Paris at last has a real "milk bar." Spot, near the Opera, is doing big business. Only milk, milk shakes and soft drinks sold and no tips allowed.

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### AFA Demands Closed Shop at N. Y. '39 Fair

NEW YORK, March 12.—American Federation of Actors this week notified World's Fair officials that it intends to have a closed-shop agreement at the 1939 event, taking in all entertainers in restaurants, night clubs, vaudeville theaters, side shows, circuses or any other type of amusement coming under APA jurisdiction.

AFA passed a resolution that it will establish minimum wages and working conditions under APA closed-shop contracts.

### Outdoor Campaign Mapped

Ralph Whitehead, executive secretary of the AFA, is meeting this week-end with Dan Hurley and Guy Magley, outdoor organizers, to map a campaign for unionizing outdoor show groups this year. Concentrating on the circus and carnival fields, APA plans to contact as many shows as possible before they take the road.

Whitehead and Jess Adkins, manager of Cole Bros.' Circus, conferred today concerning conditions and wages on the Cole show and the Cole-controlled Robbins Bros.' Circus, debating this year. Satisfactory understanding was reached. It is understood.

## Growth of Intimate Spots Makes Appearance More Vital Than Ever for All Performers

—By DON LOPER—

(Don Loper is a ballroom dancer, singer, musician, interior decorator and fashion designer)

Trend toward intimacy in night clubs and hotel entertainment has given performers, particularly women, new worries. Good performing isn't enough now; appearance is a major consideration, too. In fact, often the most important thing a performer has to sell in night clubs today is appearance. The minute a girl walks on the floor she has to captivate her audience.

The ready acceptance of performers as social beings by today's clientele dispels

the old theory that the girls must wear "costumes." The height of propriety in dress for singers and ballroom dance teams is an evening gown. Nor does the style of that gown have to be in advance of prevailing fashions. Performers should not take it upon themselves to lead the way in styles. Their gowns should be well-fitting adaptations which are not dated. That's for economy's sake. Even if money can be used sparingly, the act should never resort to friskiness. Anything circusy is in bad taste.

Three most fundamental principles to keep in mind when selecting a wardrobe. (See GROWTH OF INTIMATE page 17)

### Heavy Louisiana Taxes?

NEW ORLEANS, March 12.—A general sales tax of 2 per cent for the State, plus a similar amount for the city of New Orleans, is advocated by the State and city administrations for backing by the State Legislature in May. At present all forms of amusement are eliminated from "luxury" tax because shows are already affected by relief taxation of 2 per cent by the city. Under new tax set-up Governor Leche and Mayor Maestri refuse to eliminate theaters from tax payments in addition to continuation of relief levy. This would mean 6 per cent tax on admissions above 15 cents and 2 per cent under 15 cents in the city and 2 per cent on all admissions in the State.

### Aldrich Assists Jones

DENVER, March 12.—Richard Aldrich, who was in charge of the Central City play festival last year, will return this year as assistant to Robert Edmond Jones, who will produce again after an absence of two years due to picture work. Victor Hugo's *Ray Blas* will be the production.

This will be the seventh annual festival. The ballroom in the Teller House, owned by the Central City Opera House Association, is being remodeled, redecorated and enlarged for the night club.

### "Welcome, Stranger" Fair

LONDON, March 5.—Produced by Milton Rosmer, Aaron Hoffmann's comedy, *Welcome, Stranger*, first presented here in 1922, when it ran for 262 performances, has been revived at the Saville Theatre. Harry Green once again essays the leading role and makes an individual hit. Other outstanding success is registered by George Elton.

*Stranger* had a fair reception at its opening performance but is obviously dated. Mild run. Bert Ross.

### 19 Licensed Pitt Agents

PITTSBURGH, March 12.—State booking licenses have been taken out by 19 Pittsburgh agents, Secretary Larry Kennish of the Entertainment Managers' Association said today, 14 by EMA members. Costing \$100, the licenses are endorsed by both acts and agents. More and more entertainers are going exclusively to licensed bookers for dates.

### Fargo's First in Five Years

FARGO, N. D., March 12.—Entertaining its first road show in five years, locals packed the Fargo Theater March 7 to see Sam Harris' *You Can't Take It With You*. Heading the cast was George Henry Trader.

## CEA-AEA Tie Being Talked

Lack of legit musicals may be decisive factor—Four A annual confab in May

NEW YORK, March 12.—Disposition of Chorus Equity Association may wait until the annual meetings of both CEA and Actors' Equity around the end of May or beginning of June, according to union officials. Pointed out that absorption of the chorus union is likely in the event the moguls feel there will be no increase in the number of legit musicals, the only field over which CEA holds jurisdiction. Keeping the CEA alive as a separate entity for this limited field would, it is felt, result in depleting the CEA treasury for no good purpose. Membership turnover in the organization is so rapid that it is even difficult to hold together the executive committee.

Annual membership meetings of the two orgs will probably discuss how the merger can be accomplished, how much representation CEA will have in Equity, etc.

Officials of Associated Actors and Artists of America feel that question of amending the Four A Constitution may be all set for the annual meeting of the Four A's in May. Equity and the American Federation of Actors have already sent their reports to the central committee. After unions report and pass amendments by two-thirds vote, majority vote of the branches will be necessary.

### African Dance Opera

NEW YORK, March 12.—Rehearsals have started on another African opera, *Zungura*, slated for a spring tour and a local production in the fall. Group is composed of Asadata Dafora's African dancers of the Kukulor Company. Dafora and several of the dancers are now touring with Columbia Expositions, Inc.

CINCINNATI, March 12.—More than 1,000 theater men are expected to attend the fourth annual convention of Variety Clubs of America to be held at the Hotel Netherland Plaza here April 23 and 24. Eighteen cities will be represented. An elaborate banquet and floor show will be a feature of the conclave. Proceeds will go to the organization's charity fund.

### RUTH and BILLY AMBROSE

(This Week's Cover Subjects)

ORGANIZED as a team only four years ago, Ruth and Billy Ambrose now rank among the best of the younger crop in the dance field. Born in Youngstown, O., Billy started his ballet training at 10, while Ruth took it up at the age of 6. They studied together for nine consecutive years before starting out as professional singles in their home territory. After winning local laurels the kids teamed up and headed for New York.

The Great White Way, judging by their engagements, greeted them with open arms. They studied ballroom dancing while filling important dates. During their two-week stay at the Commodore Hotel Gus Edwards eyed their possibilities and signed them for his Showwindow, which stayed on Broadway for three weeks. During that period Ruth and Billy also doubled at the Hotel New Yorker.

Their brief absence from the Big City found them filling a return three-week engagement at the Arcadia Restaurant, Philadelphia, followed by a week at the Earle Theater, that city. Then back to New York and the Roxy Theater with Paul Ash and shorts for Warner before departing for the William Penn Hotel, Pittsburgh.

While in Pittsburgh they signed to appear at the Blackhawk Restaurant, Chicago, where they were held for nine months, a record-breaking engagement for any team in that city. Then they made their first journey to San Francisco and the Sir Francis Drake Hotel, where they established a new record run by staying on nine weeks. An engagement at the Mount Royal Hotel, Montreal, followed before returning to Chicago, where they doubled at the Bismarck Hotel and at the Chicago Theater with Shop Fields' Orchestra. They are appearing with Fields and playing the Fox Theater, Detroit, this week.

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## The Billboard

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy must reach us by Wednesday, March 30.

## Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

### For LEGIT MUSICAL

MURRAY (DOPEY) LEWIS—burlesque comic, who has been around for quite a while and is ripe for a good show spot. A great mugger and swell on sight comedy, he's ready for the comedy assignment in either a book show or a revue.

### DRAMATIC

EDWARD BARRY—student at the American Academy of Dramatic Arts, who has shown to excellent advantage in the student shows. Characterization of a middle-aged man in one of the curtain-raisers was an outstanding acting job judged by any standards, and would have rated high in any pro season. Has also done other good work, notably an ace reading of Nick Potter in *Holiday*. Certainly rates a pro break.

JUNE THOMPSON—another student at the American Academy, who has done outstanding work in the student plays, notably her performance as the mother in *The Silver Cord*, tho all of her jobs have been

marked by assured technique, stage presence and highly intelligent interpretation. Easily achieves professional standards.

### For FILMS

HAZEL SCOTT—good-looking young colored singer and pianist who recently played night spots and is now on a WNEW air program with Alan Kent. Not only is she comely, but she is also a superfine swing pianist, and vocalizes well with her own accompaniments. Also a cinch for records.

### For NIGHT SPOTS

SYLVIA CLARK—former vaude comedienne, who has recently been spotted on NBC sustainers from Chicago. Should be a good bet for the more intimate and smarter niteries. Has good original material, clean and amusing, which she delivers in a winning talk-song style. Experience on the stage and in front of a mike should serve her well in the better after-dark spots.

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By GEORGE SPELVIN

**L**ABOR Stage, producer of that amazing hit, "Pins and Needles," got excited over a recent note in this precinct claiming that its programs had no union labels; so LS sent the column a program with a union label, plus an explanation from David Dubinsky: "Our printer inadvertently omitted the union label on one order. The program to which you make reference was doubtless one of those included in that particular order." . . . Dan Walker, samba expert who writes a column in his spare time, claims he rumbas because, in this modern world, it's the only way he can work up a sweat. . . . He also claims that, although he doesn't go in much for peckin', he's the only white man who can peck sideways, and, what's more, he really can. . . . Having had his fill of American night life, with all the trimmings, Leonard C. Feather is returning to London to resume his scribbling for "Melody Maker," England's music mag. . . . David Sarnoff, who, among other minor duties, is head of RCA and NBC, kayoed a few million people at Toscanini's last broadcast when, talking about a letter from the maestro written in Italian, he said that he'd had it translated for the benefit of those, including himself, who couldn't understand "Eye-talian." . . . Actually overheard after a performance of the sceneryless "The Cradle Will Rock": "You know, I like it very much; I think it ought to be put on." . . . A welcome surprise: The Brattleboro Players, who are confounding Brooklyn customers with good productions. . . . Incidentally, they send out with their review seats a map showing how to get to the St. Felix Street (Brooklyn) Playhouse. . . . The Brands are still threatening to bring back vaude around New York.

Andre Segovia, the gifted guitarist, gave a remarkably warm and touching performance at Town Hall last Sunday afternoon—but the artist was picketed (although it didn't affect the take any) with placards as big as bed sheets claiming that his soul "is not in his music, but in killing children." And all because he's alleged to have played a benefit, the receipts of which ended in the hands of General Franco. When picketing goes to such ridiculous and narrow lengths it ends by disgusting people only with those who carry the placards.

**THE ALBUM:** A would-be professional strong man is James Paul, native of Cyprus, whose face is familiar in *The Billboard* office. Like many other Greeks, he is a restaurant worker with terrific ambitions to be something better. A couple of years ago, quite accidentally, he discovered that he had abnormal strength and so drifted into the AFA offices and later to *The Billboard*. He has played amateur nights, a little vaude and a few night spots, admitting sorrowfully that he has enormous strength but doesn't know how to commercialize it. He lost a night club date once because he ran around from table to table, showing his big, fine teeth to the patrons and ejaculating enthusiastically, "See my teeth!"—which scared the customers to death. While waiting for his theatrical career to take a better turn he has invented a "cure for pyorrhea," which he is patenting. He has also devised a mechanical floor mop, has finished a novel in Greek and now wants to be a dramatic actor. He is trying, with terrific passion, to make good in America—so that he can visit the old country and show off before his aging mother.

Bobby, the demon elevator boy of the Palace Building, now says, "This is where you came in," when he reaches the street floor. . . . A recent menu at the Hotel Astor's hunting room had a swell picture of a young girl throwing a snowball—but what the menu didn't say was that the kid is the daughter of Bob Christenberry, manager of the Astor. . . . Mort Branson, of the IA, can sleep only if his head is to the north and his feet to the south. . . . Just thought you'd like to know. . . . The AFA membership rolls include a James Water, of Water street, Waterbury, Conn.; he's a side-show performer. . . . Dorothea Lawrence ups with the info that Rabbi Stephen Wise is a member of the Royal Order of the Sons of St. Patrick, no less—and his birthday is March 17. . . . Nick Toco, owner of the Village Brewery, also owns two race horses, both named after actors—William Lynn and Teddy Hart. . . . Eight of Sammy Kaye's "swing and sway" musicians are former classmates of Kaye's at Ohio U.

"Granny's a Red!" was the shout of a 12-year-old who saw the little grandmotherly woman who stands on Times Square in front of Lippett's. She's getting to be a landmark with her cries for the Communist "Daily Worker," "New Masses" and kindred fodder for the comrades. Looking as tho she really belonged at home with a flock of grandchildren around her, she stands on the corner, rain or shine, hauling not only her papers but the merits of the Russian way of life. A clear voice, sharp, penetrating eyes and decent garb mark her as someone different from the usual street-corner peddlers of propaganda.

**OUR OWN MAIL DEPT.:** ADD Why Trade Paper Editors Go Nuts: Dear Sir: I have been travelling with a small carnival, acting in a tent show, but my boss and friend's have ask me why I didn't hit up "broadway" or "hollywood" as I was a "borned comedian." that I could take any part gave me and make a hit with it. so now I am wanting to get in with a good stock "co." show or a traveling vaudeville co. I did not know just how to go a bout it so I wrote the chaperon at The Kansas City Star and she told me to write to "The Billboard new york city" and ask for "suggestion" or get a copy and study it my self." could you send me some suggestion's or a "copy" "I do not know what was meant by a copy." Yours truly.—(Skeptics can see the letter on request.)

Bert-Eank's first press party for the Carvel Distributing Company was one of the most (See BROADWAY BEAT on page 27)

## Capital Stations Patsies on Symphony Ork's Angel Search

WASHINGTON, March 12.—Local radio stations feel like good-time Charlies over the current campaign to raise \$100,000 to keep the National Symphony Orchestra going for another year. Every station in town has at one time or another attempted to sell the symphony management the idea that broadcasting Sunday concerts would be one way to arouse public interest. Even the 100-watt WOL has been reported as offering to pay line charges and other incidental expenses if it could air the concerts. Invariably station propositions have been met with a bellicose demand to pay the musicians for the broadcasts.

Feeling has been that none of the stations could afford to carry a sustaining

feature as expensive as the symphony would be, and no local sponsor would dream of such cost. Credit or blame for the orchestra position has been shared by Director Hans Kindler and the musician's local due to buck-passing, most resentment being directed at Kindler.

Current campaign to raise orchestra subscriptions has involved free space in local newspapers and free plugs on local radio stations since the latter part of February. The campaign, thru the free plugging, has been able to get 75 per cent of its announced goal, and the bigger part of this achievement is credited to radio plugs.

## ASCAP, AFM To Study Sponsored Coin Machine Records This Week

NEW YORK, March 12.—Latest addition to the complexities of the recording industry, that of commercial plugs via

recordings used in coin machines, is slated for possible action by American Federation of Musicians; American Society of Composers, Authors and Publishers, and Music Publishers' Protective Association. Attorneys for the AFM are to meet next week to mull ways and means of regulating the sale of such records and to try to make mandatory use of live musicians in spots using coin machines.

## K. C. Has Record Year for Legit

KANSAS CITY, Mo., March 12.—Never before in the history of the city has there been so much interest in the legitimate stage as is being shown here this season. One road unit after another has scored successes, with critics and at the box office alike. Beginning in October, all presentations have been acclaimed except in two instances, when wintry blizzards kept patrons at home. As a result, the 1937-38 season should bring at least 20 touring shows here.

Six performances of *Tobacco Road* last week in Music Hall of the Municipal Auditorium grossed \$7,000 in poor weather. It was announced today by James H. Nixon, in charge of legit offerings here. Advance ticket sale for Helen Hayes' appearance in *Victoria Regina*, which opens Wednesday for four days, is the heaviest in 12 years. The gross probably will establish an all-time high, Nixon declared.

*You Can't Take It With You* netted \$13,000 at four shows in Music Hall and set a new record, the entire matinee being sold out three days ahead. Maurice Evans, appearing in *King Richard II*, took in \$6,000 at three shows.

Because of the unusual interest and patronage, *Brother Rat* and *You Can't Take It With You* will be booked here again before the season ends, Nixon said. The hall can be used for legit productions as late as June because of its air-conditioning system.

Current offering, *The Women*, now playing Music Hall, is packing 'em in. City is really "hot up" over legit and the year will go down as the most successful financially in city's history.

John G. Paine, general manager of ASCAP, said further study of the proposition would be necessary before he could make a statement as to whether the society could collect a fee for this type of commercial plug. On the surface, however, it appears to Paine that such a recording would have to be classified as an electrical transcription, not a commercial record, and would have to be paid for (See ASCAP, AFM on page 8)

## Likes Shakespeare; Two Highbrow Hits

CHICAGO, March 12.—William Shakespeare is getting more than his share on the local legit horizon this season. Scarcity of musicals and other strong fare helped pave the way for the bard's plays, and they have been attracting good houses at both the Grand Opera House and Erlanger Theater.

Maurice Evans extended his three-week engagement at the Grand to four, and is alternating between *Richard III* and *Henry IV*. Is playing for a \$3.30 top, heavy sugar for Shakespeare in this area. At the neighboring Erlanger, Orson Welles' modern production of *Julius Caesar* opened strong, and while all the notices are not favorable the heavy publicity ever since the New York opening at the Mercury Theater is rated to hold it here for a nice run. Top for this one \$2.75.

## Brattleboro "Black Eye" Looks Good in Brooklyn Presentation

NEW YORK, March 12.—With considerable finesse the Brattleboro Players are presenting James Bridle's *The Black Eye* at the St. Felix Street Playhouse in Brooklyn. The Brattleboro company is the summer theater group which went to Brooklyn for the winter, and *Black Eye* winds up the season on March 19.

Bridle's play is lightweight and completely charming as done by the Brattleboro people. Piece was given by C. B. Cochran in London in 1935 and the St. Felix job is the first American presentation. Staging by Robert Ross is deft.

Opening scene has George Windlestraw, 22 and something of a light-headed problem child, trying to tell the audience how he got his black eye. Scenes following give the story, including George's unsuccessful attempt to become a public accountant, his mild love affair with his brother's girl friend and his decision to make money and save the declining family fortunes. George makes his bank

roll via the horse races, but he makes it, and gets his black eye in a soul-satisfying battle with his brother, the general causative factors being the woman wanted by both and the brother's belief that George is strictly no account. Wind-up is a general family accord, with the girl seemingly left on the doorstep.

Play moves along rapidly and the leading players are of sufficient caliber to hurdle the vacant patches.

Harry Young in the lead turns in an artful performance; he is a very capable young man. Alexander Scourby, on for a short spell in the role of gambler and rake, does splendidly. Remainder do workmanlike jobs, with most important roles handled by Kalita Humphreys, Don McHenry, Houseley Stevens Jr., Jane Lauren, Virginia Campbell and Lois Campbell.

Sets by Albert E. Ward Jr. PAUL ACKERMAN.

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# WAX WORKS CUT THROATS

## Harried Field Further Upset By Low Prices Charged by WOR

NEW YORK, March 12.—The recording field, almost always a hotbed of cut prices and throat cutting, is in the throes of its toughest fight yet. Responsible for the situation, it is said, is the recent entry into the field of WOR, with prices below those of other major firms in the business. A number of the smaller independent recorders are lower than WOR, however.

WOR policy is given as being based on the cash policy of its owner, the R. H. Macy department store. Store features its "no charge account" policy and prices claimed to be 6 per cent below those of competing stores. Now, the recorders say, WOR is trying to do the same in wax works.

Independents, naturally, have been hurt by WOR's entry, but the effect is also reported to have been noted by World Broadcasting System, largest of the waxeries. To get an idea of the price range, WOR gets \$60 per master for a 15-minute job including use of studio, and \$30 for a master of the same time

off the air. World Broadcasting's charges for the same work are \$125 and \$60.

Along the same lines, WOR's prices are said to be lower for reference recordings taken off the air. This, however, is a wide open throat-cutting branch of the business, with the smaller firms keeping pace by cutting rates.

On pressings, WOR is under the others, with \$2.90 for a single-faced 16-inch press and \$3.25 on both sides. Quantity prices are still lower.

## WMCA "Previews" Its New Studios

NEW YORK, March 12.—WMCA, which moves into new studios late this month, is having "previews" of the new set-up in the Warner Theater building for radio editors. Figured that if the boys see the studios in the works it will bring publicity dividends. Visits are being engineered by Leon Goldstein, station's press agent, who's developing a fancy spiel. Reported he's thinking of lantern slides to help his lecture.

New studios, including designing, construction and new technical equipment, will set the station back about \$185,000. Designs are by Leon Barnache and Rene Brugnoli. There are nine studios and a load of offices. Largest studio is circular, seats 299 and embodies new acoustical methods. Technical equipment used in control rooms and master control does away with usual load of patchcord connections. Dial is used to hook in remotes.

Station figures on a Hollywood opening, to have Postmaster-General James Farley, former New York Mayor James Walker and other celebs in ceremonies to run over three days.

## Hanssen Heads KFOR Shows

LINCOLN, Neb., March 12.—Jack Hanssen, formerly special events man with KFAB-KFOR here, this week became KFOR's program director, in the spot from which John Shafer resigned to go to WKY, Oklahoma City. This completes the exec staff changes started after General Manager Don Searle took over January 1.

## WOC's Telepathy Tests

DAVENPORT, Ia., March 12.—Tests in mental telepathy will be aired by Zudella, mentalist, on WOC. Stanzas is sponsored by Tri-States theaters, where Zudella is featured in personal appearances. George L. J. Cole, manager, arranged the tie-in.

## W. D. McFarlane Tax Amendment Beaten

WASHINGTON, March 12.—House of Representatives yesterday voted down an amendment to the general tax bill by Representative W. D. McFarlane, who attempted to impose a 10 per cent tax of radio stations' gross revenue. McFarlane the day before told the House that since it had defeated the "third basket" tax on closely held family corporations it should make up the "loss" by taxing a source "well able to stand taxation." He told the House that his amendment to the revenue bill would collect \$14,000,000, which would partially offset the "loss" of an estimated \$30,000,000 which the "third basket" was designed to raise.

Only 90 members were on the floor at the time McFarlane introduced his amendment, but the Texan's proposal was defeated 60 to 30. Chester Thompson, Republican from Illinois, moved for defeat of the amendment on the ground that his Ways and Means subcommittee is scheduled to hold hearings on the Boylan Wastage Tax Bill, and that no tax should be voted on broadcasting stations until that subcommittee has had a chance to investigate radio station taxes. No time was given for the Boylan hearings and, according to authorities here, the date of hearing will depend upon Congressman Boylan's wishes.

## General Mills Moves Script Shows to NBC

CHICAGO, March 12.—General Mills Gold Medal Hour group of shows will move over to NBC from CBS May 30, keeping the same hour, 1 to 2 p.m. Contract was signed Friday and switch includes Betty and Bob, Arnold Grims' Daughter, Valiant Lady and Betty Crocker.

As reported last week Procter & Gamble's afternoon script shows will be bunched together in the hour now held by OM's program.

## Pay 'n' Pay 'n' Pay

NEW YORK, March 12.—Performers squawking about having to pay double and triple Social Security taxes when they are employed by several firms won't be relieved to know that such is the interpretation of the law. Local Social Security Division of the Bureau of Internal Revenue explained that employees must pay the 1 per cent tax on the first \$3,000 earned per employer. There is no such thing as maximum tax allowed per performer.

## Boner

NEW YORK, March 12.—There's been plenty of talk in advertising circles about the National Used Car Week stunt pulled this week by auto manufacturers. Spurge was put on to move used-car stocks.

Boner criticism is that one of the worst weeks of the year was chosen—week before income taxes are due.

## Carter Claims U. S. Is Gunning for Him

PHILADELPHIA, March 12.—Boake Carter charged the New Deal Administration was trying to run him off the air and "probably out of the country." In a blast Wednesday (9) the General Foods commentator claimed that the State Department was checking up on his visa in an effort to have him deported in retaliation for his cracks against the Roosevelt administration's foreign policy.

Carter was naturalized as an American citizen at the Philly Federal Building November 28, 1934. He was born of British parents and entered this country in 1921.

A Washington Herald story says the State Department is checking whether Carter entered on a Russian visa. Carter said he hadn't seen Russia since he was three years old, and had come in on the British quota.

"Now that they've started this I'm really going to town," Boake declared to Philly newsmen.

## WTAM Announcer Slugged

CLEVELAND, March 12.—With a fractured skull, a broken nose and severe bodily injuries, George Hartrick, sports announcer of WTAM, went to the hospital Wednesday morning after being assaulted by two unidentified men. Hartrick, who is 41, completed announcing a program at Trionon Ballroom and at 1 a.m. took Betty Wood to a restaurant.

Two hours later they drove to Hartrick's apartment across the street from the NBC building. As Hartrick left the car, which Miss Wood was to drive home, two unidentified men set upon him, beat him, gave him the boots and fled in a waiting automobile. Miss Wood dragged the announcer to the car and took him to St. Vincent's Hospital. His condition is critical, the physicians say he will recover.

## Jay Flippen Off WHN

NEW YORK, March 12.—WHN is considering several possibilities to handle its amateur hour. Jay C. Flippen drops off the program end of the month. Ray Perkins and several others have been mentioned, but station has not made up its mind definitely.

## FCC Plans New Squawk System; Move Traced to "Outlaw" Press

WASHINGTON, March 12.—Newspaper "outlaws" are credited with the creation of a Federal Communications Commission committee to find ways and means to handle public complaints against radio stations. Commissioners McNinch, Payne and Sykes have been designated to develop new procedure to be considered by the full commission.

Commission procedure has been to keep all complaints confidential until public hearings were held. Upon receipt of complaint a preliminary investigation was started to establish its authenticity and temporary licenses were granted to stations pending outcome of investigation or hearings. In most instances the Commission never reached the hearing stage with most complaints because the FCC would establish the indignant letters as the work of cranks. Commission subordinates explain that the confidential treatment of complaints is a protective measure to prevent unjustified damage to station reputation.

In Washington's clubby and clannish newspaper circles there are several stratas with distinctions being made within each level. In the top class are the "recognized Washington correspondents" who represent the daily newspapers of the nation. Rating within this circle is based upon the influence of the paper represented. To this class are reserved membership in the White House Correspondents, the Senate and House press galleries. Outside this group are representatives of trade papers and weekly news magazines (Time evades this discrimination by having a reporter who also represents The London Daily Express), and further down the line are the "outlaws," who engage regular correspondents with queries to the home office trying to free-lance news. Result has been for the "outlaws" to concentrate their efforts on small, unrepresented newspapers with blown-up local angle stories at space rates.

Under a wide-open washing of radio's

## Segal-Smith Case Haunts FCC Hearing

WASHINGTON, March 12.—A ghost of the Segal-Smith case returned to the Federal Communications Commission this week when Chief Examiner Davis G. Arnold heard the license renewal plea of WRDO, Inc., Augusta, Me. George S. Smith, one of the lawyers involved in the Segal-Smith case, represented WRDO, which is owned by Henry P. Rines, Portland, Me. George F. Kelley Jr., one of the principal witnesses in the Segal-Smith case, also appeared in this hearing. Question before the Commission this week was whether or not a transfer of control had been made by WRDO, Inc., in violation of the Federal Communications Act.

(Henry P. Rines is the owner of the Congress Square Hotel in Portland, the owner of WRDO in Augusta, WGSB in Portland and WFEA in Manchester, N. H. He also was owner of the Palmer Broadcasting Syndicate, which figured prominently in the Segal-Smith case as a "dummy applicant" and subsequently became a big portion of the Commission's decision to suspend Paul M. Segal for a period of two months.)

Hearing resulted from correspondence between the Commission and WRDO asking for data on contracts for control of station. Officials regarded the replies as insufficient and set the WRDO renewal down for a hearing. Commission contended that it believed WRDO had violated Section 310b, which forbids transfer of control, voluntarily or involuntarily, direct or indirect, without FCC's written consent.

Examiner Arnold during the course of the hearing suggested to the WRDO counsel that the hearing be continued until April 25 so that an itemized financial sheet and other records could be brought to Washington. After some discussion it was agreed that all necessary records would be brought to Washington by Kelley and Conrad E. Kennison, station manager.

## L. & T. Hollywood Office Will Close

HOLLYWOOD, March 12.—Office of Lord & Thomas Advertising Agency, opened here about four months ago, is to close, it is reported. Tom McAvity, former New York radio head for the agency, will return to New York. This is the second advertising agency to close its local headquarters. William Esky Company did the same last week, due to the end of the present Camel series with Jack Oakie to be replaced by Eddie Cantor.

As the accent on Hollywood in radio seems to taper off, two agencies' move assumes further importance. Lord & Thomas opened its plant for a two-fold purpose, one in connection with the Lucky Strike-Warner Brothers' show, the other the Mickey Mouse-Pepsodent series. Lucky show is folding, while Grdan Watches buy another Warner show.

Luckies is substituting the Kay Kyster Orchestra show for the Dick Powell-Warner production, which did not satisfy the sponsor. Mickey Mouse program is being produced by Walt Disney and the agency.

dirty linen a letter might come to the FCC complaining against Station BLAH. Immediately an "outlaw" reporter would telegraph the daily in the complainant's home town. The query would read, "Joe Doaks, of your city, tells the FCC that Station BLAH did, etc. How much do you want?" Upon receipt of a go-ahead order the daily will get 100 or 200 words, maybe more, on how Joe Doaks wrote his letter.

Occasionally there is good reason why this information should be given out, but observers believe that the Commission will refuse to extend the "glass house" to the extent of publicizing every complaint.

## Talking Shop

By JERRY FRANKEN

### Question

Story going around has an advertising agency guy trying to fill a vacancy on his publicity staff interrogating three prospects of an original 50 candidates. First of the three walks in and is severely grilled. Then the exec says, "Now here's an important question. Think long before you answer. How many are two times two?" Candidate thinks and answers, "Four." The agency guy thanks him and tells him he'll let him know what decision is made.

Second hopeful gets the same treatment. Given the multiplication problem, he, too, ponders and finally answers, "Well, I'd say the answer is six." He's told he'll be advised.

Last possibility comes in and gets the grilling. Execs warn him on the question and lets him have it. After a while the candidate answers, "Well, for purposes of publicity I'd say eight. For my own personal calculations, I'd say four." The agency fellow is greatly impressed. Here's a man with imagination, a cluck to make a good press agent. Told to wait a day or two, the candidate left.

After huddles with other agency officials the exec picked his man. The job went to the second candidate, the guy who answered six. Why?

Answer will be found at the end of this column.

### Mix-Up

Another story of the week is about a radio comic broadcasting from New York who sees a radio editor in the studio audience before the show starts. He calls him to the mike and introduces him as "the greatest radio editor in the world." He nearly goes nuts then when he later sees during the show another metropolitan radio editor in the audience. He makes amends by saying that he erred, that he introduced one of two "greatest" radio editors. Payoff is that the two editors now are feuding.

What none of them know is that they're all wrong. It's the guy they're thinking about.

### Answer

The answer is that the guy got the job because—he was the son of an important client.

## New Griffin Show Landed by Hal Kemp

CHICAGO, March 12.—Hal Kemp and ark will take over Benny Goodman's Camel air time April 19 for Griffins All-White Shoe Polish. Show was set Thursday by Birmingham, Castleman & Pierce agency, New York. Kemp closes here at the Drake Hotel April 14 and then goes to New York for its new air show from WABC-CBS, 10 to 10:30 p.m. Shoe polish show will be strictly Kemp and his music, with Maxine Gray, Saxe Dowell and Bob Allen handling vocals.

Tentative arrangements for the new Camel set-up are a half-hour show with Eddie Cantor and possibly Henry Busse's Ork, altho Rockwell-O'Keefe, who has Cantor, is trying to sell the R. J. Reynolds Company on Clyde McCoy's Ork. Not definite yet whether the cigaret sponsor will keep the time now held by Jack Oakie or shift to time now airing Goodman Band, only on another web.

## Renfro Air Show Sets Record

WILMINGTON, O., March 12.—Renfro Valley Barn Dance, WLW feature under direction of John Lair, set what is said to be an all-time high mark for attendance and gross receipts in a city of 5,000 population when it played to 5,425 patrons at the Murphy Theater here last Sunday. Altho a pic was presented in conjunction with the barn dance, officials of Chakere Theaters, Inc., gave full credit for the record to the stage show.

## No Vacation Yet

PITTSBURGH, March 12.—Here's how to get a job quick.

Former NBC page boy, Dave Garraway, arrived in the city at 9:30 a.m. the other day, auditioned for an announcer's job at KDKA at 11:30, seven minutes later was made an official staff member, handled his first program at 4:45, then hopped a plane to Boston for a visit with his mother.

## You're Telling Us!

NEW YORK, March 12.—A writer trying to break into New York radio called at one of the major agencies last week and asked for the man he thought headed the radio department. Reception clerk told him he no longer had that job, so the scribbler asked for another exec. Clerk answered that the fellow was no longer with the agency.

Writer then asked: "Well, who is the head of the radio department?" Girl clerk answered: "Well, Mr. So-and-So is the new head. But he doesn't know anything about radio yet. You better come back in a few weeks."

Author has taken to tattling.

## Biz Firm May Send Its News Shortwave

NEW YORK, March 12.—An increase in short-wave broadcasts is expected when Thomas Watson's plans go thru. Watson, president of the International Business Machine Company, has been active in World Peaceways and other pacifist organizations and is also president of the International Chamber of Commerce. Because of these interests as well as business interests in international trade, it is understood that Watson's short-wave broadcasts from Boston and contemplated programs from a new station at Endicott, N. Y., will be greatly increased.

Watson is known to have been making a thoro study of radio for the past six months and, while at one time it was believed he would put an International Business Machine show on the air, it is now understood that his chief interest is in short waving. His application for a second short-wave station in Endicott is expected to get an okeh in Washington.

Understood programs will be largely news and mostly for South America.

## Fear of New Tax Hurts Station Deals; Report WINS, N. Y., Sold

NEW YORK, March 12.—Altho no further substantiation that Hearst Radio planned to dispose of its properties has come thru, the radio station buying and selling market is said to have been cramped by the recently proposed Boylan Wattage Tax Bill. Meanwhile the Hearst rumor market continued strong, latest being that the New York part-time Station WINS had been sold. A. A. Cormier, vice-president of Hearst Radio and in charge of this station, stated no such information had come his way. Other Hearst execs were not in town over the week-end. Hearst has already sold KEHE to Earle Anthony.

Proposed buyers of radio stations are moving cautiously, on the other hand, because of doubt as to future of taxation of radio stations. Industry sentiment is that the Boylan Bill will work hardships on stations, large and small, if it is passed, either as it stands now or with slightly lower taxes on station power. However, the industry also feels that

## Union Trouble Causes Second Furor at WIP Homemakers' Club

PHILADELPHIA, March 12.—WIP's Homemakers' Club was the scene of another stormy session Tuesday (8) when a group of CIO sympathizers showered leaflets over the assembled 1,200 women, and shouted, "We want Guyer."

Demonstration was made in behalf of Sandy Guyer, popular announcer, fired from the station about a month ago supposedly over union activities. Guyer is a member of the ACA, a CIO affiliate. Station officials maintain that Guyer's discharge was over his failure to pay debts to station employees.

Demonstrators—all women—waited until program was being aired, when they started their hooting and cheering. Annabelle Adams, who conducts the program, became rattled, and studio attaches tried to shush the union sympathizers. Hecklers' shouts could be heard over the air. A few were ejected.

## CRA Refuses AFRA Recognition; Acts Get Better Bureau Breaks

SAN FRANCISCO, March 12.—New American Federation of Radio Actors contract limiting commissions accruing to artists' agents was turned down this week by Consolidated Radio Artists. Larry Allen, manager of CRA and formerly chief of NBC Artists' Bureau, which was taken over by CRA about eight weeks ago, stated his office would not recognize AFRA as bargaining agent until the union clarified its jurisdictional rights and established wage scales with network and independent stations.

Indicating a willingness to reach an amicable settlement while waiting to see what progress the new American Federation of Labor affiliate makes, Allen implied he would not agree to any terms which would jack up the wage scale. Contracts with artists now, according to Allen, may be canceled on immediate notice by either party and permit radio performers to write their own tickets. Artists must, however, continue to pay commissions.

Local AFRA headquarters is now awaiting submission of completed scales and working conditions from New York and will probably be ready to negotiate with stations in a month.

CHICAGO, March 12.—Local chapter of the American Federation of Radio

## WPEN Staff Switches From AGRAP to CIO

PHILADELPHIA, March 12.—Entire staff of WPEN signed with the ACA union last Friday night. Switched to CIO-affiliated outfit from AGRAP, after it was charged that the latter union was inactive and had brought them no benefits.

ACA is now top dog among radio unions here, having a unit in virtually every station.

Actors is holding negotiations with stations and agencies in abeyance here pending outcome of current powwows in New York. According to Ray Jones, local secretary, who returned this week from the meetings, the local office will concentrate on spreading the organization into neighboring territories. First of these will be Milwaukee and Madison, Wis., where Jones is spending the next few days.

AFRA is negotiating again this week with WCFL on a renewal of its announcers' contract, expired Thursday. Excepting a few minor changes, contract will remain the same for the next three months. WCFL was the first station signed by AFRA last December.

## Free Web Time for WPA at \$3,000,000

NEW YORK, March 12.—From June, 1936, to January, 1938, WPA's Radio Division broadcast 37 series of programs over networks and local stations. Estimated value of the cuffs web time is \$2,000,000, while another million is estimated for February 1 to June 30, 1938.

Uncle Sam has paid \$305,000 for this radio work, of which \$290,000 has been for pay rolls. Total personnel has "at no time been more than 150 persons," tho there have been constant shifts in staff. According to WPA execs about 50 per cent of those engaged on the Radio Division have returned to private jobs, usually in show biz.

Besides the 37 series, project also supervises 78 hours of music monthly over WNYC, New York. Serial shows aired include *Fish, Epic of America, Professional Parade*, *Thesen plays, Gilbert and Sullivan, Oscar Wilde, Exploring the Seven Arts* and others.

## Radioers Chose Indie Status

NEW YORK, March 12.—Two chapters of American Guild of Radio Announcers and Producers at a meeting last night decided to remain independent. Chapters were the WABC announcers and producers and the WABC sound-effects men. According to Roy Langham, AGRAP chief, final returns of the Guild's referendum have not yet come in. In the event, however, that the AGRAP majority votes to affiliate with either American Federation of Radio Artists or American Radio Telegraphers' Association, the WABC chapters will necessarily have to make a similar move.

## Doesn't Seem Possible

NEW YORK, March 12.—Plans for promoting newspapers over radio and other media are expected to be in shape when the National Newspaper Promotion Association meets at the Waldorf-Astoria, April 24 to 28. Powwows will be in conjunction with American Newspapers Publishers' Association, also seeking to promote sale of space in dailies and weeklies.

## TransAir's Wax Job

CHICAGO, March 12.—TransAir, Inc., local news and transcription service bureau, has been appointed Midwest representative on transcription sales for 20th Century Radio Productions in Hollywood. According to Ray Launder, TransAir vice-pres, four salesmen will be added to the staff.

## Eddie Guest Moves

CHICAGO, March 12.—Household Finance switches *If Can Be Done* show with Edgar Guest from NBC to CBS April 6. Reason given by Batten, Barton, Durstine & Osborne agency was that less competition on the Wednesday night slot is offered. Show has been aired for past several years on Tuesday.

## WBAX's Triple Play

WILKES-BARRE, Pa., March 12.—WBAX, which went on full time last week, has joined the Mutual Broadcasting System, Quaker State network and Colonial New England network. It is announced by Manager Hal Seville. Heretofore WBAX operated on a schedule of limited broadcast hours, sharing time with WKOK in Sunbury.

# Air Briefs

New York By BENN HALL

**F**OR immediate release: Henry Burbig "promises" to repeat some comedy material he used 15 years ago when he celebrates his 15th air anniversary this week. Some comics have been "celebrating" every week in the same way. . . . Plenty of burlesque "bits" on the air, but they've been scoured so that even Commissioner Paul Moss wouldn't recognize them. . . . True story. . . . Agent employed by a prominent talent-peddling firm has been ailing for two weeks. Diagnosed as malnutrition.

Jim Barrett, of Press-Radio, interviewed by an 8-year-old last week who wants to be a newspaper man. . . . Dr. Baker, cancer specialist, using picture companies in various States for showing films supposed to injure him. . . . Latest picture worry is that the femme fans will become disillusioned if the Robert Taylors, Montgomery, et al. do too much ether peddling. . . . George Allen setting up own program building service. . . . Bob Benchley doing a return engagement on Kate Smith's show and is being considered for his own stanza. . . . Japanese propaganda to be handled by the Japanese Information Bureau, working with Henry P. Colton agency.

Chicago By HAROLD HUMPHREY

**H**HEAD of one of the largest local agencies admits there is no radio in his home because he hates the things. Evidently his own programs are no exception. . . . Phil Fortman, on the night trick at NBC's press department, had to leave this week on the advice of his doctor. . . . Sandra Michael is working on a new script show for General Mills. She also authored GM's new Valiant Lady shot. . . . Fibber McGee is back with his "good night, Molly" line, which was banned recently on the grounds that it came under FCC's ruling against personal messages. Sponsors contended "Molly" was a script character as well as Fibber's wife, so NBC gave its okah.

Bob Barrett, who sells time for WOR here, has been asked by the Chicago Federated Advertising Club to speak on its new radio lecture series on the subject, "How To Buy Radio Time." . . . CKLW, Detroit, started a new show in which the emcee spins a wheel to see what the listener will get next on the program. . . . Dr. H. K. Sealiff, representing the Illinois Medical Society, spoke over WJJD Thursday, telling how double features ruin the health of kiddies.

## Capital Chatter

**U**SING scholarly local atmosphere for a little research, Columbia's outlet, WJSP, has a number of snoopers out in city parks trying to pick up romantic conversations to be used in a drama. Organized by Ann Gillis, WJSP public events (and stunts) department. Station will become one of the first harbingers of spring with thoughts of love. . . . Last month the press reported that NBC officials had canceled a proposed talk by Chinese Ambassador C. T. Wang as too controversial. This last week NBC's vice-president, Frank Russell, notified Washington correspondents that it wasn't so.

Commissioner Walker, of the FCC, beefed to fellow commissioners about the press finding out that he had presented each commissioner with a copy of Walker's Telephone Report. Press had only confined itself to the fact, did not elaborate on the story, nor did it make up a

## From All Around

**L**OU HUSTON'S script, Burning Questions, on KFOX, Long Beach, Calif., got itself a certificate of merit from the National Research Bureau. . . . Two

Pete Boules, of Benton & Boules, note in trade copy division. Had been on the ballyhoo staff.

**A**LL in a day, Jay Jostyn making a claim for some kind of record, but his claims will probably be contested by other radio hustlers. In nine hours he did four broadcasts and appeared in eight 15-minute wax jobs. . . . Oliver Wakefield fading from the Whiteman show this week. . . . When Eddie Cantor wanted to bring in references to Ovaltine on his Gloria Swanson guest show, CBS demurred and wanted it Cocomalt because of network shows of both products, but Cantor won out. . . . Bob Carter hack as a WMCA apler.

**S**INCE The Billboard's publicity survey of two New York ballyhoo offices have reorganized their methods of operation. . . . Al Grossman booked Gene Marvey on WIN for a daily stint. . . . N. W. Ayer's releases now are decorated with a blue border. . . . The Lou Holtz beer show had trouble with its sound effects in finding something that sounded like the pouring of beer, until some thinker tried pouring beer. . . . The Shadow will most likely stay on WOR-MBS with a new sponsor.

**F**REELANCE actors around here are burning over the Social Security law, which costs 'em plenty when they get two or three checks from that many agencies with the tax sliced out of each. Squawks have caused the American Association of Advertising Agencies to start action on the matter. . . . Jack Fulton is reported to be leaving the Poetic Melodies show when it is revamped next week. . . . Marek Weber signed for another nine months, beginning April 4, on the Carnation Hour. . . . Patrons at the Chicago Theater this week are getting a crack at the cash prizes awarded by Kay Kyser's Musical Klass, which moved in there intact from Lucky Strike's air show.

**W**IND got its official okah from the FCC for facsimile transmission, but will await standardization laws to be set for receiving sets. . . . Lou Levy, manager of the Andrews Sisters, was in town to set the new contract for Wrightley's show. . . . Arch Oboler, scripter for NBC's Lights Out thriller, arrives next week with Boris Karloff to supervise the next few broadcasts to feature the Hollywood bogy-men. . . . Mobile radio units are becoming the vogue here, WGN being the latest to announce plans for a new one to do short-wave work.

"dope" story, yet Walker kicked. Complaint created inquiry about the commission's "glass house," and when its windows were going to be washed. . . . Warren Sweeney, WJSP, is piloting a Dawn Dialing program giving the earlybirds recordings mornings from 5 to 7. . . . WBC has a new public forum program called Forward, Washington, with John Hurley as announcer. Civic leaders are scheduled to discuss the city's current problems.

**A**RTHUR GODFREY is married, raiding the NBC office to get his new spouse. NBC night supervisor Bill Coyle was despondent on losing Mary Bourke to the competition's camp, but cheered up on getting Freda Schmedt away from the Democratic National Committee. She got her radio experience in Colorado. Mary Bourke Godfrey gave up kilocycles, watts and volts to manage chicken cackles, hogs, colts and Godfrey.

new pops at KDYL, Salt Lake City—Don Parker and Owen Ford. . . . George Provel, who sells KDYL time, is on the Junior Chamber of Commerce's radio

## "Make Mine Rare"

**L**INCOLN, Neb., March 14.—Interview of William O. Seabrook, author and adventurer, on KFOR here did no good to special events announcer Jack Hansen's stomach. Seabrook was telling of his visit to a cannibal island and of the banquet prepared in his behalf when Hansen asked innocently what was the most unusual dish at the meal. Seabrook answered, "Roast young boy."

## Pittsburgh Stations Get Program Itch

**P**ITTSBURGH, March 12.—It's a four-cornered race now for program innovations over local stations. Avowing a policy of spreading the fame of Pittsburgh performers, Westinghouse-owned KDKA in past month has begun NBC network airing of several staff teams. This week Hearst's WCAE inaugurated twice-weekly quarter hours of the sophisticated Ladies, vocal trio, and a weekly half hour for Earl Truxell's orchestra over Mutual. Post-Gazette-owned WWSW announced next day that the Pennsylvania American Legion will broadcast 19th anniversary program March 16 over 11 stations of infrequently used Quaker State Network, with origin in Pittsburgh studios. WJAS officials say plans are being made for CBS network line for Weston Sisters, vocal trio, and a local band.

## C., W. & L.'s Scrammers

**N**EW YORK, March 12.—Three Cecil Warwick & Legler productions will fold this month. Eddy Duchin's Band, bankrolled by Elizabeth Arden, drops off March 23, while the Sberwin-Williams sponsored Met Auditions end March 27. Warden Lawes' stanza for Sloan's Liniment continues thru to March 28, when it folds. Uncle Jim's Question Bee going right thru the summer.

## Kreuger NBC Spot Pends

**N**EW YORK, March 12.—Deal for Kreuger sponsoring of Clem McCarthy is all set except for one NBC kink. Account wants NBC to pay wire charges for McCarthy's splits when he's out of town. Indications are that deal will go thru for a three-times-a-week serial thru the summer.

## Savitt's New Sponsor

**P**HILADELPHIA, March 12.—Jan Savitt's KYW Top-Hatters signed to do a commercial for William R. Warner & Company, manufacturers of Hudnut Cosmetics. Program will be aired each Thursday night. Handled by New York agency of Benton, Barton, Durstine & Osborne.

## Gen. Mills Reveille

**C**HICAGO, March 12.—Get Thin to Music, sustainer on WGN, was sold this week to General Mills thru Blackett-Sample-Hummert agency. Early-bird exerciser will be aired five mornings weekly over a small Mutual chain.

**C**ALGARY, Alta., March 12.—Fred McDowell, director of publicity for Station CPAC, Calgary, for the past year, has accepted a similar position with CJAT at Trail, B. C.

committee. . . . Ralph Hardy on crutches during leg illness. He's on KSL, Salt Lake City.

**G**LEN PARKER has joined the announcing staff of WHO, replacing Harold (Hod) Grams, who goes to KSD, St. Louis. Parker comes to WHO from KPJB, Marshalltown, Ia. He was formerly with WIOB, WLW, KABC and WCAU. . . . Fred Bieber, formerly in the engineering department of WHTT, Hartford, Conn., is now a talker. . . . WNLC, New London, Conn., has a new dramatic group, directed by Len Stevens. . . . Bob Martineau has succeeded Walcott Wylie as chief announcer and program director at WHTT, Hartford, Conn. Wylie goes to WRK, Pittsfield, Mass., in the same capacity. . . . "Uncle" Dave Healy, of the original Boxy Gang, has two weekly spots on WELI, New Haven, Conn.

Benjamin Maw, "Dr. Socrates" on WIP's Ad-Lib program, became father of twins last week.

## Chi Election Judges Instructed by Radio

**C**HICAGO, March 12.—WBBM is continuing to go in for local promotional stunts in a big way. Latest is a tie-up with the city fathers on Chi's forthcoming primary election, April 12. Hook-up will consist of four broadcasts designed to give pre-election instructions to judges and clerks in 3,850 precincts, which up to now have held mass meetings for this info.

All except the election eve airing will be picked up direct from city hall. Last one will be held in WBBM's studio, with an audience to pop questions on what they don't understand. Plan was hatched up this week between Alexander J. McKay, election commissioner's board chairman, and H. C. Burnett, director of public affairs for WBBM. Time for the instructional broadcasts is being donated by WBBM and paid advertisements in the dailies will inform job holders of the new arrangement.

## Radio-Phonograph Tax 13 Million in 25 Months

**N**EW YORK, March 12.—Revenues derived by the Treasury Department thru taxes on the sale of radios and phonograph records during the last 25 months ending with January, 1938, totaled \$13,541,603.65. Twelve months from January, 1936, to December, 1936, amounted to \$6,514,898.45, as against \$6,858,902.03 for 1937.

Records of the Internal Revenue Department make no segregation between radios and phonographs. Detail breakdown, therefore, is not available. Tax collected is 5 per cent of the selling price of cabinets, chassis, tubes, reproducing units, power packs and phonograph mechanisms suitable for use in connection with or as part of radio sets or combination radio and phonograph sets and records for phonographs.

Top months during the past two years were December, 1936, with \$906,358.41, and October, 1937, with \$885,822.70.

## Vaude for ? Show

**N**EW YORK, March 12.—Uncle Jim's Question Bee is being booked by Fanchon & Marco into vaude and picture houses thruout the East. G. Washington coffee sponsored bee will also continue on the air thruout the summer.

Robert Donley has been added to WCAE announcing staff. . . . Pat Patterson, former WCAE publicity director, is now p. a. for KEHE, Los Angeles.

**R**OM GAMBLE joins announcing staff at WJR, Detroit, this week, coming from WHIO, Dayton, O. Formerly with WEZO, Kalamazoo, and WJIM, Lansing.

## ASCAP, AFM

(Continued from page 5)

on that basis. As such it would come up for consideration by MPPA.

Executive board of the AFM, now studying the general recording situation, took a recess this week. Group may reconvene on Tuesday or defer until March 24, according to Joseph N. Weber, AFM president. Next week, however, AFM attorneys and a sub-committee will confer on contract matters. AFM thus far says it is encountering no appreciable opposition from the recording people. Independent stations will be taken into the fold next.

Use of coin-operated machines and records they play for commercial plugs developed after a convention in Chicago of coin machine manufacturers recently. Report that Chesterfield cigarets had already bought such a series thru Reeves studio, current this week, was denied by Newell-Emmett, advertising agency for the account. Another report has Arthur Boran making such recordings. Musicians are protesting the idea, stating their work is used as a commercial venture but no further recompense is made.

## Spaghetti Ban

**N**EW YORK, March 12.—When's a sponsor not a sponsor? When the station's overloaded with ads of the product he's trying to sell and refuse him time. That's the case at WOY, where the station has closed the doors to macaroni manufacturers. Too many on now to permit additional rivals.



# WHB Now Has Cops Do Vox Pop; Motorists Get Summons on Air

## "Man at the Wheel"

Reviewed Saturday, 11:15 a.m. CTS. Style—Vox pop. Sustaining on WHB (Kansas City, Mo.).

Two police sergeants, Bert Weir and Barney Mahoney, are stars of this new program. As heads of the Kansas City Police Department's Accident Prevention Bureau they park their motorcycles on a busy street corner, stop passing motorists and pop traffic questions at them. The microphone in Weir's hands catches the conversations and makes an interesting, educational and novel 15-minute show.

Questions usually hinge on local traffic laws. Occasionally a motorist is stopped and it is revealed he has no new license or his lights are out of order. Then one of the officers is apt to hand the poor guy a ticket and warn listeners "not to try to get away with breaking traffic laws."

Weir and Mahoney are not accomplished speakers; grammatical errors are common. They often find themselves lost for the right word. It's just that which makes the idea catching and the program spontaneous.

D. E. D.

## Lou Holtz

Reviewed Monday, 8:30 p.m. Style—Variety program. Sponsors—Co-operative group of brewers. Agency—United States Advertising in co-operation with individual brewers' agencies. Station—WABC (CBS network).

Following the example set by department stores and other industrial groups, some 20 brewers in various American cities are now joining hands to sponsor a network program. In addition, the Glass Container Association has two stations on this chain, plugging beer in bottles. Show was in the works some time, with United States Advertising getting the parts together. First show was dull.

Program marks another attempt at radio for comic Lou Holtz, who along Broadway and in the show business is rated a truly funny guy, but whose several attempts at broadcasting have been unsuccessful. Holtz now has Billy K. Wells, formerly with Jack Pearl and other leading funsters, writing his material. Richard Himber's Orchestra, Ted Husing and singer Kay Thompson round out the program. These three each performed in their usual style, quite satisfactorily, with Himber's music especially good.

Two good comedy ideas went to waste. First was the idea of a trained seal as Holtz's pet. Second was the idea of a

foreign play done in its native tongue with Holtz as narrator. Comedy, tho, went no further than the idea and summed up as waits, altho Holtz did the best he could. He should still tell one of his Hebe dialect stories.

New York sponsor is Trommet's brewery. J. F.

## Carlos Morelli

Reviewed Wednesday 8:30-9 p.m. Style—Musical. Sponsor—V. LaRosa Company. Agency—Commercial Radio Service. Station—WOR (MBS network).

Local program is sponsored by makers of LaRosa spaghetti, an account heretofore concentrating on the foreign language market. New program, aimed at other than Italian-speaking trade, is nevertheless typically Italian in its structure and content. Nevertheless it is a thoroughly pleasing musical session, featuring Carlos Morelli, baritone of the Metropolitan, with a chorus, and Alfredo Antonini conducting the orchestra.

Morelli can sing a song. Voice is robust and warm, and his handling of two show pieces, including one from Barber of Seville, was good. Antonini follows suit on orchestral work.

Program needs a shot of showmanship, judging from the first stanza. As produced an even level is maintained, but Morelli is buried midway in the show and no highlight is spotted.

Commercials good and more than average in interest. J. F.

## George and Bea

Reviewed Friday, 7:30-7.45 p.m. Style—Fashions and music. Sponsor—Worth Department Store. Station—WTIC (Hartford, Conn.).

Program involves a minimum of expense, yet yields much interest and entertainment. George Bowe and Beatrice Woods, WTIC staffers, possessing swell radio voices and personality plus, go to a concert, show or sports event, with Bowe describing the locale and Miss

Woods the clothes. Latter ties in with the sponsor's store. Commercials are tastefully given. Musical interludes are given via the transcription route.

S. A. L.

## "Table for Two"

Reviewed Monday, 8-8:30 p.m. Style—Music with sketch. Sustaining on KOIL (Omaha).

A good idea for the use of a studio orchestra is the basis of this 30-minute program. Scene is an imaginary night club, the Terrace Tea Room, using Madge West's four-piece string ensemble as background. Opening has announcer acting as headwaiter, program then featuring youthful man and woman characters whose carefree chatter breaks in thru music thruout program. Plot has frothy arguments about various subjects.

Script moves well and idea has been handled nicely by continuity writer Bob Browne. Dialog gets amateurish handling by Elden Anspach and Helen Briggs, both of whom lack selling qualities in their radio voices. Paul Bravner is good as announcer.

Program could be among top local shows with proper help from dramatics department. J. A. S.

## "Golden Thoughts"

Reviewed Thursday, 8-9 p.m. Style—Polish hour. Sponsor—Libby, McNeil & Libby and Phillips Packing Company. Agency—Merritt Advertising Agency. Station—WMBC (Detroit).

This is one of the major Polish programs drawing interest from prospective air-buyers and securing large listener interest because of well-united merchandising toward racial appeal. Full-hour show, with quarter-hour break spots in English to help non-Polish listeners.

Program is directed by Valentine Jaros. First quarter hour is news flashes, slightly Winchellian in style and covering the news of the day fairly completely.

Barisard Funfest follows for a quarter hour, including a well-balanced feminine trio. Some comedy and folk-dance style of music, with sweet recs predominating, are interspersed. Skit follows for another 15 minutes, closing

with Phillips Family, combination dialog and music, tying in preceding parts. A well-selected and balanced program with appeal for Polish listeners.

H. F. R.

## "News-Testers"

Reviewed Sunday, 6:30-6:45 p.m. Style—Quiz. Sustaining on WOR (MBS).

This is a "news-testing" stanza that also carries a good quota of laughs. A group of five contestants compete for a small prize by answering questions until the winner is determined.

Questions are, in reality, a resume of week's news, and contestants who read the dailies should stand a good chance of coping the fire. Questions such as: "What famous persons were together in a Lake Geneva Villa last week?" were offered. Following this, the names of several people were announced. These serve as tips to contestants, but the mixed-up answers make for plenty of laughs.

Tom Slater announces the questions and facts while the "Star Reporter," Carlton Warren, gives the answers. It's a neat variation of the quiz formula and nicely handled. B. H.

## "Surprise for the Boys"

Reviewed Sunday, 8:30-9 p.m. Style—Sketch. Sustaining on WOR (MBS).

This is the opening stanza of a group of WPA-produced sketches known as Greatest Stories, consisting of dramatizations of favorite magazine yarns. If the first one sets the standard, serial should click roundly and warrant a better spot.

Surprise packed thrills and, despite an over-shifting of action, was intelligently produced. A killer was doomed to the hot seat, but made his getaway by telling the warden and his crew that he, the killer, had swallowed an explosive which would scatter them to bits if he was jarred or electrocuted. Method of having a reporter at the death chamber phone the story in was effectively used in this instance.

Projection was put over by an able cast, including Edward Latimer, Eugene Sigaloff, Jack Raymond, Robert Crozier and others. B. H.

## "Me and the Boy Friend"

Reviewed Wednesday, 9:15-9:30 p.m. CST. Style—Vox Pop. Sponsor—Evans Fur Company. Agency—Auspitz & Leo. Station—WIND (Chicago).

A slightly different twist employed in this vox popper, but it is still just that and as usual heavily loaded with commercial blarney. Jimmy Dudley takes his toying mate to the Aragon and Trionon ballrooms, alternately, three times per week. Nabs couples entering to ask questions about their romances, etc. Answers spread an interesting light on the clientele visiting these spots, proving conclusively that they are the stenographers' and office-boys' paradise. After each round Dudley dishes out Annie Oakleys to his students and ends up the stint by asking the listeners to send in questions they would like to hear answered. Prize-winning questions win an award each week from the sponsor. H. H.

# Current Program Comment

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

The Columbia Concert Orchestra was caught with its Brahms down recently when, because of flood conditions in Hollywood, the Hollywood Hotel program failed to come thru on schedule. After a brief interlude of organ music the orchestra was drafted and filled in with Hayden's Second Symphony (the London), Bizet's L'Arlésienne Suite No. 1 and a couple of dances from *Henry VIII*. If the band is larger than—or even as large as—a little symphony the lads managed to conceal it beautifully. They sounded pitifully thin. There were no interpretations of the music—just a process of hitting the right notes in correct succession—and if there was anyone conducting at all that also was beautifully concealed. The whole thing boiled down to an etherized stage-wait. Hollywood Hotel finally cleared just a few minutes before the end of the hour—just in time for a couple of band selections and a few words from Louella Parsons in her nasal, saccharine and thereby annoying tones.

Unless Campana's Theater Party, over the NBC Red on Fridays at 10 p.m., manages to get better material the legitimate stage ought to sue. Cute idea of having a First Nighter go along Broadway and into a theater was wholly unsupported, on the program caught, by the hunk of terrible drivel presented as the "play." All about a grease-monkey inheriting \$5,000,000 and paying an indigent blue-blood family to launch him into sassiness; the daughter, who starts by hating him, marries him when it's supposed that he's lost the fortune. Strictly for mental two-year-olds—and even the most precocious of them would probably throw up if recklessly exposed to such pap.

Sunday afternoon isn't such a bad time to spot a stanza of gently philosophical chat served by Lamplighter Jacob Tarshish, as whatever audience there is for it is probably in the right mood. Tarshish stressed the importance of laughter, the necessity of enjoyment of work and similar thoughts. His clear, natural delivery helps balance the program, and he doesn't overdo the Pollyannisms. Not as preachy as much of this business, Julius Grossman shoes sponsors.

First regular World's Fair programs are under way at WNEW, New York. An interview between Richard Brooks and Grover A. Whalen was of a rather routine nature, because of the type material rather than Brooks' handling of the show. Livelier subjects would undoubtedly enable Brooks to put over his session with more sock, but a humdrum "What's Behind the Scenes" stanza doesn't do justice to the announcer or to the fair—both of which should offer more dramatic material.

Radio reaches the height of its public service assignment in such broadcasts as the Town Hall meetings Thursday evenings on NBC. Last week's, featuring a debate between CIO exec Homer Martin and AFL official John Frey, was especially broad in its interest. Even the occasionally long-winded ramblings of Frey still carried interest.

However, the program reaches its best stage in the latter half, when members of the audience are permitted to throw questions at the speaker or speakers of the evening. One test of a radio program may be if it arouses a desire in a listener to be at the scene. Such is this one.



"I Only Bought It Because the Manufacturer Has Such a Fine Program on WHB."

**WHB** • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audition, but no national representation. (See Billboard, Chicago, March 14, 1938, p. 10.)  
DON DAVIS, President, KANSAS CITY, MISSOURI

**WINDOW CARDS**  
14x22, 22x28 paper and cardboard posters, one sheet, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.  
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**G U S** AVAILABLE FOR STAGE, SCREEN or RADIO address Care GOLDIE & GUMM, 1540 Broadway, N. Y. **V A N**

# 802 PREPARES FOR FAIR

## Local Union Wants the World's Fair Jobs for Its Own Members

No welcome mat for visiting orks seeking fair spots—special wage scale planned to make out-of-town band bookings prohibitive—PW for inaugural ball

NEW YORK, March 12.—While bookers and ork leaders all over the country and many in Europe are planning on a juicy job in New York next year at the World's Fair, the local musicians' union has beat them to the draw, starting machinery to control the gold rush so that 802 card-holders will get first options on the stakes. Although it is impossible for the 802 moguls to make the entire metropolis restricted territory, that being a Federation matter, every effort will be made to give local lads the advantage on all calls. Said Jack Rosenberg, 802 presy, "and tie up the World's Fair music-making for our own boys."

First step was made last week when William Feinberg, 802 secretary, huddled with John Jerrold Krinsky, who heads the fair's entertainment division, on employment opportunities for tootlers. On the basis of a report being prepared by Feinberg, the local's World's Fair Committee will recommend at the April meeting to grant the 802 Executive Committee full power to set up a special wage scale for fair work.

The highest salaries in the industry will serve as a basis for the proposed wage scale. And, it was revealed, extra tariffs will be tacked on salaries for out-of-town bands to such an extent that it will make their services prohibitive to most concessioners buying music.

In addition to Rosenberg and Feinberg, union committee on World's Fair includes Max Aron, chairman of the Trial Board, and Robert Sterne and Sam Tabak, members of the executive committee. Rosenberg also serves on the World's Fair Advisory Board.

Concessioners, anticipating such action on part of the labor unions, have been getting commitments on bands for fair work. But it won't help any, according to Rosenberg, since all jobs will be conditioned by the proposed wage scale, regardless of how early the booking was made.

### No Monopoly for Bookers

Although 802 will seek to monopolize fair work for its membership, Rosenberg will do all possible to prevent any single booking office from getting a monopoly on that work.

"We are well aware of the fact, and it is known to the Federation officers, that several large band agencies have been, and still are, jockeying for exclusive booking rights for the World's Fair," said Rosenberg. "But they won't get very far with it if we can help it. And we can. The fair will create a considerable number of employment opportunities, and we shall see to it that the musicians themselves and not a big office make the most of it."

"While the fair administration may shop where it pleases in granting exclusive rights in booking bands for its own shows, conditioned by our wage scale, the concessioners, who will provide the most work, should have the right to buy music where they please, not restricted to a single booking office. We know (See 802 PREPARES on page 12)

## Old Drum Drums Trade With Drums for Drummers

NEW YORK, March 12.—Calvert Distilling Company is drumming up biz for its Old Drum brand of bitters by honoring a drummer man each month, making the selections among the unheralded beaters in top-notch bands. And to make it worth a bugle blow, lad who rates a miniature gold drum award for hitting the pots and pans adds his testimonial to the sponsor's product for full-page ads in *Liberty* and *Collier's* each month.

First award went to Horace Heidt's Bernie Mattinson. Rituals made last night at the Biltmore Hotel. Benton & Bowles, ad agency handling the liquor account, has ordered a dozen miniatures to keep interest alive all year. Next goes next month to Eddie Canyon, Hal Kemp's drummer, followed by Fred Waring's Poly McClinton and Eddy Duchin's Harry Campbell.

### I Double Dare You

ST. LOUIS, March 12.—J. R. Quillan, an usher at Loew's State Theater here, in his spare time visits music stores, night clubs and hotels singing the tunes from the film musicals booked for the theater.

Logical follow-up is to have orchestra vocalists stationed in the lobby plugging local bands.

## Plenty Ork Activity On Frisco Front

SAN FRANCISCO, March 12.—Hal Dreske, ex-arranger for Horace Heidt and Fred Waring, brought his band to the Bal Tabarin, with Jack Winston moving out for one-nighters in Northwest towns. Sid Hoof, youngster, of Oakland, competed with a flock of other bands for Everett Hoagland's spot at El Patio Ballroom, surprising everyone by bagging the job. Opens March 19 with an NBC wire.

Hotels are doing big business weekends, not so good early in the week. Roger Pryor, at the St. Francis Hotel, has been extended to April 13, and there's a possibility that Anson Weeks will follow Joe Reichman, who still is drawing better than quota at the Mark Hopkins, in the late spring. Ray Teller has the swing nights at the Embassy Club, and Jimmy Walsh is the regular feature at Sweets in Oakland.

Joe Sanders, in his second month at Palace, has written a theme tune, *Westward Ho*, for the 1939 exposition. New swing club, Omar Khayyam, opened with Frank Castle at the piano. Group calling itself the Esquire Club has started movement to bring name bands to San Francisco as one-night attractions, with Red Nichols the first on the 14th. Gene Knott replaced Ray Hackett in Denny Moore's crew at Athens Club, Oakland, Hackett leaving to go with Hal Dreske. Hollywood scouts are eying Kim Kimball, comely organist at Techau's.

band here and thrills the crowds with his gut gratings.

In addition to his dance broadcasts, Gravel is also broadcasting a commercial program for Royer Brothers, Canadian representative for Hudson motor cars. Band was formerly radio sponsored by Ords cigarettes.

# Selling the Band

### A Punchy Poster

Something unusual in poster presentations and one-sheet make-ups is brought to the attention of barnstorming bands. Al Shanks, touring the Illinois taverns, passes along his attention getter. The musical clef and five-line staff serve as the message motif. Photo of the maestro is woven into the treble-clef sign, face photos of the boy and girl singers embellish the flat signs indicating the key, and the single notes of the musical scale portray the individual members of the orchestra. The maestro points to the announcement with his baton. Looks like a sure-fire trick to get 'em reading about your next date.

### Sweet Potato Stuff

The Kidoodlers, radio and recording unit mixing harmonizing with sweet potato and washboard syncopeation, are going in for some fancy plugging in behalf of Bob Remington, songwriting member, whose latest cleffing is *Ocarina Man*. Tune features sweet-potato solos, and Remington offers free to professional musicians an ocarina and course of instruction by himself or another of the Kidoodlers. In that way is assured the band boys will plug his tune, figuring they will be ever ready to show off their sweet-potato virtuosity.

### There's Poetry in Slogans

In building Hal King to name propo-

tions Consolidated Radio Artists introduces the maestro to the trade in a four-page brochure. Band is presented as "A Musical Toast to the Future." And borrowing a note from the "Dancin' With Ansen" and the "Swing and Sway" slogans, catch line also goes poetic with "Let's Dance a While to Hal King's Style."

### Let the Critics Rave

A great believer in the rule that proper publicity pays off, Harold F. Oxley continues to inform the trade about the praises showered upon Jimmie Lunceford by others. You don't have to take Oxley's word on the swell showing Lunceford made in Houston. The morning mail brings two offers on press notices replete with raves from *The Houston Chronicle* and *The Houston Press*.

### That Personal Touch

When Dusty Rhodes moved into Kansas City's Muehlebach Hotel last week he made sure the right people knew he was there. An expensive way, but it paid in the long run; he sent personal telegrams to local civic leaders, socialites and newspaper folk inviting them to be on hand for the opening downbeat. Also added a dandy by reminding folks that he'll be glad to play their request numbers.

## Fed. Courts To Rule on Rights Of Style Bands

NEW YORK, March 12.—Legal action of an unusual nature, and of unusual interest to every maestro stylizing his syncopeation, will be tested in Federal Court soon in suit to be filed by Bernard T. Eisenstein, lawyer representing Al Fields, who claims patent rights on tic-toc music. Summons will be served this week on Ted King, bandmaster at the Strand Theater, Brooklyn, and Warner Bros. Pictures, which made a movie short of King's tic-tocing, charging infringement of patent and unfair competition. Eisenstein will ask for an injunction to restrain King's tic-toc tootlings.

While various band leaders on various occasions have decried the fact that other orks are lifting their style of music, bewailing the fact that the ork world lacks a code of musical ethics, this is believed to be the first time that a musician is finding it necessary to seek court relief against an alleged copy cat.

Fields claims prior patent rights on tic-toc music, featuring a Metronome built into the face of a clock, the hour markings lettered to read, "Tic-Toc Music." He claims that he first introduced that dance style last summer at Stevensville Lake Hotel, Swan Lake, N. Y.; that he filed his "invention" with The Blue Board Material Protection Bureau September 1, at the same time applying for a patent, and that the patent was pending from October 27 until February 1 of this year, when it was made permanent. King, he charges, did not start using the tic-toc terminology until January 29, previously billed as the Strand Swing Kings. The famed Fred Waring case against a radio station established a property right in the interpretations of a musical artist; and now the federal courts will be asked to establish a property right to a style of music and its identifying name. Unprecedented in musical history, ramifications of this legal contest will affect practically all top-notch tootlers. Either there is no barrier in riding another band's rhythmic pattern, or the band has a property right in the creation and can seek court relief on each infringement.

Band leaders have either slighted or steamed over carbon copies of their own stylization. Only a few have been able to cloak themselves with government protection, Art Kassel for his tricky rhythm pattern and Will Osborne for his slide swing. But the application of these protective measures for musicians is now for the federal courts to decide.

## Detroit Pub Gets Started

DETROIT, March 12.—Radio Music Company, recently organized here, starts the presses with *You've Such a Priceless Thing*. Robert DeLeon is manager of the new pub house.

## That Cremin Guy Is Here Again

NEW YORK, March 12.—With a fervor no less enthusiastic than that enjoyed by the Democrats and Republicans and all other famous feuding factions of history, the forces of swing and classical music are forever in a ditch to prove the superiority of their musical styles. Next encounter between the two takes place Tuesday night, with Steinway Hall the battlefield.

Red Norvo, Commodore maestro, will take exception to remarks made by Arthur Cremin, music schoolmaster, to the effect that swing is the devil's handwork and makes for mass immorality. A pianist member of Cremin's faculty upholds the aesthetic tradition of the classics, while Norvo will retaliate with Teddy Wilson. A bewildered WNEW audience will have to put up with it.

## Seattle Tootlers Pass Hat Around For Summer Work

SEATTLE, Wash., March 12.—Local bandmen are to get a break this summer when the Seattle parks offer umpama Sunday afternoons. Albert B. Adams, prez of the Seattle Concert Band, heads a campaign for funds to finance the series of free public band concerts.

Musicians are circulating subscription lists for the fund. Adams is undertaking something previously footed by the city.

"For more than 25 years," he states, "the Seattle park board presented an extensive program of free band concerts in the parks, but since 1933 the city council has found it impossible to provide the necessary money." Now public-spirited citizens, he feels convinced, will carry forward the work.

## Carmen Set for Broadmoor

SAN ANTONIO, March 12.—An active season has been set for Billy Carmen and his Artistocrats after closing at the Tourist Club here next week. Following three weeks at the San Antonio Country Club, band plays a string of one-nighters, winding up at the Lancers Club, Kerrville, Tex., April 17. Will then return to San Antonio, opening Easter Sunday night for a two-week return engagement at the Officers' Club at Kelly Flying Field.

Band has also been set for the summer in Colorado Springs, at the Broadmoor Hotel. James Barker Smith, manager of the hotel, files here March 24 to complete arrangements. It is Carmen's first trip west.

## Casa Loma Tour Takes 'Em East Again for Theaters

NEW YORK, March 12.—Glen Gray and his Casa Lomites spend the rest of this month playing one-nighters in Texas and the Midwest. March 18 and 19 band will be in San Antonio and Austin, respectively; the 21st sees them in Paris, with Longview the next stop the following day. Jumping west, Gray shows in Topeka, Kan., March 24, with the Pla-Mor Ballroom, Kansas City, Mo., scheduled for the 26th.

Working eastward, band vacations the first two weeks in April, after which it will open its theater tour at the Earle, Philadelphia, April 15.

## Lawyer Rates ASCAP Roll

NEW YORK, March 12.—Abner Greenberg has been elected to membership in ASCAP, thereby making him, it is believed, the only attorney who has qualified as a member of the society. Among other numbers, Greenberg wrote *C'est Vous*, which he also originally published. Greenberg has handled many important copyright cases, including the litigation involving *St. James Infirmary* in 1932.

## Sheet-Music Leaders

(Week Ending March 12)

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

- | Positions Last Wk. This Wk. |                                   |
|-----------------------------|-----------------------------------|
| 1                           | 1. Whistle While You Work         |
| 2                           | 2. Thanks for the Memory          |
| 3                           | 3. There's a Gold Mine in the Sky |
| 4                           | 4. Tipitin                        |
| 5                           | 5. Helig Ho                       |
| 6                           | 6. Goodnight, Angel               |
| 7                           | 7. A Gypsy Told Me So             |
| 8                           | 8. I Can Dream, Can't I?          |
| 9                           | 9. Sweet as a Song                |
| 10                          | 10. Dipsy Doodle                  |
| 11                          | 11. Ten Pretty Girls              |
| 12                          | 12. I Double Dare You             |
| 13                          | 13. Moon of Manakora              |
| 14                          | 14. One Song                      |
| 15                          | 15. Love Walked In                |

## Maybe From Screwy Titles

NEW YORK, March 12.—For the *Musket* in jazz quintetting in the *Sally, Irene and Mary* flicker, Raymond Scott and his senders have their Colonial costumes topped off with powdered wigs. Which prompted one wag to philosophize, "The boys' hair probably turned white from worrying whether or not swing is here to stay."

## Ballroom Op Sues Waller on Walkout

PHILADELPHIA, March 12.—A foreign attachment was placed against the salary of Fats Waller, closing at the Earle Theater here, by Commons Pleas Court. The attachment was granted in behalf of Lathrop Alston, Durham (N. C.) dance hall owner, who charged that Waller walked out on him after contracting to play at a dance there February 28. Waller was guaranteed \$750 or 60 per cent of the gate. The band leader received \$350 as deposit, Alston said. He is suing for \$3,000 damages.

Named as defendants, besides Waller, are the Associated Radio Artists and Philip L. Ponce, Inc. Named as garnishees are the Stanley Company of America, Warner Bros. Circuit Management Corporation and Warner Bros. Pictures, Inc.

## Denver Park Buys CRA Orks

DENVER, March 12.—Elitch's Gardens, local amusement park, has signed an exclusive with Consolidated Radio Artists for a steady supply of bands for the summer. Starting May 30 fortnight changes will bring 10 bands to the ballroom. None set as yet by office.

## R-O'K Remains Cool as Weber Gangs With 802 on Crosby Case

NEW YORK, March 12.—Rockwell-O'Keefe booking agency may have to answer charges in connection with the Bob Crosby case not only before the trial board of musicians' local 802 but also before Joseph N. Weber and the international office of the American Federation of Musicians. This is the latest development in the case, which, according to Max Aron, chairman of 802's trial board, has been turned over to Weber for more detailed study. Local is now awaiting word from Weber, who is expected to apportion to the local those items in the Crosby charges which specifically come under the local's jurisdiction.

In answer to the "so what" attitude on the part of the Rockwell-O'Keefe office, Jack Rosenberg, 802 prexy, said the airing of the case would be an "eye-opener." Rosenberg has in no way indicated any backsliding from his clean-up-the-band-bookers policy.

Aron reiterated that putting the situation thru the cleaning machine will result in resolutions to be presented at the next AFM convention, aiming at regulating more closely the activities of band bookers.

Feeling of the New York union heads indicates that the next AFM confab may have as one of its chief concerns the policing of band bookers so that their activities will be more equitable to musicians. Feeling is growing that the agencies are distorting the band business to a fare-thee-well.

NEW YORK, March 12.—"No matter what the union decrees, either the local or the Federation," says Mike Nidorf, R-O'K exec, "their decision cannot alter our legal contract with the Crosby Band."

## Review of Records

# Chick Lays an Egg and Horace Heidt Week Waxes as a Weakie

By M. H. ORODENKER

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

### A Weakie Week

Without much ado HORACE HEIDT cuts six sides at one sitting and right away they proclaim it a "Horace Heidt Week." And it seems like a week, to us longer, before the needle nurses Part 1 and Part 2 of *Guess Right With Horace Heidt* (B), which is nothing more than a single strain from *Stompin' at the Swoop* in the styles of the contemporary maestro, played to distraction. The remaining sides, *I Fall in Love With You Every Day*, *How'dja Like To Love Me?*, *Heigh-Ho* and a fox-trotted *I'll Take You Home, Kathleen* are Heidt at par, but hardly call for the unfurling of flags.

Lush with richness for the melodic cans is the music of BLUE BARRON for the flutters from *The Girl of the Golden West* flicker, *Shadows on the Moon* and *Who Are We To Say?* (BL), the latter a sob song that really has something to say; the silky strings and smooth synopating of LEO REISMAN for *Love Walked In* and in three-quarter time, *The Moon of Manakora* (V); and for the same label, GUY LOMBARDO for *Let's Sail to Dreamland* and the imported waltzer that promises to out-Vien Vieni, *Ti-Pi-Ti*.

### Sonny (Satchmo) Dunham

Soothing to the ear and easy to take for a whirl around, the floor are OZZIE NELSON for *You're an Education*, *It's Easter Said Than Done*, *A Shook in the Back of the Hills*, *The Old Apple Tree* (BL); the hal-kompatibility of REGGIE CHILDS for *Goodnight, Angel*; *There's a New Moon Over the Old Mill* (D), and the standard selling of GEORGE HALL for *Love Is Here To Stay* and *I Was Doing All Right*, DOLLY DAWN stepping up the tempo and making it tepid as she identifies the label with oooooo! Booms! and *You Went to My Head* (VO).

In the swing idiom that's generally foot-lifting, but side-stepping extremes that tend to smother the melody, HUDSON-DELANE is sockeroo stuff for *Doing the Recessional* and subdued without losing the rhythmic flavor for *Sunday in the Park* (B), the word slinging of Mary McHugh fairly dripping with honey. In the same groove GLEN GRAY gives for

*Nutty Nursery Rhymes* and in a rested mood, *Memories of You* (D). Latter side revives memories of Louie Armstrong, as Sonny Dunham cuts an iron-billed trumpet dish in the high horn register; BOB CROSBY for *It's Wonderful* and Joe Sullivan's *Just Strolling* (D), with Bob Zurke at the black and whites emphasizing the blue notes, and JIMMY DORSEY for *Liftos in I Fell in Love With You Every Day* and *How'dja Like To Love Me* (D).

### A Letdown for Larry

CHICK WEBB overstays his welcome by taking a dozen of wax for *I Want To Be Happy* and *Hallelujah!* (D). It's stodgy stomp stuff, especially the ill-advised quintet that has the flute and clarinet practicing arpeggios. But above all, sides lack the sincerity one finds in the ELLA FITZGERALD sob songs, *It's Wonderful* and *I Was Doing All Right* (D), which are strictly in bless-you-aister style at its best. Nor is Chick alone in this company. The egg basket bulges with LARRY CLINTON serving a couple classical compos without any seasoning, *Martha* and *I Dream I Dwell in Marble Halls* (V). Lethless and lacking in musical ideas, it's a letdown for Larry. And MIDGE WILLIAMS steps out of bounds in her churning the chanticles *Good-night, Angel* and *The Greatest Mistake of My Life* (VO). It's a grave mistake when this harlemese canary cuts commercials. Even the backing by an Onyx Club combo is backwoody.

### With Hot Figurations

There's facile fingering of the hot horns when COOTIE WILLIAMS and his ellingtonian swingmates beat it out for *Have a Heart*, coupled with jungle jive in the indigo mood for *Echoes of Harlem* (VO). The black and blue rhythms breakaway for LOUIE PRIMA on the taproomy tootling to *Where Have We Met Before?* and *Now They Call It Swing* (D). Save for the guitar gratings, it's slap-together stuff in bringing back JOHNNY DODDS, vet trumpeter, for *Melancholy* and *Stack O'Lee Blues* (D), the harlemese version of Frankie and Johnnie.

The case is nothing more than brow-beating on part of Gil Rodin and Bob Crosby to get a release from our office on their contract. If there was any doubt as to the validity of our claims, Music Corporation of America would have signed an exclusive contract with the band long before this.

Union officials are not interested in any legal hold R-O'K has on the band, union officials stated, since Weber has refused to recognize a contract with a band corporation. "If the Crosby charges are true," says Rosenberg, "we will undoubtedly recommend to the Federation that the Rockwell-O'Keefe booking license be revoked."

## Victor Starts Disk Of the Month Clubs

CAMDEN, N. J., March 12.—After months of experimentation RCA-Victor announces inauguration of the Victor Record Society to increase the number of phones in use and to boost platter sales. Benefits to society members are \$9 worth of Victor records for a \$6 membership fee, a turn-table attachment to radio sets, free subs to a monthly Society Review, a booklet entitled *The Music America Loves Best* and "correspondence privileges" with RCA-Victor's music director for help in building up a record library. Additional benefits in the form of record dividends up to \$6, cost of membership, also accrue to members buying \$60 worth of Victor records.

An intensive campaign will be undertaken to promote the Victor Record Society. Mags will be used extensively, and the plan will receive heavy radio plugs on the *Magic Key* show and by spot announcements.

## Theaters Offer One-Nights For Bands Touring Dixie

CHARLOTTE, N. C., March 12.—Due to response at the box office, bands barnstorming the Mason-Dixon territory can now add one-night stands in theaters to their ballroom dates.

T. D. Kemp Jr., booking agent for North Carolina Theaters, Inc., is buying name bands for solo stands in theaters. Policy has been tested with Fats Waller and Will Osborne, with Fred Waring and Ina Ray Hutton working the circuit now.

Kemp controls nine dates in the Carolinas and Virginia, covering theaters in Charlotte, Greensboro, Durham and Raleigh in North Carolina; Columbia, Greenville and Spartanburg in South Carolina, and Virginia stops at Charlottesville and Lynchburg.

## Swing Not Welcome

TACOMA, Wash., March 12.—"Scandinavian Night," with Scandinavian dances, is to be popularized in Tacoma, as in Seattle, where such ballroom dancing has been meeting with considerable success—due to the influx of Norwegians and Swedes in the Puget Sound cities. Crescent Ballroom innovated a Scandinavian-American night, with the most popular dance forms holding sway being the Swedish Hambo, Polka and Schottische. Capacity turnouts at the Scandinavian nights in Seattle, and McQuarrie's local ork spent a month there to perfect Scandinavian dance technique, rhythm and musical arrangements.

## Fletcher's Midwest Stops

CHICAGO, March 12.—Local office of Consolidated Radio Artists is lining up a string of Midwest stops in April for Fletcher Henderson. On the 4th Fletcher cuts for a race dance at Little Rock, Ark., jumping to Elks' Hall in Centralia, Ill., April 9; following day at Coliseum Ballroom, Bend, Ill., and on the 26th at the annual police ball at Hibbing, Minn.

## Names for Hartford Chez

HARTFORD, Conn., March 12.—Olen Patee, local nitery, is bringing in name bands for the spring and summer. Paul Tremaine started the new policy this week, bands changing each fortnight. Will be supplied by Mac O'Connell, of Radio Orchestra Corporation.

## America's Leading Radio, Theatre, and Dance ORCHESTRAS

Music of Yesterday and Today Played in the Blue Barron Way

### Blue Barron

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

CRA

### Biltmore Boys

AND THEIR ORCHESTRA

Now Playing  
WEBSTER HALL HOTEL  
Detroit, Mich.

CRA

### Jack Denny

AND HIS ORCHESTRA  
BEVERLY HILLS COUNTRY CLUB,  
Newport, Ky.

CRA

### King's Jesters

"The Biggest Little Band in America"  
AND THEIR ORCHESTRA  
WILLIAM PENN HOTEL, Pittsburgh, Pa.  
MUTUAL NETWORK.

CRA

### Eddy Rogers

AND HIS ORCHESTRA  
Playing Sterling Melodics  
BEVERLY HILLS COUNTRY CLUB,  
Newport, Ky.

CRA

### Jan Savitt

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

CRA

"America's Most Versatile Instrumentalist"

### Jack Sherr

AND HIS ORCHESTRA  
Now Playing  
BROADMOOR COUNTRY CLUB,  
Denver, Colo.

**CONSOLIDATED**  
RADIO ARTISTS, Inc.  
NEW YORK, 30 ROCKEFELLER PLAZA  
CHICAGO - CLEVELAND - DALLAS - HOLLYWOOD

**SONNY KENDIS**  
and his  
ORCHESTRA

One Year  
STORK CLUB, N. Y.  
& Streets  
PALL MALL ROOM  
Washington, D. C.  
Now Glass Hat  
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### JOE SANDERS

AND HIS NIGHTHAWKS

NOW ON TOUR

Mrs. MUSIC CORPORATION OF AMERICA.

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

# Orchestra Notes

By M. H. ORODENKER

## Talk o' Town

It's a sure bet that RAMONA, the former PW satellite, will soon be fronting her own band. . . . CHARLIE GREEN, Consolidated prexy, is back in town after an extended see-America jaunt and has brought HENRY BUSSE back with him. . . . OSCAR BRADLEY, the Phil Baker orker, is due in town on the 29th and will add git-boner Van Epps, and to his arranging staff Niel Alderman. . . . Astor Hotel has already signaturred VINCENT LOPEZ as the follow-upper in June for RUDY VALLEE, who unshutters the roof in May. . . . swing alley invaded the sacrosanct portals of television this week when MAXINE SULLIVAN and the Onyx Club cutters did the first of a series of visual airings for NBC.

## The Eastern Front

BILLIE HOLIDAY, sepiu swing diva departed from Count Basie, will soon do her liting in front of a white band. . . . and if JIMMIE DORSEY can do it with June Richmond, ARTIE SHAW will offer as much with la belle Billie. . . . Shaw and the songstress open March 22 at the State Ballroom, Boston. . . . BARNEY RAPP locates at the New Penn Club, Pittsburgh, April 15, with JOE HAYMES bowing out. . . . this week brings FRANK NICOLA to Philadelphia Hotel, that city. . . . and for the March 24 week TED LEWIS will be asking the Paramount Theater patrons up in New Haven if they're happy. . . . JERRY LIVINGSTON leaves Laurel-in-the-Pines, Lakewood, N. J., on the 13th, with HOWARD WOODS taking over. . . . Jerry is set for two months of solo stands, including a string of campus dates. . . . boys with the BOBBY SNYDER Band had a narrow escape last week when their bus was side-swiped at Mechanicville, N. Y. . . . no serious hurts. . . . MIKE (R-O-K) NIDOREP will keep the Ocean Pier, Wildwood, N. J., supplied with synopators this summer.

## The Coastal Corner

With HENRY KING leaving for Gotham, NAT BRANDWYNNE commands the band stand at Pricco's Fairmount Hotel, starting April 2. . . . PANCHITO and his La Congo combo, current at Hollywood's Trocadero, has signaturred an exclusive pact with R-O-K. . . . we haven't heard the end of BG's Carnegie Hall escapade. . . . the Alexander's Raptitude Band flicker, now in production, figures on adding the RAYMOND SCOTT quintetters for a Carnegie Hall sequence. . . . as guest soloists with a mammoth symphony ork.

## Gotham Grazing

Another Paul Whiteman luminary primed for maistrobhood is JIMMIE BRIERLY. . . . after leaving the Savoy next week COUNT BASIE makes his first appearance in Akron, O., for a race dance on the 23d at East Market Gardens. . . . at which time his new canary will be uncovered. . . . the new batch of Benny Goodman records, out this week, will have COUNT BASIE and a couple Basie boys on the tooting. . . . but it's strictly off the record. . . . and what's this we hear 'bout BENNY CARTER planning on a return to these States? . . . LOU CARROLL draws a holdover ticket, good for four weeks, at the Village Brewery. . . . VINCENT LOPEZ is shopping for a site in the 50s on which to open a hitery of his own next fall, Casa Lopez. . . . TEDDY HILL opens April 16 at Brooklyn's Roseland. . . . WILIE (the Lion) SMITH has signed for another annum at Decca for the waxing of his pianology.

## A Western Breeze

DEL COURTNEY makes the replacement this week at Schroeder Hotel, Milwaukee, Woody Herman making the exit. . . . ANNE WALLACE will be in Phoenix, Ariz., Thursday (17) for the annual Police Ball. . . . first time the cops called for a fem band. . . . MAURIE STEIN takes over the AL GOLDEN duties at Chi's Yacht Club on the 24th. . . . and in the same windy town GRIFF WILLIAMS takes over the Edgewater Beach Hotel assignment Saturday (19), ORRIN TUCKER trekking to New York to replace Guy Lombardo. . . . and the BILTMORE BOYS, current at Webster Hall, Detroit, move to the La Salle Ho-

tel on April 16. . . . MIKE RILEY gets 'round to the Nu Elms Ballroom, Youngstown, O., for a seven-day stay, starting March 22. . . . and then moves to Valley Dale, Columbus, O. . . . LOU BRESSE draws a holdover card at Hotel Nicolet, Minneapolis, good for April.

## In Southern Style

PAUL WHITEMAN arrives in Fort Worth, Tex., this week, rating the honor of leading the parade that will usher in the Southwestern Exposition and Fat Stock Show. . . . when GLEN GRAY gets to San Antonio this Friday we wonder if he will meet his namesake, who is a member of the Carrizo Springs High School Band there. . . . CLYDE LUCAS is the next in line for Beverly Hills Country Club, Southgate, Ky., after Jack Denny departs on the 31st. . . . WALTER HAAGEN lingers at the San Carlos Hotel, Pensacola, Fla., where Mrs. Hagen, a bathing beaut titleholder hailing from the Carolinas, teaches 'em to truck and Sust-Q. . . . JACK TRACY hopped to the Rice Hotel, Houston, after a spell at the Chez Paree, New Orleans.

## Birth of the Blues

LEONARD FEATHER, London music critic, waxes enthusiastic 'bout the waxing session he supervised this week at Brunswick. . . . had Bobby Hackett, Joe Marsala et others, cutting a jam-boree for the platters in waiting time. . . . heralded as a new treatment for the blues, it calls to mind the philosophy expounded by W. C. HANDY on the origin of blue songs. . . . that strange combination of sorrow and joy oft found in the Negro. . . . as Handy tells it, "a river roustabout has just been told his rent must be paid. He has little money but not enough. He calls his friends and kin. He is honest and wants to pay. They can't help. So he sits down and thinks. He is sad, but the change in his pocket reminds him of happy days. He will use it to forget his troubles. He will laugh while he can and trust the future." . . . That's the philosophy behind the blues.

## Mainly Manhattan

JOE MARSALA has designs on tenor saxer Vido Musso augmenting his Hickory barrel-Housers. . . . HARRY HORLICK is streamlining the Strauss waltzers for a Decca series. . . . ADELITA VARELA will do the canarying for JUAN AGUIRRE when the BG of the marimbas hits the main stem next month. . . . HARRY (MCA) MOSS is lining up a string of collitch clatches for KAY KYSER and SAMMY KAYE, both bands working out of Gotham soon. . . . LOUIE ARMSTRONG will catch a tidy \$6,500 for his March 24 week at Loew's State.

## Notes Off the Cuff

ROBERT ESTES caters to the collitch crowds at Club Rex, Birmingham, Ala. . . . A royal welcome awaits the Sunset Royal Sereaders, fronted by ACE HARRIS, when they do a home-coming dance Easter Sunday in Miami. . . . band is current at the Cotton Club, Cincinnati. . . . DON REDMAN turns up in Austin, Tex., April 1, for his first race dance here. . . . After the March 25 weeks at the Michigan Theater, Detroit, RITA RIO locates at New Kenmore Hotel, Albany, N. Y. . . . ANN JAMES' Melodears, cocktail combo, set by CRA to open this week at the Tavern, Steubenville, O. . . . CARL (DEACON) MOORE pencilled for an April 30 date at Pia-Mor Ballroom, Kansas City. . . . and so we send our cuffs to the cleaners.

## 802 PREPARES

(Continued from page 10)

the big agencies are trying every trick to grab off that concession, but they forget to reckon with the union."

Wage scale for visiting bands locating in city spots off the fair grounds will undoubtedly remain as is. However, union officials are frank in their intentions to hound every outside band for any irregularity in the booking.

NEW YORK, March 12.—While the opening yurks for the World's Fair will not be fired until April 30, 1939, a preview of the big shot is being planned by the administration for April 30 of this year. Tentative arrangements have been made for an inaugural ball on the fair grounds. It is also expected that

## JOE MARSALA

His  
Clarinet and his Chicagoans  
2nd Year HICKORY HOUSE, N. Y.

Heard via WMCA Mon., Thurs. and Sat.

## DON REDMAN

and his  
Orchestra  
With ORLANDO ROBERSON and  
LOUISE MCARDOL.  
New  
APOLLO 125TH ST. THEATER,  
N. Y. C.  
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King of the Muted Trumpet

## Clyde McCoy

And His "SUGAR BLUES" ORCHESTRA  
DECCA RECORDING ARTISTS  
Now On Tour.  
Personal Management GUS C. EDWARDS,  
First National Bank Bldg., Chicago, Ill.

## PANCHO and his

ORCHESTRA

Return Engagement.

PERSIAN PLAZA HOTEL, N. Y.  
ROOM  
Mrs. MUSIC CORP. OF AMERICA.

The local hotels will follow suit and throw open their ballrooms that night for similar dances as in the PDR birthday balls.

Early plans formulated by Grover Whalen, fair chieftain, give the nod to Paul Whiteman that night. Whalen is also extending a commission to Whiteman to finish the late George Gershwin's Ode to the World's Fair and preem the unfinished symphony at the inaugural shindig.

## Social Security Ruling for Orks

(Continued from page 3)

over hiring, firing and salaries of members. Indicate any restrictions imposed on leader in these matters.

6.—To indicate how much bossing can be done by parties engaging the orchestra, show how much the parties have to say in

a.—fixing, altering and paying individual musicians.

b.—requiring that certain members be included in band.

c.—setting and changing hours of performance.

d.—controlling times for intermissions.

e.—designating type of music and manner to be played.

f.—specifying that certain selections be played.

g.—commanding the services of musicians individually or as a group for specific functions.

h.—firing members directly or thru leader.

i.—dictating uniforms of members of band.

7.—Report how much equipment, materials, food, lodging, traveling or other expenses are furnished the leader and band by booking parties.

8.—Basis of compensation for leader and members. Compare rates of pay with minimum set by American Federation of Musicians for that spot and type of service. Describe manner and time salaries are paid to individuals.

9.—If any individuals in present set-up are new to the band for this engagement, explain in detail method of hiring.

10.—Explain set-up for arrangement of music for present booking, and indicate if arranger is member of band. If stranger is under separate contract, submit copy of same.

A copy of the above memorandum in full detail may be obtained by writing to the Music Editor, The Billboard, 1564 Broadway, New York City.

## At Your Service

Free copies of the guide for musicians seeking rulings on their Social Security status, as drawn up by the local office of the Bureau of Internal Revenue, Social Security Division, may be obtained by writing to Music Editor, The Billboard, 1564 Broadway, New York.

Music Items

Doc Axt Gets Long Term With MGM

DR. WILLIAM AXT, responsible for many of the musical scores in MGM picture productions for the past nine years, has been signed to a new long-term contract by the studio. . . . Irving Fields, radio pianist, is having one of his original compositions published, a piano solo called *For Hunt*. . . . Sol Bornstein, head of Irving Berlin, Inc., arrived in Hollywood this week. . . . Harry Warren and Al Dubin will be aided by Johnny Mercer in the writing of six songs for a new Warner musical, *Garden of the Moon*. . . . Leonard G. Feather has returned to London, leaving behind two new numbers, *Mighty Like the Blues* and *Don't You Try Your Jive on Me*, the latter in collaboration with Edger Sampson. . . . Bob Remington, member of the NBC Kidoodlers, has turned out *Oceanus Man*, which features sweet potato solos, Dave Ringle publishing. . . . Buddy Morris, Music Publishers Holding Company's general manager, is back in New York. . . . Paul Marjell, maestro at the Arcadia Ballrooms, New York, has placed another number, *It's Like Heav'n for Heaven When You're Heav'n for Home*, Nelson Cogan adding the lyric, with Schuster-Miller publishing. . . . Ruth Lyons, musical director at WKRC, Cincinnati, has done a little composing of her own, turning out *Love Is Like a Nursery Rhyme*, *Indispensable You* and *Toot Thru Tuneland*. . . . Harold (Pier and Needles) J. Boone's *In the Factory* will be presented at fourth annual concert of the Garment Workers' Union in Carnegie Hall, New York, next Saturday.

Absent-Minded Professor Has Nothing on Fiddler

KANSAS CITY, Mo., March 12.—Harold B. Newton is blaming a poor memory for a batch of grief heaped upon him this week. One of the city's better fiddlers, with the Kaycee Philharmonic, Newton placed his \$1,000 violin on the front fender of his motor car as he went into a garage to back the car out. He drove nine blocks thru heavy traffic before he remembered where he had put the instrument. Jamming on his brakes, he stopped the car, only to find he had lost the fiddle somewhere along the road. It was not insured.

Lunceford Liked in Kaycee

KANSAS CITY, Mo., March 12.—Jimmy Lunceford did it again this week for Manager Will H. Wittig at the Pla-Mor Ballroom when he grossed \$1,225 on a one-nighter, his second appearance at the ballroom since December and his fourth in the city since October. Admission was \$1. Mal Hallett moves in, tonight for a crack at the house record, still held by Jan Garber, Wittig, who has built up tremendous patronage at the Pla-Mor since taking over last fall and increased receipts 50 per cent by spotting names, left today for a tour of Eastern ballrooms. He will make stops at Chicago, Cleveland, Cincinnati, St. Louis and book several bands while visiting with MCA, Rockwell-O'Keefe and CRA officials, he said. Season closes early in June.

Ventura in England

LONDON, March 12.—Ray Ventura, featuring Betty Allen, American chanteuse, at one time with the Hudson-DeLange Band, comes here Sunday, March 27, from Paris for a special concert at the Odeon in Guildford, an exclusive suburb. In addition, Ventura will present a radio broadcast for BBC March 28 and wind up here with a Columbia recording session the following morning. Plans are being made to short-wave the Odeon performance to America.

Gumble Joins Witmark

NEW YORK, March 12.—Mose Gumble, vice of the Professional Music Men's Association, resigned his post last night (11) to become manager of Witmark Music Company, Warner subsid. Succeeding at the prexy's desk will be Joe Santly, resigning as professional manager for Jack Mills. Both Gumble and Santly were at one time associated with Donaldson, Douglas & Gumble. Free post for the professional men is on a salary basis.

Battle of the S's

NEW YORK, March 12.—In an attempt to crack down on lowly and misguided citizens who at the drop of a hot lick would rush to become charter members in a Society for the Suppression of the Saxophone, prominent sax-toting band leaders have joined together in a Society for the Suppression of Slander in a Society for the Saxophone, thereby proving what a big difference one word makes if nothing else.

Victory No. 1 for the S. S. S. (the one with slander in it) was chalked up when it threatened drastic reprisal against Bob Hope for his derogative radio remarks against Fred MacMurray and his trusty sax, with speedy apology coming shortly after. Jimmy Dorsey is proxy of the society, which might include Rudy Vallee, Glen Gray, Wayne King, Hal Kemp and Carl Hoff, among others. Threatening drastic reprisals is probably going to take up a good bit of their time.

Music Pubs To Mull ASCAP Availability

NEW YORK, March 12.—Publisher membership of the American Society of Composers, Authors and Publishers is slated to meet March 22 in order to consider the matter of revamping publisher distribution of ASCAP royalties. Entire problem of availability will be ironed out, including ways and means of securing a more mechanical means to determine just what constitutes "availability." Availability rating of pubs in the royalty distribution counts for 30 per cent as against 50 per cent for "uses" and 20 per cent for seniority.

Recent balloting by pubs resulted in election to the ASCAP appeals board of John O'Connor, of the Fred Waring Music interests; E. B. Marks, of Marks Music Corporation, and Ralph Peer, prez

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**HOOVER**

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WRITE TODAY FOR SAMPLES DEPT CHB

of Schuster-Miller and Southern Music companies. Board hears appeals of pubs from decisions of the ASCAP availability board.

MCA Sets Steel Pier Bands

ATLANTIC CITY, March 12.—Easter holiday returns name bands to Steel Pier here, the Marine Ballroom opening for week-ends until the regular summer season is in full swing. Shep Fields comes in on April 16 and gives way to Kay Kyser for the Easter Sunday dancing, spotted by Music Corporation of America.

CIO Office on List For Philly Pickets

PHILADELPHIA, March 12.—With virtually all of the night clubs and cafes strictly under the thumb of the AFM, non-union outfits are concentrating on public functions in rented halls for their business. This trend has forced the local union to start a campaign against halls using non-union bands.

Today was set as the deadline for nearly a dozen halls in Philly and adjacent area. If closed-shop agreements are not made a stringent picketing campaign will start. Oddly enough, one of the places on the list is Mercantile Hall, headquarters of the Committee for Industrial Organization and also the Federal Musical A. A. Tomei, proxy of the AFM union, rejected a request made by Benjamin Fogelman, operator of Benny the Bum's, for a reduction in his union pay scale from Class A to Class B due to drop in business. The union had given the spot a reduced scale for eight weeks but refused to grant an extension.

Clearwater Musicians Elect

CLEARWATER, Fla., March 12.—Local of American Federation of Musicians here re-elected Rocco Orella president at a meeting March 6. Orella is band master of Clearwater High School and local Elks' Lodge. Others elected were Frank Stansbury, vice-president; Fred Wood, secretary; Ora Hart, treasurer; Bob Lee, sergeant-at-arms; L. B. Miles, Herbert Brasfield and Harry (Red) Hoover, directors.

Songs With Most Radio Plugs

"Thanks for the Memory" First, "Please Be Kind" the Sleeper

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

Position	Title	Publisher	Plugs	Net	Ind.
4	1. Thanks for the Memory (F)	Paramount	27	28	
12	2. Please Be Kind	Harms	25	16	
3	3. Sweet as a Song (F)	Robbins	24	28	
7	3. You're an Education	Remick	24	16	
15	4. Let's Sail to Dreamland	Spier	23	21	
2	4. I Can Dream, Can't I? (M)	Marlo	23	20	
14	4. Goodnight, Angel (F)	Berlin	23	18	
1	4. I Double Dare You	Shapiro, Bernstein	23	17	
7	5. More Than Ever	Miller	23	28	
5	6. Tiptin	Feist	21	16	
5	6. Whistle While You Work (F)	Berlin	21	11	
..	7. How Ja Like To Love Me (F)	Famous	18	11	
10	8. Helgh Ho	Berlin	17	16	
..	9. In My Little Red Book	Marks	16	20	
11	9. It's Wonderful	Hobbs	16	17	
10	9. Goodnight, Sweet Dreams, Goodnight	Shapiro, Bernstein	16	5	
10	10. Always and Always (F)	Feist	15	19	
..	10. Love Walked In (F)	Chappell	15	10	
9	11. Dipay Doodle	Lincoln	14	29	
8	11. I See Your Face Before Me (M)	Crawford	14	21	
..	11. Ten Pretty Girls	Crawford	14	8	
15	11. Shack In Back of the Hills	Morris	14	5	
14	12. At a Perfume Counter (M)	Donaldson	13	27	
14	13. Just a Simple Melody (F)	Witmark	13	17	
6	13. It's Easier Said Than Done	Oltman	12	15	
6	13. The One I Love (F)	Feist	12	12	
15	13. Somebody's Thinking of You Tonight	Schuster-Miller	12	12	
..	13. Mama, That Moon Is Here Again (F)	Paramount	12	10	
12	13. Outside of Paradise (F)	Santly-Joy	12	8	
14	13. One Song (F)	Berlin	12	8	
10	13. On the Sunny Side of the Rockies (F)	Hollywood	12	8	
..	13. Gypsy Told Me (F)	Crawford	12	7	
13	13. In the Shade of the New Apple Tree (M)	Chappell	12	4	
..	14. You Took the Words Right Out of My Heart (F)	Paramount	11	9	
15	14. Taboo	Southern	11	7	
..	14. Loch Lomond	Hobbs	11	4	
..	15. I Live the Life I Love (M)	Words & Music	10	14	
..	15. Sweet Someone (F)	Feist	10	11	
..	15. On the Sentimental Side (F)	Select	10	10	
12	15. Love Is Here To Stay (F)	Chappell	10	9	
..	15. Gypsy in My Soul (M)	Words & Music	10	8	
..	15. Who Are We To Say (F)	Feist	10	8	
14	15. Moon of Manakora (F)	Kalmar & Ruby	10	8	

**Have You Studied Harmony?**

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

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# ORCHESTRA ROUTES

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

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

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

**A**  
Adcock, Jack: (Manos Inn) Manos, Pa., no.  
Alston, Owe: (Plantation) NYC, no.  
Anderson, Kenny: (Vanity Inn) Albany, O.  
Andrews, Jimmie: (Hixon) North Attleboro, Mass., no.  
Arcos: (Herolot's) NYC, re.  
Arden, Sydney: (Continental) Kansas City, Mo., no.  
Armstead, Charlie: (Knickerbocker Gardens) Flint, Mich., no.  
Arthur, Zimo: (Roseland) NYC, b.  
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.  
Auwater, Fred: (Planting Club) Orlando, Fla., no.

**B**  
Bachelor Boys: (Roosevelt) Pittsburgh, b.  
Bailey, Hal: (Ches Paree) Indianapolis, no.  
Baird, Fred: (Tropical Bar) Vero Beach, Fla., no.  
Band Box Boys: (Harry's Inn) Sidney, N. Y., no.  
Barrow, Blue: (Edison) NYC, h.  
Barial, Jeno: (Peculiar) NYC, h.  
Bauer, Billy: (Old Nass Tavern) NYC, c.  
Baum, Charlie: (Blues House) NYC, h.  
Becher, Gene: (De Witt Clinton) Albany, N. Y., h.  
Berdon, Hal: (Biltmore) Atlanta, Ga., h.  
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., no.

**B**  
Biljo Balalaika: (Yar) NYC, no.  
Blaine, Jerry: (Park Central) NYC, h.  
Black, Bob: (Pete Marquette) Peoria, Ill., h.  
Block, Bert: (Rainbow Grill) NYC, no.  
Borchardt, Red: (Pia-Mor) Kansas City, b.  
Borr, Mischea: (Waldorf-Astoria) NYC, b.  
Bradfield, Jimmy: (Piazza) Kansas City, Mo., no.  
Braslow, Irv: (Stamp's) Phila., no.  
Brose, Lou: (Nicolet) Minneapolis, h.  
Breitaky, Hal: (Bal Tabarin) San Francisco, no.  
Brigode, Ace: (Olsson) Cincinnati, h.  
Brinkley, Charles: (Leg Cabin) Aurora, Ill., no.

**B**  
Brooks, Billy: (Garde) New Haven, Conn., h.  
Bryant, Willie: (Slavy) NYC, b.  
Bunchuk, Yasha: (International Casino) NYC, no.  
Buras, Clarence: (Garden) White Plains, N. Y., re.  
Busse, Henry: (Ches Paree) Chi., no.

**C**  
Calloway, Blanche: (Southland) Boston, no.  
Campbell, Jan: (Ulita) Utica, N. Y., h.  
Candullo, Harry: (Commodore Ferry) Toledo, O., h.  
Canev Setat: (Havana Madrid) NYC, no.  
Capello, Joe: (Jimmy Kelly's) NYC, no.  
Cappo, Johnny: (Park Rest) Newark, N. J., no.  
Carle, Frankie: (Club Edgewood) East Greenbush, N. Y., ro.  
Carlin, Ray: (Northwood Inn) Detroit, no.  
Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.

**C**  
Carroll, Johnnie: (The Rages) Omaha, no.  
Carroll, Lou: (Village Brewery) NYC, no.  
Castro, Amanda: (Yumuri) NYC, no.  
Chasta, Don: (Oriental Gardens) Chi., re.  
Clancy, Lou: (Henry Grady) Atlanta, Ga., h.  
Clark, Lowrey: (Grand Terrace) Detroit, b.  
Cochran, Gertrude: (St. George) NYC, h.  
Coco, Augusto: (El Toreador) NYC, no.  
Coleman, Emil: (St. Regis) NYC, h.  
Cornelius, Paul: (Crystal Lodge) Council Bluffs, Ia., no.

**C**  
Couch, Charlie: (Commodore) Detroit, no.  
Courtney, Del: (Schroeder) Milwaukee, h.  
Covato, Etzi: (Italian Garden) Pittsburgh, no.  
Carg, Orvel: (Whitcomb) San Francisco, b.  
Croker, Mel: (Huras Hall) Parkersburg, W. Va., c.  
Crosby, Bob: (Hickback) Chi., h.  
Cugat, Xavier: (Waldorf-Astoria) NYC, h.  
Cummins, Bernice: (Palmer House) Chi., h.

**D**  
Dalley, Frank: (Meadorbrook) Cedar Grove, N. J., ro.  
Dale, Dick: (Cocked Hat) Kansas City, Mo., no.  
Darrell, Pat: (Wonder Bar) Zanesville, O., no.  
Davies, Lew: (Embassy Club) Jacksonville, Fla.  
Davis, Eddie: (LaRue) NYC, re.  
Davis, Johnny: (Miami Club) Milwaukee, no.  
Davis, Peas: (House of Jacques) Oklahoma City, Okla., no.  
De Angelo, James: (Frolics Grill) Albany, N. Y., no.  
De Angelo, J.: (Frolics Grill) Albany, N. Y., no.

**D**  
Deary, Jack: (Beverly Hills) Newport, Ky., no.  
DiPola, Mario: (Raleigh) Washington, D. C., h.  
Dixon, Dick: (Glover) Portland, Ore., no.  
Dixon, Dick: (Gloria Palace) NYC, no.  
Domingues, Jose: (Salon Royal) NYC, no.  
Donaldson Boys: (Lawrence) Erie, Pa., h.  
Donnelly, Sonny: (Old Mill) NYC, c.  
Dosey, Jimmy: (New Yorker) NYC, h.  
Drake, Herman: (Hildberg) Baton Rouge, La., h.  
Dreisk, Hal: (Bal Tabarin) San Francisco, no.

**D**  
Druid Sisters: (Broadview) St. Louis, h.  
Dunbar, Art: (Church Corner's Inn) E. Hartford, Conn.  
Duerr, Delph: (Green Derby) Cleveland, no.

**E**  
Ebsand, George: (Loyale) NYC, c.  
Echler, Fran: (Nixon) Pittsburgh, re.  
Eddy, Freddy: (University Club) Albany, N. Y., no.  
Estes, Robert: (City Auditorium) Gadsden, Ala., 12-26.

**F**  
Falm, Paul: (Grossman) Lakewood, N. J., cc.  
Felix, Don: (The Pines) Newtown, Conn., no.  
Fellon, Happy: (Stetler) Buffalo, h.

**F**  
Ferdi, Don: (Stratford) Bridgeport, Conn., h.  
Fields, Harry: (Royalton) Monticello, N. Y., h.  
Fisher, Johnny: (Ozama) San Antonio, h.  
Finch, Freddy: (State Line) Kansas City, Mo., no.  
Finley, Milo: (Ogilham Plaza) Kansas City, Mo., h.  
Flo-Rito, Ted: (Palomar) Los Angeles, h.  
Fitzpatrick, Eddie: (St. Anthony) San Antonio, h.  
Flindt, Emp: (Danzeland) Chi., b.  
Floyd, Guy: (Oasis) Pontiac, Mich., cc.  
Forness, Heall: (St. Moritz) NYC, h.  
Forte, Lenny: (Coconut Grove) Phila., no.  
Frasetto, Joe: (Adelphi) Phila., h.  
Frederick, Marvin: (Syracuse) Syracuse, N. Y., h.  
Fridkin, Bob: (Rainbow Inn) NYC, re.  
Frost, Jr., Donald: (Adelphi) Phila., h.  
Fulcher, Charles: (Colonial Club) Augusta, Ga.

**G**  
Gallo, Phil: (Moorehead) Pittsburgh, h.  
Garber, Jan: (Topsy's) Los Angeles, no.  
Gasparre, Dick: (Ambassador) NYC, b.  
Gee, Billy: (Continental Club) Canton, O., no.  
Gerken, Joe: (Paul) Rockford, Ill., h.  
Goho, Billy: (Checker Box) Buffalo, c.  
Goodman, Benny: (Pennsylvania) NYC, h.  
Gordon, Gray: (Merry Garden) Chi., h.  
Gordon, Herb: (Ten Eyck) Albany, N. Y., h.  
Gerodatsky, Tevis: (Russian Kretchins) Phila., no.  
Gorell, Ray: (Arcadia) Detroit, b.  
Graff, Johnny: (Anchorage Inn) Phila., no.  
Gratford, Francis: (Southern Mansion) Kansas City, Mo., re.  
Gray, Len: (New Cedars) New Bedford, Mass., no.

**H**  
Hackitt, Bobby: (Nick's) NYC, no.  
Hagen, Walter: (San Carlos) Pensacola, Fla., h.  
Hall, George: (Tall) New York, h.  
Hamp, Johnny: (Book-Cadillac) Detroit, h.  
Harlan Hotspots: (Tony's Tavern) NYC, c.  
Harris, Claude: (Joe's Stables) Detroit, no.  
Hanes, Morris: (Southern Dinner) Shreveport, La., no.  
Hayes, Billy: (Hollywood) Phila., no.  
Haymes, Joe: (New Penn) Pittsburgh, h.  
Headrick, Pearl: (Lawrence) Carrington, Conn., h.  
Heidt, Horace: (Billmore) NYC, h.

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

**H**  
Herbert Hee: (Club Hollywood) Kalamazoo, Mich., no.  
Hill, Worthy: (Pavilion Royale) Savin Rock, Conn., no.  
Hoff, Sid: (El Patio) San Francisco, h.  
Hoffman, Earl: (Village) Chi., no.  
Hobbin, Virginia: (Normandy Inn) Warren, Pa., no.  
Holst, Ernie: (Netherland Plaza) Cincinnati, h.  
Hope, Hal: (Queen Mary) NYC, re.  
Hoscoe Family, The: (Fort Orange Tavern) Albany, N. Y., no.  
House, Garth: (Phoenix) Lexington, Ky., h.  
Hudson, Dean: (Murray's) Tuckahoe, N. Y., no.  
Huntley, Lloyd: (Mount Royal) Montreal, h.

**I**  
Jackson, Paul: (Old Mill Tavern) Jackson, Mich., no.  
Jahna, Al: (New Kenmore) Albany, N. Y., h.  
Jelenik, Eugene: (Utah) Salt Lake City, h.  
Jerome, Henry: (Nax Club) NYC, no.  
Johnson, Johnny: (Village Barn) NYC, no.  
Jones, Eldon: (Harris) Columbia, Mo., c.  
Joy, Hal: (Roosevelt) New Orleans, h.  
Joy, Jimmie: (Claxton) Memphis, h.  
Jule, Frankie: (Bellevue-Stratford) Phila., h.  
Julian Tracy: (Keilly's Grill) Elizabeth, N. J.

**K**  
Kardos, Gene: (Roseland) NYC, h.  
Kuhn, Louie: (Pia-Mor) Kansas City, Mo., b.  
Kaye, Sammy: (Stetler) Cleveland, h.  
Keating, Ray: (Murray's) Tuckahoe, N. Y., no.  
Kemp, Hal: (Drake) Chi., h.  
Kend, Eddie: (Governor Clinton) NYC, h.  
King, Henry: (Fairmount) San Francisco, h.  
King's Jesters: (William Penn) Pittsburgh, h.  
Kirby, John: (Onyx) NYC, no.  
Kirby, Andy: (Grand Terrace) Chi., b.  
Kirham, Don: (Elakland Inn) Denver, no.  
Krickel, Ernie: (Unique Grill) Delaware, N. J., re.  
Kristal, Cecil: (Dempsy) Macon, Ga., h.  
Krueger, Benny: (Savarin) Buffalo, c.  
Krumin, Costya: (Russian Bear) New York, no.  
Kuenzler, Robert: (Martin's Rathskeller) NYC, no.  
Kurtz, Jack: (Rome) Omaha, h.

**L**  
Laktoha, Oliva: (Rosegarden) Middletown, Conn., c.  
La Perle, Jay: (Marnal's Venkers) N. Y., re.  
Lasser, Walt: (Hancock) Springfield, O., h.  
Lagman, Bill: (Club Triamco) Mobile, Ala., no.  
Lally, Ed: (Texas) Ft. Worth, Tex., h.  
Lamb, David: (Marine Room) Muskegon, Mich., h.  
Lamb, Eddie: (Governor Clinton) NYC, h.  
LeRoy, Howard: (Louis Joliet) John, Ill., h.  
LeRoy, Vic: (Times Square) Rochester, N. Y., no.  
Lewis, Sammy: (Lenox) Wilkes-Barre, Pa., h.  
Lightbourne, Ed: (Piccadilly) Baltimore, no.  
Lindeman, Udo: (Gloria Palace) New York, no.

**L**  
Lombardo, Guy: (Roosevelt) NYC, h.  
Lopez, Vincent: (Royal Palms) Miami, h.  
Loren, Jimmy: (Garden of Roses) Key West, Fla., no.  
Lyman, Abe: (Billy Rose's Casa Manana) NYC, no.  
Lyons, Mill: (2 o'clock) Baltimore, no.

**M**  
McIntyre, Lani: (Lexington) NYC, no.  
Mason, Bill: (Tavern) Atlantic City, h.  
Madriguera, Marie: (La Conga) NYC, no.  
Manners, Gregg: Milwaukee, no.  
Mareno, Frank: (Sweeney) Baltimore, c.  
Marshall, Joe: (Hickory House) NYC, no.  
Marshall, Jack: (Stetler) Detroit, h.  
Marshall, Duane: (Kasek) Boston, h.  
Martel, Gus: (Versailles) NYC, re.  
Martell, Paul: (Arcadia) NYC, h.  
Martin, Bill: (Reno) Kansas City, Mo., no.  
Martin, Henry: (Three-Door Inn) Bridgeport, Conn., no.  
Martin, Bob: (Chez Florence) Paris, no.  
Martin, Lou: (Leon & Eddie's) NYC, no.  
Martin, Duke: (El Morocco) Hartford, Conn., no.  
Masterson, Bert: (Hi-Hat) Houston, no.  
Maya & His Cubans: (Ambassador) NYC, h.  
Meeker, Paul: (Gunter) San Antonio, h.  
Messner, Johnny: (McAlpin) NYC, h.  
Mills, Floyd: (Big Top) Wilmington, Del., h.  
Mills, Dick: (Sportsman's Inn) Galveston, Tex., no.  
Mills, Jack: (Royal Villa) Peony Park, Omaha, no.  
Moore, Eddie: (Eagles) Ithaca, N. Y., h.

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**M**  
Morell, Larry: (Merry Gardens) Lynchburg, Va., no.  
Mora, Bobby: (Palumbo's) Phila., no.  
Morton, Gerry: (Savoy-Pizza) NYC, h.  
Moseley, Snub: (Barrel of Fun) NYC, no.  
Motely, Bek: (Casa Grande) Secwyn, Md., no.  
Munro, Hal: (Medinah) Chi., no.

**N**  
Nagel, Harold: (Biltmore) Providence, h.  
Nance, Skipper: (Rainbow Gardens) Little Rock, Ark.  
Navarro, Al: (Belvedere) Baltimore, h.  
Naylor, Oliver: (Club Rex) Birmingham, no.  
Newman, Ruby: (Rainbow Room) NYC, no.  
Nickles, Billie: (Tropic Club) Los Angeles, no.  
Noble, Leighton: (Casino) Pittsburgh, no.  
Norton, Bob: (New Grand Center) Detroit, h.  
Norvo, Red: (Commodore) NYC, h.

**O**  
Olson, Walter: (New Julius) Oardenville, N. Y., re.  
Omer, Eved: (Bock's Cafe) Yakima, Wash., no.  
Owens, Harry: (Beverly Witshire) Beverly Hills, Calif., h.  
Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif.

**P**  
Pablo, Don: (Merry-Go-Round) Dayton, O., no.  
Page, Hot Lips: (Small's) NYC, no.  
Palmer, Freddy: (Colonial Inn) Singas, N. J., re.  
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.  
Panchita: (Trocaero) Hollywood, Calif., no.  
Pantano, Louis: (College Inn) Chi., no.  
Pantano, Mike: (Lofina Grill) Albany, N. Y., no.  
Paris, Chic: (Evergreen) Newark, N. J., re.  
Peck, Earl: (Coconut Grove) Bridgeport, Conn., no.

**P**  
Penderfar, Paul: (Peabody) Memphis, h.  
Peterson, Dec: (Seven Gables Inn) Millford, Conn., no.  
Petti, Emilio: (Everglades) Palm Beach, no.  
Peyton, Jimmie: (Freda Pope's Plaza) Pittsburgh, no.  
Pitman, Jack: (Port Arthur) Providence, R. I., re.  
Primo, Louis: (Famous Door) NYC, no.

**R**  
Raeburn, Boyd: (Congress Casino) Chi., h.  
Razza, Carl: (St. Francis Drake) San Francisco, h.  
Ray, Frankie: (Lake) Gary, Ind., h.  
Reader, Charles: (Port Montague) Nassau, B. W. I., h.  
Reichman, Joe: (Mark Hopkins) San Francisco, h.  
Reick, Johnny: (Gold Club) Columbia, Mo., no.  
Reisman, Leo: (Waldorf-Astoria) NYC, h.  
Reyes, Chico: (Continental) Detroit, no.  
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., h.  
Ricciotti, George: (Matteoni's) Stockton, Calif., no.  
Riffe, Benny: (Gables) Kingdom City, Mo., no.  
Riley, Mike: (Tyman) Cleveland, h.  
Rivard, Freddie: (Graystone) Detroit, b.

**R**  
Rodes, Dusty: (Muehlebach) Kansas City, Mo., h.  
Roberts, Red: (Eagle's) Milwaukee, b.  
Robinson, Lee: (Chili's) Miami, Fla., re.  
Rocco, Maurice: (Kit Kat) NYC, no.  
Rodrigo, Name: (Havana-Madrid) NYC, no.  
Rogers, Buddy: (Arcadio International) Phila., no.  
Roman, Emil: (Garbo) NYC, re.  
Rosen, Tommy: (Wisteria Gardens) Atlanta, no.  
Russell, Jack: (Melody Mill) Chi., b.  
Ryck, Chet: (Mayflower) Akron, O., h.

**S**  
Sandra, Roy: (Belvedere Club) Hot Springs, Ark., no.  
Schenk, Frankie: (Aragon) Lima, O., b.  
Scholl, Russell: (Pinning) Orlando, Fla., no.  
Segredo, Carlo: (San Souci) Havana, no.  
Serebrenik-Mann: (Old Vienna) NYC, re.  
Sherr, Jack: (Broadmoor) Denver, h.  
Siesta, Don: (Oriental Gardens) Chi., re.  
Siegel, Irv: (Merry-Go-Round) Miami, no.  
Smith, Van: (Merry-Go-Round) NYC, no.  
Smith, Carl: (Athletic Club) Detroit, h.  
Smith, Stuff: (Famous Door) Hollywood, no.  
Smith, Buster: (Lusille's Club) Kansas City, Mo., no.

**S**  
Smith, Joseph C.: (La Rue) NYC, no.  
Smith, Billy: (Lookout House) Covington, Ky., no.  
Stahls, Dick: (Stetler) Buffalo, h.  
Steel, Leonard: (St. Snelly) Detroit, h.  
Stell, Maurie: (Yacht) Chi., no.  
Stevens, Fred: (St. George) Brooklyn, h.  
Sterny, George: (Coq Rouge) NYC, no.  
Stipes, Eddie: (Frankie's) Toledo, no.  
Stoeffler, Wally: (Pia-Mor) Kansas City, Mo., h.

**S**  
Stromberg: (Tropical Roof) Memphis, no.  
Stone, Russ: (Rancid) Monroe, La., h.  
Strong, Benny: (Brown) Louisville, h.  
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.  
Sudy, Joe: (Rio Del Mar) Monterey, Calif., cc.  
Sylvester, Bob: (Arcadia) NYC, b.

**T**  
Tatro, Bill: (Bridgeway) Springfield, Mass., h.  
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.  
Thomas, Tommy: (Gaffney) Seattle, h.  
Thompson, Lang: (Blackstone) Ft. Worth, Tex., h.  
Thurn, Otto: (Olsson) Cincinnati, h.  
Torrey, Bob: (Dixie Grove) South Bend, Ind., no.  
Tosne, Loren: (Club Joy) Lexington, Ky., no.  
Tracy, Jack: (Ches Paree) New Orleans, no.  
Tremaine, Paul: (Club Pares) Hartford, Conn., no.

**T**  
Trent, Jack: (Colombo) Reno, Nev., h.  
Trifal, Anthony: (Roseland) NYC, b.  
Trivette, Frankie: (Biltmore Bowl) Los Angeles, no.  
Tucker, Orrin: (Edgewater Beach) Chi., h.

**V**  
Van Gelder, Leon: (Old Algiers) NYC, re.  
Van, Garwood: (Trocaero) Los Angeles, no.  
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.  
Vanderhill, Arlie: (Blue Moon) Vicksburg, Miss., c.  
Vell, Tubey: (Bruna) Chi., re.

**W**  
Wade, Johnny: (Romance Inn) Angola, N. Y., no.  
Walker, Herman: (Spinning Wheel) Kansas City, Mo., no.  
Waldron, Bob: (Murray's Wonder Bar) New Market, N. J., no.  
Webb, Chick: (Levaggi's) Boston, re.  
Welk, Lawrence: (Normandie) Boston, h.  
Welner, Michael: (Old Roumanian) NYC, re.  
Weiser, Leo: (Michigan Tavern) Niles, Mich., no.  
Weiser, Bungle: (Palms) Orlando, Fla., no.  
Whidden, Jay: (Victor Hugo) Beverly Hills, Calif., re.

**W**  
Whitney, Palmer: (Baker) St. Charles, Ill., h.  
Williams, Peter: (Knobbed) Brooklyn, no.  
Williams, Crist: (Edgewater Beach) Chi., h.  
Williams, Sande: (Astor) NYC, h.  
Williams, Calorize: (Cedar Grove) Baton Rouge, La., no.  
Williams, Joe: (Mark Twain) Hannibal, Mo., no.

## Noble Returning Home

LONDON, March 12.—The return of Ray Noble is anticipated by the British public, ready to welcome back the band leader who left for America in 1935. The Foster Agency here has outlined a tour of England's variety houses, starting June 27. Noble is going to Canada to build a new band to show here, the Ministry of Labour not allowing him to bring along his American musicians.

## Orondo Changes Hands

WILKES-BARRE, Pa., March 12.—Charles McManus, local restaurateur, and Arthur Bullock, artist for Comerford Amusement Corporation, have leased the Orondo Ballroom here. They plan to provide large dancing space and elaborate new stage settings.

# Five Name Playwrights Form Own Producing Firm

### Anderson, Behrman, Howard, Rice and Sherwood to do own shows—rumors fly fast—film backing denied—may, if successful, affect entire set-up of legit theater

NEW YORK, March 12.—What might, without too elastic a stretch of the imagination, be the first step in establishing a new set-up for the entire commercial theater was announced this week in a terse 10-line typewritten press release. It read: "Maxwell Anderson, S. N. Behrman, Sidney Howard, Elmer Rice and Robert E. Sherwood announce that they have formed an organization for the purpose of producing their own new plays. Each author will supervise his own productions, either directing them himself or engaging other directors, and availing himself of the advice and assistance of his fellow-authors. Production activities will begin in the late summer and it is expected that each playwright will have a new play ready for production next season. John P. Wharton will act as counsel for the organization and will also be in charge of finances."

Immediately stem rumor-mongers began doing nip-ups, with the new organization linked in gossip with everything from the Dramatists' Guild to the new Chamberlain cabinet in England. All rumors were vehemently denied, the playwrights insisting that the announcement told all there was to tell.

Move, if successful, would have far-reaching effects, in the long run eliminating the function of the commercial manager. There have been frequent attacks on the managers as incompetent middlemen, the most virulent of which was emitted by Rice, one of the five playwrights, two years ago, just before he very loudly "left" the theater. Plans for an organized attempt at playwrights' production of their own plays were in the wind in 1935, at which time there were rumors of a similar organization, with Arthur Hopkins scheduled to take the helm. Nothing came of it.

Also figured in some quarters that the playwrights' action was a result of the war between the Dramatists' Guild and the Bureau of New Plays, centering around film-sale provisions in the new Guild contract. Since under the plan playwrights would also be producers, they would naturally get the whole works from film sales, as authors of books do. Book publishers, unlike theatrical managers, aren't cut in on film rights. Angle on Bureau-Guild war was, however, like all the others, denied.

The five authors have put up \$10,000 each in the new organization, which hasn't as yet incorporated or even found itself a title; it will do both early in the summer. That makes \$50,000, or about enough for two or three fairly big productions. Manifest rumors of backing from innumerable sources are partially ruled out by this fact, but not entirely, with a five-play schedule more backing could be used.

Chief of the rumored angels was John Hay Whitney, an attractive tie-up, since Wharton, attorney for the playwrights, is also counsel for Whitney and the Whitney-backed Selznick International film outfit. Whitney participation, either individually or for Selznick International, was denied by Wharton, Sherwood and others. Harped-on angle of picture backing of the project, which conditioned most of the rumors, seems cold in view of the fact that such backing, under terms of the new Dramatists' Guild agreement, actually would not give first crack (as reported) to the angling film concern. Also, with picture backing the whole project could easily be interpreted as a move of the film companies in their war with the Guild—and all the dramatists concerned are high in Guild councils, the five including the present president and an ex-president of the Guild. Taking picture backing for ulterior motives in regard to film sales would amount to a selling-out of their own group.

Attempts to black-eye the plan with howls of sour grapes are similarly silly. You needn't be accused of sour grapes because you assume the financial risk of your own products, even tho' that risk was previously borne by somebody else. The first play to be done by the group will be Sherwood's still untitled drama about the early days of Abraham Lincoln, with strong likelihood that Raymond Massey will have the chief role. Whether or not Sherwood will direct it himself it up to him, under the terms of the tie-up, but there's talk that the direction will be done by Rice. Rice himself,

meanwhile, is going to Europe to finish his own script, which will probably be the second item on the schedule. When he "withdrew" from the theater Rice had the completed script of one called *Not for Children*, later presented in England, but that won't be the play that he'll give to the group. Anderson is at present working on a vehicle for Lunt and Fontanne, which will probably take up his time until early summer at least; but after that he intends to do the script of another one for the new group. It would probably come third—or later—on the schedule, at least according to

# From Out Front

By EUGENE BURR

If readers, if any, will forgive a lack of coherence (so he thinks he's sometimes coherent!) we'll devote the week to sundry random observations, none of them worth a great deal of space, but all of them on the agenda. . . . The week's biggest news was, of course, the formation of a production firm by five of the nation's leading playwrights for the presentation of their own plays. The changes that that idea can cause, if successful, stagger an imagination that kept its feet even before the onslaughts of Dr. Ila Mottyleff's direction. Details can be found in an adjoining news column, but no news yarn can do justice to the wild rumors the story started—or to the reasons assigned for the playwrights' revolt. . . . Bottom was touched by Leo Mishkin on *The Telegraph*. He accused the lads of a sour grapes complex, an I'll-have-my-way-or-I'll-pick-up-my-marbles attitude. Why the authors should be accused of sour grapes simply because they choose to assume the financial risks attendant on production of their own brainchildren is a bit beyond me. Surely they owe nothing to the commercial managers; the managers did them no favor by presenting their plays; if the producers hadn't thought the plays would make money, they wouldn't have put them on. Why the boys should be socked simply because they want to make such profits for themselves hereafter—and at the same time assume the risks which constituted the managers' only legitimate claim to any profits at all—is a problem in Higher Morals. Maybe Mr. Mishkin can answer it: I can't. . . . In sharp contradistinction is John Anderson's intelligent, lucid and farseeing article in *The Journal*, examining just what the move may mean in the long run to the commercial theater, and digging deeply into theatrical history and ordinary common sense to find the fundamental reasons for it.

Since *Cosy Jones* closes Saturday (12), this is a pretty late date for it, but I'd like to make what amends I can for a possible injustice in my review. After I wrote the notice I learned that Mr. Charles Rickford, who wasn't treated with kid gloves in this corner, had a very bad cold, but insisted on going on, in order to avoid disappointing the customers. It may just possibly be that Mr. Rickford's cold affected his performance; if it did, I'm sorry. . . . Also, I'd like to do belated justice to a few people connected with *Who's Who*, whose names were overlooked in the review of the revue—costume designer Bill Livingston, the guy who plays the trumpet in the pit band and, as a matter of fact, the entire brass section of that pit band. Livingston's costumes were lively, unusual, effective and in general far smarter than the show they embellished; the trumpet tooter is a lad who blows so enthusiastically and effectively that he ought to be billed, and the brass section, taken as a whole, is a honey. . . . Incidentally, Regs Raglund's nostalgic autopsy in the same show, *Why Vaudeville Didn't Come Back*, can't be overpraised. In the days when I was serving out my time as editor of the adjoining vaude section, I howled loudly that the much-discussed "vaude standard" of judgment was a complete phony—that vaudeville, if it wanted to live, had to be judged by the same standards as all other forms of would-be entertainment. Mr. Raglund, by the simple expedient of putting an old-line vaude skit on the stage, makes precisely the same point. . . . While indulging in apologies (as I was at the start of this paragraph) I'd like to offer one to Mr. Burgess Meredith, acting president of Actors' Equity, who was raked over a couple of live coals by this corner last spring when he made a couple of snidely adolescent remarks at the American Theater Council. Since then he has amply proven his honesty, sincerity, good sense and ability—and I'm truly sorry I socked him for a single lapse. . . . Incidentally the debate on the Coffee-Flapper Bill over WNYC last Sunday, in which he indulged, was a honey. Opponents of the bill, after he and his conferees got thru, had about as much chance of making an effect as a Southern-accented ingenue cast as *Lady Macbeth*.

There's an amusing yarn, for the truth of which I can vouch, concerning the efficiency and theatrical judgment of the FTP. A script is going the rounds at the moment, a powerful, snely theatrical, immensely effective play; I've read it, and I honestly think it's the best drama I've read in script form since a copy of *Journey's End* was sent to those of us who worked in Gilbert Miller's New York (See FROM OUT FRONT on page 16)

the very nebulous present plans. Plays of other authors will be done later on if the group is successful in its first couple of seasons.

## Social Stage Gives First B'way Show

NEW YORK, March 12.—Social Stage, a theater group with non-Equity players, presented *Tornado* last night at the Bayes Theater. Social Stage is a non-profit, co-operative organization which has been functioning a few years. *Tornado* is its first Broadway engagement, and its tenure at the Bayes is uncertain. House was secured just for the week-end, with a certain proportion of the audience guaranteed.

Play is a three-act by Lajos Egri. It tells the story of a policeman trying to save his brother from the electric chair, the sentence being the result of a frame-up. Story is told with social implications and parallelism to the Sacco-Vanzetti case. Sentenced man is saved at the last minute by the governor. During the yarn, scenes of the home life of the people involved point to certain discrepancies in the government, social system and theory of crime.

Cast goes thru its lines with deplorable amateurism at times, but on occasion manages to get over dramatic intensity. Roles played by Sylvia Marki, Sal Morales, Terrence Burley, Ruth Haber, Paul Graham, Herbert Binder, Louis Lodi, Peter Owen, Jerry Pierce and others. *Paul Ackerman*.

## Dullzell May Get AEA Post

### Exec sec and liberals lean toward unity—liberals eye council—Turner cut, etc.

NEW YORK, March 5.—Possibility that Paul Dullzell, executive secretary of Actors' Equity, will become top man in the association is becoming more of a likelihood in view of current "unity" talk among the members. Considered completely impossible a few months ago, but the complexion of things has changed. Dullzell himself, for a long time reticent about patching up the differences between the Equity factions, is now leaning definitely toward a united Equity. Stated recently that he considered this not impossible. Progressive element also figures it would be good strategy for all concerned to agree on a single ticket. Thus far, no other man of Dullzell's stature has been discussed for the post. Percy Moore, of Episcopal Actors' Guild, was approached, but will not oppose Dullzell if the latter is prevailed upon to run. Presidency will probably be honorary, and Dullzell, if elected, would retain his present paid job as executive secretary.

Philip Loeb-George Heller combine will be able to get a strong hold on association policies in the event that it is successful in electing a good number of its men to council. Twelve are to be elected this year.

Council meeting Tuesday banned electioneering between that date and March 18, day of the nominating committee election. Malda Reade, Walter N. Greaza and Richard Sterling were chosen Tuesday for the nominating committee. As per recommendation in the report surveying the Equity offices, Paul N. Turner, counsel, agreed to a cut in his retainer, from \$12,100 to \$7,500 per year. Next item to be considered is the report's recommendation that the position of president be honorary. Report has also advised that the building housing the Equity offices be sold.

NEW YORK, March 12.—Old guard Equity men engineered a meeting at the Hotel Ambassador yesterday to select candidates for the association's nominating committee for the June election. After a stormy session, it was decided that names of candidates be submitted by members to a committee of eight, including Frank Craven, Eric Dressler, Wallace Ford, Thomas Ross, Percy Moore, Mabel Taliaferro, Jane Grey and Lyster Chambers. Disorder followed when Myron McCormick quoted a letter from Burgess Meredith labeling the Federal Theater problem as a "red herring." (See DULLZELL'S MAY on page 16)



EUGENE BURR

## BROADWAY RUNS

Performances to March 12, inclusive.

Dramatic	Opened	Perf.
All That Glitters (Biltmore)	Jan. 19	63
Amphitruo 38 (Roberts)	Nov. 3	152
Backdoor Born (Lorain)	Jan. 21	34
Brother Rat (Ambassador)	Dec. 16 '36	523
Cosy Jones (Fulton)	Feb. 19	27
Fell's House, A (Theatrum)	Dec. 27	85
Express of Destiny (St. James)	Mar. 9	6
Golden Boy (Belasco)	Nov. 4	149
III Between The Ladies (Mar.)	11	3
I Am My Youth (Playhouse)	Mar. 7	3
Many Mansions (44th St.)	Oct. 27	139
Mercury Theater Rep. (National)	Nov. 11	148
Julius Caesar	Nov. 11	162
The Showmaker's Holiday	Jan. 1	45
Of Mice and Men (Music Box)	Nov. 23	127
On Borrowed Time (Longacre)	Feb. 3	45
Once Is Enough (Miller's)	Feb. 15	32
Our Town (Maxwell)	Feb. 4	44
Road Service (Court)	May 19	343
Shadow and Substance (Golden)	Jan. 26	55
Star Wars, The (Fulton)	Sept. 20	134
Satan and God (Playhouse)	Oct. 7	181
Tobacco Road (Forsyth)	Dec. 4 '36	120
Wine of Choice (Miller's)	Feb. 21	24
Women, The (Barracuda)	Dec. 29	569
You Can't Take It With You (Booth)	Dec. 14 '36	533
<b>Musical Comedy</b>		
Between the Devil (Imperial)	Dec. 22	94
Cradle Will Rock, The (Mercury)	Jan. 8	50
Hokey For What! (Winter Garden)	Dec. 1	118
I'd Rather Be Right (Alvin)	Nov. 2	181
Three Witches (Maxwell)	Dec. 25	89
Who's Who (Hudson)	Mar. 1	15

# New Plays on Broadway

## Reviewed by Eugene Burr

### ST. JAMES

Beginning Wednesday Evening, March 9, 1938

#### EMPRESS OF DESTINY

A play by Jessica Lee and Joseph Lee Walsh, starring Eliza Landl. Directed by Ilya Mottyleff. Settings and costumes designed by Robert Van Rosen. Scenery constructed by T. B. McDonald Construction Company and painted by Eugene Dunkel Studio. Costumes executed by Eves. Presented by Frederick W. Ayer in association with Ilya Mottyleff.

Mme. Tchogolokov.....	Helen Raymond
Footman.....	Robert Payson
Tchogolokov.....	Con MacSunday
Johanna.....	Frances Woodbury
Empress Elizabeth.....	Mary Morris
Todorsky, Archbishop of Novgorod.....	Leo Kennedy
Catherine.....	Elissa Landl
Peter.....	Caron Hunter
Rumber.....	Edward M. Brainerd
Mlle. Shalrov.....	Harde Normann
Saltykov.....	Damian O'Flynn
Naryshkin.....	Lionel Ince
Bestushev.....	A. J. Herbert
Williams.....	Edward Lester
Mlle. Vorontzov.....	Jacqueline de Wit
Gregory Orlov.....	Stano Braggiotti
Shuzkov.....	William David
Second Footman.....	Manuel Bernard
Alexis Orlov.....	Leo McCabe
Katya Dathkov.....	Enid Cooper
Major-Domo.....	George Lambert
Prince George.....	Pass Le Noir
Yelagin.....	Leslie Austen
Parin.....	C. N. Hammond
Monk.....	William David
Potemkin.....	Denise Hoey
Zubov.....	Karl Lowenthal
Paul.....	Ben Starkle

**SOLDIERS, SERVANTS, LADIES OF THE COURT**—Don Oliver, Seymour Abeles, Francis Halloran, Richard Ahrens, Robert Green, James Roberts, Barry Hyams, Albert Tarbell, Carol Dickens, Tuppl Hoagland, Patricia Waters, Celia Furse, Lucille Winters, Mary Martin, Virginia Tracy, Claire Niles.

ACT I—Scene 1: The Bridal Chamber of the Grand Duke Peter, The Kremlin, 1744. Scene 2: A Room in the Kremlin, Moscow, 1752. ACT II—A Room Off the Ballrooms in the Winter Palace, St. Petersburg, 1750. Scene 2: The Ballroom in the Winter Palace, St. Petersburg, 1762. ACT III—Scene 1: A Room in the Winter Palace, St. Petersburg, 1773. Scene 2: Royal Gardens, Peterhof, Summer, 1785.

A series of high school tableaux upon the not very high-schoolish subject of Catherine the Great were presented at the St. James Theater Wednesday night by Frederick W. Ayer (in association with Ilya Mottyleff) under the title of *Empress of Destiny*. The work of Jessica Lee and Joseph Lee Walsh, the scenes present six scattered episodes in Catherine's life, heaving well enough to the general outlines of history, I suspect, but adding neither continuity, interest, imagination nor intelligence. They appear to be the work of a couple of extremely earnest literary amateurs running wild in the lush fields of what, for want of a better phrase, may be termed costume language. The characters walk—or stalk—around the stage for three acts spouting high-falutin' phrases that have been so polished by countless generations of previous writers that the thin silver plating has quite worn off. Altogether it's a somewhat distressing spectacle.

And it's made no whit more savory by the work of Dr. Mottyleff, a foreign director who in this is making his Broadway debut. Bad as the script was—and I can vouch for its demerits, having read it—it wasn't nearly so bad as Dr. Mottyleff, with his hysterical histrionics, makes it appear. A large castful of seasoned troupers is forced to go thru mouthings and gyrations that are obviously as embarrassing to them as they are to the customers. The word ham seems infinitely too mild to use in connection with staging of this sort; Dr. Mottyleff's direction goes the whole hog.

If the authors have contributed anything, it is an attitude toward Catherine that is a bit surprising—a determination to make her something of a plaster saint. Thus, all of her actions—her numerous lovers, her little brood of bastards, her famous coup d'etat, her ruthless policies, all become holy crusades undertaken in the sacred name of Russia. An example of both this attitude and the lurid writing is the curtain of the first act, with Catherine surrendering eagerly to Saltykov, her first lover. "For Russia!" they exclaim enthusiastically, "for Russia!" By the time the authors are thru, Catherine seems ready to occupy a dim and pastel-tinted niche somewhere between Lady Godiva and

Joan of Arc. She becomes a regal bore, instead of a word that rhymes.

The scenes show her on her wedding night, ominously forced by her idiot husband to play with soldiers—only he means toy soldiers; engineering her way out of imprisonment eight years later, with the aid of Saltykov; worming her way out of an accusation of treason eight years later, with the aid of Orlov, another on the list; executing her coup d'etat two years later, in a scene that is about as exciting and convincing as the third act of a Shubert operetta; appointing the fateful Potemkin to the Turkish negotiations 11 years later; and, 15 years later still, discovering a plot against her led by her son, the Czarévitch, grumbling a bit over the duties of royalty, and casting bleared yet lustful eyes upon a young lieutenant.

Miss Elissa Landl, in the title role, proves devastatingly that she is neither a forceful dramatic performer nor a character actress. Great passion she suggests chiefly by huskiness and an unintelligible elision of words; and as for her character work, she seems in the first scene like a young lady trying vainly to be an immature girl and in the last scene like an immature girl trying vainly to be an old lady. Most of the others are snowed under quite completely by Dr. Mottyleff's horrific direction, the Stano Braggiotti, Lionel Ince, A. J. Herbert, Leslie Austen and a couple of the others manage to hold their heads above the avalanche. Robert Van Rosen's settings seem aimed at economy rather than effect.

The program notes, which enthusiastically share the general ineptitude, say that Dr. Mottyleff "was a member of Max Reinhardt's dramatic school at the 'Deutsches Theatre' in Berlin and Moscow Art Theatre 'Nemirovitch-Danchenko and Stanislavski.' Two and one-half years Dir. Assist. in Germany he has directed in Berlin, Frankfurt a/M., Dresden, and Hamburg. In Holland—Amsterdam and Hague." All of which seems to make just about as much sense as Dr. Mottyleff's direction. At any rate, this is his first job in New York—and when informed of that fact a very charming lady remarked, "He needs a lot of practice, doesn't he?" He does; but he should try to get the rest of it in private.

### PLAYHOUSE

Beginning Monday Evening, March 7, 1938

#### I AM MY YOUTH

A "biographical drama" by Ernest Pascal and Edwin Blum. Staged by Alfred de Liagre Jr. Setting and costumes designed by Donald

office; other people who have had this or that to do with the stage also read it with the same reaction, the only drawback to its presentation being the controversial nature of its subject. So it was submitted to the PTP—and a gentleman named Converse Tyler turged it down flatly and vehemently, with the comment that the author obviously didn't have much theatrical experience. The author is a player whose name has been up in lights. . . . What I'd like to know is just how much theatrical experience Mr. Tyler has had. . . . The inverted logic of farce is one of the most fascinating of stage subjects—and for an excellent discussion of it go thru *The Sun* files and read Richard Lockridge's Saturday (5) column; farce needs stricter logic than any other type of theatrical writing—but it has to be inverted; everything must be rigidly coherent within a world that's standing on its head; everything must be brilliantly sane—providing the fundamentally insane basis is accepted. . . . Incidentally, the lads on the dailies, despite their reviews of *Saw Me the Wells*, seem in general to have increased recently the thought, fairness and completeness of their notices. Many of them seem now to be going to the almost unprecedented lengths of giving reasons for liking or not liking a play. . . . That includes one lad whom I've always considered potentially the greatest critic in America, but who made me see both red and stars for a while by writing impossible reviews. . . . A sour note in the general hymn of praise, however, goes to John Mason Brown for the answer he wrote to the comments of Mrs. P. D. Roosevelt that were quoted here at length last week. He seemed to be flagrantly misinterpreting her statements all the way, and ended by asking for the very thing that she did—different standards for different plays. Incidentally, he very carefully made no answer at all to her final sentence—her charge that it's hard to find out what a play is all about by reading its reviews. It would be pretty hard to argue against that—and it's the crux of the complaints against the critics.

Enslager. Setting built by Martin Turner and painted by Bergman Studio. Costumes executed by Helene Pons Studio. Presented by Alfred de Liagre Jr.

Benjamin Place.....	Gordon Richards
William Godwin.....	Charles Waldron
Mary Jane Godwin.....	Viola Roache
Mary Wollstonecraft Godwin.....	Sylvia Weld
Claire Godwin.....	Jean Bellows
Fanny Wollstonecraft Godwin.....	Linda Watkins
Percy Bysshe Shelley.....	Frank Lawton
Harriet.....	Arden Young
Boggs.....	Robert Vivian

The Action of the Entire Play Takes Place in the Drawing Room of William Godwin's House in Skinner Street, London, in 1815.

ACT I—Evening. ACT II—Scene 1: Some Weeks Later. Scene 2: Two Weeks Later. Scene 3: The Following Morning. ACT III—Scene 1: Two Months Later. Scene 2: Several Weeks Later.

Messrs. Ernest Pascal and Edwin Blum have dared, like any number of intrepid dramatists before them, to assault one of the primary taboos of the theater; they have attempted to place a genius on the stage. The inevitable difficulties of all such foolhardy attempts have been gone into at some length in this corner in previous cases—the necessity to provide dialog that can conceivably measure up to the popular idea of the conversation of genius, the necessity of finding an actor who can at least approximate the popular idea of an intellectual hero, and a hundred and one other necessities besides. It is to the credit of Messrs. Pascal and Blum that they have done as well as they have; they've included two geniuses instead of one—William Godwin and Percy Bysshe Shelley, neither of them easy to project—and they've none the less managed to write a quietly absorbing, literate and generally commendable play. It is called *I Am My Youth*, and it was presented Monday by Alfred de Liagre Jr. at the Playhouse.

Godwin, not Shelley, is the chief character—and the authors have sought to show him as his life was disrupted yet renewed in the comet-rush of the young poet's idealism. The period is, of course, long after the death of Mary Wollstonecraft, Godwin's first wife; it is long after the writing of *Clarel Williams*, *Political Justice* and the other volumes which, even now, have failed to bring Godwin the full measure of his deserved fame. Running his bookshop, badgered by debts, held fast to earth by his second wife, Mary Jane, he has convinced himself of the futility of his early idealism; but all that idealism flares once more to life when Shelley, his most ardent disciple, convinces him that he should write a refutation of the pernicious Malthusian theory that then served—and even now serves—as a meaty-mouthed and sanctimonious cloak for political and economic lechery. The young poet's hot, high flame affects the entire household; Godwin plunges into research for his book, and clear honesty breaks thru the smugness of moralistic catch-phrases for everyone else but Mary Jane. Thru-out, the authors manage to build up Godwin's character beautifully. The love affair between Shelley and Mary Wollstonecraft Godwin, Godwin's daughter

by his first wife, which wrecks Shelley's own first marriage, is thus used chiefly to show the change in Godwin; when the lovers confront him with their plans for an elopement he, looking honestly at his own ideals, is forced to give them his blessing. He continues to work on the book with the aid of Fanny, another of Mary Wollstonecraft's daughters.

But tragedy comes when the earthy Mary Jane grows jealous of their new-found intimacy, leaves Godwin and forces him to tell Fanny that she is no Godwin at all, but the illegitimate child of Mary Wollstonecraft. In a finely effective, beautifully underwritten scene, Fanny realizes that Godwin isn't her father, that all their lovely father-and-daughter relationship is false—and she goes off and kills herself. Broken by the tragedy, Godwin again renounces the ideals that have brought him to that pass; he determines even to burn his notes for the manuscript. But he doesn't. His tear-filled eyes still see Truth, and his trembling hands must serve her.

If there is any fault in the writing, it is a tendency toward the staid possible phrases; the authors seem to have raked up almost every stereotyped simile in the word-books. And there's also a certain amount of stilted dialog, evidently used in an effort to approximate the sort of dialog written—but not spoken—in the Godwin era. However, these are minor faults in a generally commendable play.

The authors are aided by their actors, too, with Frank Lawton bringing enough fire and intelligence to his performance as Shelley to manage the miracle of belief in stage genius, with Charles Waldron doing an uneven job as Godwin—rattling a bit too much in the purple patches, but bringing strong and dignified effect to the later scenes—and with a youngster named Sylvia Weld scoring splendidly as Mary Wollstonecraft. Young Miss Weld, lovely and very able, offers an intelligent, charming and altogether effective performance. And further aid is forthcoming from various of the others, Gordon Richards, Viola Roache and Jean Bellows among them.

Miss Linda Watkins, who played Fanny, seems to be specializing in the Fannies of the poets; last season she was Fanny Brown, Keats' light o' love, in *Aged 26*. She still fails to suggest any reason for her appearance on a professional stage.

### DULLZELL MAY

(Continued from page 15)

Question of whether to give membership to so-called "amateurs" on the PTP has been agitating the factions lately.

Equity Conservatives responsible for the "unauthorized" meeting are understood to be of the same group which railroaded thru the association a ruling prohibiting such meetings at the time when the Actors' Forum was holding them.

Paul Dullzell, Conservative, who is reportedly developing as a strong Unity candidate, is now (hold your breath) regarded in some quarters as a radical.

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**"THE BIG BROADCAST OF 1938"**

(PARAMOUNT)

TIME—90 minutes. RELEASE DATE—February 18.  
PRODUCER—Harlan Thompson

**PLOT**—W. C. Fields returns to pictures in a double role. In one he is the owner of a transatlantic liner competing for the Atlantic Ocean speed record, and in the other he is the brother of the owner. Both parts are typical Fields roles, enabling him to do all his splendid hoke. Yarn involves rivalry between two ships, with audience's sympathy going to the S. S. Gigantic. Gigantic's final victory marks the successful termination of two love affairs, one involving Bob Hope and Shirley Ross, and the other Lief Erikson and Dorothy Lamour. For more fun there are Martha Raye, Ben Blue and others. Story is really an excuse for trotting out a bunch of specialties.

**CAST**—W. C. Fields, Martha Raye, Dorothy Lamour, Shirley Ross, Lynne Overman, Bob Hope, Ben Blue, Lief Erikson, Grace Bradley, Rufe Davis, Tito Guizar, Shep Fields and orchestra, Kirsten Flagstad and others. Fields excellent.

**DIRECTOR**—Mitchell Leisen. Pic is really a series of vaude acts with classy production, and Leisen cannot do very much.

**AUTHORS**—Screen play by Walter DeLeon, Francis Martin and Ken Englund. Adaptation by Howard Lindsay and Russell Crouse.

**COMMENT**—Average musical with plenty of names, fair performances and good music.

**APPEAL**—General.

**EXPLOITATION**—Names.

(Reviewed at the Paramount, New York). Paul Ackerman.

**"DANGEROUS TO KNOW"**

(PARAMOUNT)

TIME—67 minutes. RELEASE DATE—March 11.

**PLOT**—Typical meller of gangster-rules-city-with-murderous-hand type. Paroled racketeer has own way blackjacking business and politics to further his pleasure. He's defeated, however, by a simple society girl. Losing his heart and head over her as a means of gaining admittance to the social register, he mismanages the plot to disgrace her fiancé as the method of subduing her into marrying him. Pulls a bond steal, but cohorts double-cross him and his hostess ends her faithfulness too. Tho the gangster is directly responsible for at least seven murders, cops can't pin anything on him but the suicide of his hostess. Off he goes for the hanging while society, justice and love triumph.

**CAST**—Anna May Wong, Akim Tamiroff, Gail Patrick, Lloyd Nolan, Harvey Stephens, Anthony Quinn, Roscoe Karns, Porter Hall, Barlow Borland, Hedda Hopper, Hugh Sothern and Edward Pawley. Nice combination, but their talents are cramped and wasted.

**DIRECTOR**—Robert Florey. Run-of-the-mill production. Attempts at dramatic photography and character close-ups are almost laughable.

**AUTHORS**—Screen play by William R. Lipman and Horace McCoy, from a play by Edgar Wallace.

**COMMENT**—Such truck should be confined, if aired at all, to the dime novels. Archaic for pictures.

**APPEAL**—Neighborhood duet attraction.

**EXPLOITATION**—Women are gangsters' undoing.

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

**"ARSENE LUPIN RETURNS"**

(MGM)

TIME—78 minutes. RELEASE DATE—February 25.

**PLOT**—Who stole the De Grissac jewel? At every robbery attempt culprit leaves behind Arsene Lupin trademark. Lupin, believed dead, has reformed and taken up life as a gentleman farmer under the alias Rene Parrand. When pursuit of jewel thief threatens to uncover his disguise and queer his romantic ambitions for Lorraine De Grissac, Rene joins hunt. Combined efforts of ex-G man and Rene trap the real robber, a member of the family. In the detecting, however, the American identifies Rene, but for the sake of the love story remains mum.

**CAST**—Melvin Douglas, Virginia Bruce, Warren William, John Halliday, Nat Pendleton, Monty Woolley, E. E. Clive, George Zucco, Bollo Lloyd, Vladimir Sokoloff, Ian Wulf, Tully Marshall and Jonathan Hale. William cracks the whip. Douglas' characterization a bit muddled. Miss Bruce is as gracious a female lead as can be found for the spot. Nice going for supporting cast.

**DIRECTOR**—George Fitzmaurice butchered the job, allowing text to get beyond control. Confusion isn't even funny. More adroit unraveling needed to keep show engaging.

**AUTHORS**—James Kevin McGuinness, Howard Emmett Rogers and George Harmon Cox. Characters created by Maurice Le Blanc.

**COMMENT**—Mildly sophisticated mystery-comedy.

**APPEAL**—General. A bit giddy for a he man.

**EXPLOITATION**—Lupin character.

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

**"JEZEBEL"**

(WARNER BROTHERS)

TIME—100 minutes. RELEASE DATE—March 10.

**PLOT**—Julie, a high-spirited Southern girl, is a mean wench who goes about wrecking everybody else's lives. She drives away her fiancé and then tries to smash his marriage when he returns a year later with a Yankee bride. When she's proved she's just about the meanest girl down south her former fiancé catches fever and she makes a dramatic decision to turn pure and to nurse him back to health even tho it may cost her her life.

**CAST**—Bette Davis gives a terrific dramatic performance. Henry Fonda also turning in a magnificent portrayal as the fiancé; George Brent does his finest characterization in years, and Margaret Lindsay, Fay Bainter, Donald Crisp and Richard Cromwell.

**DIRECTOR**—William Wyler, who did a fine job with pretty thin material.

**AUTHORS**—Adapted from the Owen Davis Sr. story.

**COMMENT**—Too harrowing and not enough comedy relief to please most audiences. Heroine is a most disagreeable and revolting character and despite her last-minute switch to light and purity she will not appeal to fans.

**APPEAL**—Adult mostly.

**EXPLOITATION**—Drama romance of the South. Bette Davis' magnificent performance.

(Reviewed at Radio City Music Hall, New York). Paul Denis.

**GROWTH INTIMATE**

(Continued from page 4)

even if France's leading designer is involved, are: (1) dress should be appropriate for the individual's personality. If one's own character is not exotic, avoid extreme dress. That goes for coiffures as well; (2) color and design of the gown should conform to the atmosphere of the room; (3) the style should flatter the opening routine, but should be simple enough to go with subsequent numbers when there is no time to change or money enough to buy a second gown.

Since the problem of keeping a wardrobe varied at a low cost is the universal difficulty, it is advisable to learn these tricks of the trade. Buy a gown that has a jacket. Its occasional use gives effect of a new outfit. Keep a gown in one color, minus fangled decorations such as applique, to permit a wide color range in accessories. When used one at a time, flowers (corsage should be worn at the waist and not at the shoulder), bows, sashes, kerchiefs, jackets, changed coiffure and colored undershirts create new ensembles. By varying the color of undershirts new combinations and possible effects are almost limitless. Unless one can afford a pair of sandals to match every dress, one can get along nicely on a collection of three—silver, gold and black—keeping in mind the rule of never wearing metal sandals with a black dress. Feet should never be conspicuous or used as accents.

More admonitions: Avoid sequins and brilliants; they detract from one's personality. Same effect can be achieved by proper lighting. Keep to the simple materials. Satins should be preferred for heavy dramatics, chiffon for waltzes, piques, linens and wash prints for the summer. It's good economy to keep a wardrobe in perfect repair and well groomed. Flaws are exaggerated under lights and in an intimate spot.

It is commonly agreed that the mouth, eyes and hair are the most vital points in one's appearance. In using cosmetics, then, one follows some rules that apply to good taste in street wear, with the exception that the make-up will have to be heavier. Unless one's fingernails are the essence of perfection, nail polish

should be a natural tint to carry out the natural lines of the hand.

Fads and fashions may go thru some violent changes in the course of a few years, but a gown is never outmoded if it fits the wearer's physical self and personality.

And the last piece of advice: Don't be theatrical. It's the sawdust coming out of you.

**CHI BOOKERS**

(Continued from page 2)

Boys here explained that they have nothing to do with it, but the op refused to understand that.

Another argument against direct bookings advanced by branch offices is the fact that they are in a better position to know what types of acts are ripe for the local market and how long a contract they rate. When booked out of New York acts get a minimum contract of two weeks with an option. Here most acts can be secured at a one-week guarantee.

**Omaha Board To O. O. Entertainment**

OMAHA, March 12.—Public entertainments of all kinds here will now come under the eye of a city welfare board of five persons, just appointed by Mayor Dan Butler. Board's supervision will include taverns and dance halls, recreational activities and the city legal aid bureau. Will also assist Mayor Butler in censoring stage shows, motion pictures, books, etc. Group has been revived after being inactive in Omaha for several years while Mayor Butler did the censorship work himself. He gained nation-wide publicity in the last two years for his strait-laced ideas.

Board includes an attorney, a university professor, a funeral director and two women.

**Classikers Woo Cats**

NEW YORK, March 12.—Long-haired Jose Iturbi and Nadia Boulanger both admitted last week they were slightly more than alligatorish on the subject of swing. Iturbi said: "The swing of today

is nothing more nor less than the jazz of 1920—dressed up a little bit."

Mile. Boulanger, well-known French conductor, preparing for a guest wave with the Boston Symphony Ork, said: "I could listen to your Cab Calloway without so much as a shudder and even with a certain positive enjoyment." However, la Boulanger's choice of a "hot" musician will undoubtedly draw on her head the epithet of "icky" from the hep cats.

**New Summer Spot for CRA**

VIRGINIA BEACH, Va., March 12.—A new spot for name and semi-name bands in this territory will be the Terrace Beach Club, exclusive membership outfit, which takes over a boardwalk hotel here this month. Spot will be CRA-booked. Lang Thompson going in for six weeks May 30, and Blue Barton set to follow July 11. Shandor, the fiddler, will head a cocktail combo. Spot will probably get an NBC wire.

A combine headed by Thomas A. Bond, Norfolk insurance beggie, is spending \$200,000 to improve the old hotel. Club is expected to be operated along the lines of the Beverly Hills Country Club, Southgate, Ky.

**Road Is Good to Lunceford**

NEW YORK, March 12.—Jimmie Lunceford has been doing excellent business on the road, reports Harold Oxley, band's personal rep. Schedule for remainder of the month and April promises continuation of large takes.

Lunceford plays this week at the Stanley Theater, Pittsburgh, moving to Baltimore's Royal week of March 18. The 23th finds the ork in Toledo at the Tivoli, with Harlem's Apollo slated for April 15. During May Lunceford plays a string of college dates, among them Lafayette College, University of Michigan, Harvard and Exeter.

**Louisiana Spot Reopened**

LAFAYETTE, La., March 12.—Edge-water club here has been reopened under management of J. Renee, New Yorker. Cover charge of 25 cents week nights and 55 cents Saturday and holidays. Cy Ziemer's Ork and six-act floor show current.

**IA Service Group Hits Chicago Snag**

CHICAGO, March 12.—International Alliance of Theatrical Stage Employees' Theater Employees' Union, comprising ushers, doormen and cashiers, organized here nearly a year ago, has hit a snag in its negotiations with Allied Theaters and Balaban & Katz, leaving members with union cards but no tilt in wages.

According to Pete Shayne, president of the local motion picture machine operators, who has been handling the organizing of this affiliate, the recent big recession is the stumbling block. Local ops are experiencing slumps in their grosses which, combined with upped city license fees, have put them in no mood to dick.

**Weatherman Pushes Back Turnpike Casino Opening**

LINCOLN, Neb., March 12.—The new Turnpike Casino opening has been set back to April 14. Built at the cost of \$25,000 on the site of one burned last November, Owner E. H. Pauley planned to unshutter April 1, but a spasm of cold weather halted work for more than a week.

Next name band here is Fletcher Henderson, who goes into King's Ballroom March 25. Is the last big one scheduled for that spot, with the Turnpike monopolizing the barnstormers thereafter.

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# AFA Tightens Grip on Night Clubs in N. Y. and San Fran

Signs more niteries—closer understanding with musicians — Philly musicians encouraging AFA local — Detroit agents still excited — Pittsburgh seeks tie

NEW YORK, March 12.—Complete unionization of night club performers and chorus girls moved closer to reality this week as the American Federation of Actors tightened its grip on the night club field here and in several other key cities. A better understanding was reached with the Musicians' Union, Local 802, when the AFA's Ralph Whitehead appeared before the 802 executive board to urge better cooperation. The AFA promised not to place picket lines before night clubs where union bands are employed without first notifying Local 802, which will attempt to help the AFA and the night clubs come to an agreement without resort to picketing.

In addition, the AFA promises to prohibit acts using instruments from displacing musicians in relief dance music. AFA and 802 also agree that when any dispute arises over the classification of performers using instruments or instrumentalists doing entertaining, the AFA and 802 deputies will refer the disputes to their unions and then Whitehead and William Feinberg, 802 secretary, will attempt to reach an agreement. This is expected to end the jurisdictional friction between the AFA and 802 over strollers, pianist-singers, singer-instrumentalists and others who can be called both musicians and performers.

Meanwhile the AFA has signed four more local night clubs, the Bal Tabarin, Half Moon, Trocadero and the Monte Carlo. The organization is still picketing Chin and Chin Lee's and also had a rumpus this week with the Moskowitz & Lupowitz Club over dismissal of a girl entertainer. The club was picketed until the girl was reinstated.

A rumpus with Le Mirage Club was straightened out last week when the club agreed to take back Nina Allen, who, according to the AFA, was let out of on indefinite engagement without proper two-week notice.

The AFA Council met Tuesday and outlined a night club chorus campaign. A committee was set up to collect data on chorus working conditions, and chorines have already been invited to visit the AFA and discuss their problems. A membership meeting is being set for late next week.

SAN FRANCISCO, March 12.—Six night clubs have agreed to regulations adopted by the AFA March 1 governing wages and working conditions for performers. They are the Lido, Music Box, Royal Hawaiian, 365 Club, Embassy and Bal Tabarin.

No signed agreements are involved, the club owners merely agreeing to live up to. (See AFA TIGHTENS on page 72)

## Material Protection Bureau

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

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

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## Ft. Worth Wants No Finger in Shows

FT. WORTH, Tex., March 12.—Two offers for use of the original Casa Manana cafe-theater for shows this summer have been turned down by the local city council. Music Corporation of America had asked for a 30-day option on Casa Manana and Pioneer Palace, with Alexander Oumansky to produce shows. William Friedlander, of New York, and Arthur Silbers, of Hollywood, asked for a five-year lease on the two buildings to produce shows to run for 14 weeks each summer. Under this contract the city was to prepare the buildings for occupancy and authorize sale of 150,000 advance tickets at \$1 each. Friedlander and Silbers promised the city 10 per cent of gross receipts for the 14 weeks. Council turned the latter contract down because it didn't want the city to be a partner in the venture.

After turning down both propositions council drew up a "general" contract for leasing the buildings.

## Small Name Bands For Hartford Club

HARTFORD, Conn., March 12.—Paul Tremaine opened at Club Paroo last week, starting a new policy of semi-name bands for the theater-restaurant. Previously club operated with female impersonator show, but recently regular acts were put in. Manager Bill Mansfield hopes eventually to use line girls with his bands.

## Pa. Club Opens With Burly

WILKES-BARRE, Pa., March 12.—Little Nut Club, located in near-by Shick-shinny, opened last Wednesday. Feature attraction was a burlesque show from New York.

## Diary of a Lay-Off; Emphasizing How To Avoid Getting Bookings

By JACK ZERO

(Jack Zero is a night club emcee who claims he's a champ layoff. These notes from his "diary" should prove it.)

MONDAY—I was given a dinner celebrating the 15th anniversary of my consecutive layoff. The speakers praised me for my will power.

TUESDAY—I am sick and tired of having my name and address filed away in agents' waste-paper baskets and have decided to do my own booking direct. Success crowned my first effort. I was given a brief engagement to croon at a lease-breaking party in an apartment. And, believe it or not, I was the best act on the bill. I tried to beg off and had to do an encore in the patrol wagon.

WEDNESDAY—Still in.

THURSDAY—I'm at liberty again—in front of the Palace swapping alibis with the rest of the guys. Got wind of some casting being done for a No. 2 company of a flop. I landed a part as understudy to a walk-on.

FRIDAY—Having rehearsed for a full day, I felt secure and walked up to the director, insisting on more money or more respect. I got more money. The leading roles were confiscated by the comedy team of Null and Void, who immediately started stealing every line

## A Cagey Idea

BOSTON, March 12.—Tom Maren's current Penthouse show, *Art Models*, has an amusing incident in its finale, a take-off on the city of Woburn's Mayor Kane's cage for inebriates.

An elaborate cage, labeled "City of Woburn," is wheeled across the stage, with Hayes, Haig and Howe, comedians of the show, decked out as drunks with dangling bottles.

Mayor Kane, informed of the incident, stated that with his cage idea becoming of national importance, he would probably take steps to patent the idea.

## Few Units for Chi; B&K Builds Own

CHICAGO, March 12.—Units here this season have been conspicuous by their absence. Only three played local houses from September thru February. BKO Palace played by Harry Howard's *Hollywood Hotel* week of October 22, to an average gross of \$18,000; *Broadway Bandwagon*, the following week, at the Oriental, garnered a good \$24,000, while Anton Scibilia's *Waikiki Nights* at the State-Lake, November 12, closed to a strong \$16,000.

Lack of production activity both here and in the East accounted for the shortage, in addition to reduced demands by the Balaban & Katz booking department, which is building its own shows for the Oriental and Chicago theaters.

Report from local unit producers with single shows on the road is not too encouraging, most business being lukewarm. Harry Clark has three small units working the South and North, with Scibilia, Nick Bolla-Sam Roberts and Jack Fine represented with one each.

## K. C. Clubs Resume

KANSAS CITY, Mo., March 12.—Closed because of liquor license trouble three weeks ago, Tootie's Club opened again last week as Swing Inn. Von Busey's Band is featured nightly along with Juanita Bishop.

Nitery acts also got a boost this week when the Coked Hat Club started floor shows. Featured are the Bradford Troupe, Billy Lynch, Karen Kall and music by Mary and Dick Hale's Ork.

## South Bluff Club Opens

PERU, Ill., March 12.—Tinney Cosgrove reopens South Bluff Country Club Wednesday. Booked by Paul Marr, Chicago. Opening bill includes Tommy Jones, Theresa Rudolph, Alexander Winkler and a Muriel Kretlow line. Six-piece band will furnish music, intermission sessions featuring Alice Murphy, organist, and Harry Cox, guitarist.

## Diary of a Lay-Off; Emphasizing How To Avoid Getting Bookings

In the show. With me down to two lines, Null stole one and Void the other, leaving me to do pantomime. I squawked, so they fired me because I had too much to say.

An agent in the Strand Building offered me a one-nighter in Salt Lake City, and when I hesitated he offered to pencil me in for a one-nighter in the Bronx to break the jump. I started arguing about money. Fifty cents stood between us, so the agent decided to play the date himself.

SATURDAY—Showed my act to Chinese bookers in a chow mein eatery and was immediately held over for another course.

SUNDAY—I've just been thinking. Now I know why people don't laugh at my gags. It's because age is to be respected.

Let me describe my act: I open with a sock gag and it goes over with a hush. I follow with a belly line and it's greeted with a terrific lull. I start weak but the act gets worse until it develops into a blackout.

Well, I've got to run over to the bank to draw my breath.

P.S.—I'll be busy tomorrow writing four minutes of fast talk for my landlord.

# MCA Pushes Name Shows

Encouraged by interest in Shriner shows — year-round aud chain planned

PHILADELPHIA, March 12.—Advance sales and the aroused interest in the Music Corporation of America's plan to offer a batch of big names in capacious auditoriums for an average admission price of 28 cents for each show has MCA thinking seriously of introducing the plan in Chicago and many other centers. The series of shows, called the United Guild Plan, starts a three-day stay in the Cleveland Auditorium tomorrow and then moves on to Philadelphia to the 20,000-seat Convention Hall, where under the sponsorship of the Shriners Artisans' Club the first of the series of nine programs starts March 16. Eddie Cantor and Ted Lewis and band are among the features.

The remainder of the series, sold at a coupon rate of \$2.50 for the entire list, includes the personal appearances of such attractions as the *International Ice Revue*, featuring Maribel Vinson and Guy Owen; Eddy Duchin's and Shep Fields' bands, Morton Downey and Mary Brian; an Ice-Skating Mardi Gras, Old-timers' Night, with Joe McGrath's Band, and the bands of Will Bard, Bob Bennett, Anthony Silver Lake and Harold Knight. The Artisans are also sponsoring a concert series at prices ranging from \$1.50 to \$4.50 for the group that will include Lily Pons, Nino Martin, Gladys Swarthout, Albert Spalding, Monte Carlo Ballet Russe with the Philadelphia Orchestra, Rethberg and Pinza and three Broadway plays—*You Can't Take It With You*, *Yes, My Darling Daughter* and *Room Service*.

Despite adverse criticism by movie theater operators, night club proprietors and showmen in general, who also fear that other non-theatrical organizations may follow suit with similar programs, MCA is going ahead with operational and promotional plans along the same lines for other towns.

It is believed that should MCA get stiffer opposition than it has found to date, and should auditoriums not be made available or should it invade a town where no auditorium exists, MCA will go ahead and build its own halls. These halls will be made to pay for themselves by booking into them seasonal attractions, such as ice shows, roller-skating events, battles of music, name bands and other types of entertainment that the booking office can provide.

Should this move on the part of the agency become effective it will mark the first steps of the office in the role of operator.

## Kalcheim Sues Tannen

CHICAGO, March 12.—Jack Kalcheim, local booker, filed suit yesterday against Dave Tannen, comedian with Count Berni Vici's Spices of 1938, for commissions totaling \$186.17. Kalcheim contends the money is due him for work secured for Tannen in this show, now playing the State-Lake Theater here. Hearing set for March 21.

## New Tag for Reopening

HOUSTON, March 12.—Rainbow Club, formerly the Coronado Club, opened Saturday with a floor show and dancing to ork of Vic Inatirilo.

## Heavy Coin for West

CHICAGO, March 12.—Mae West, during her personal appearance engagement at the BKO-Palace here established a new box-office record for the house under the current schedule of prices. She rolled up a gross of \$38,127, with a good portion of the coin rolling in during matinees. Sophie Tucker still holds the lead with \$42,000, playing to an 88-cent top. Current tenant, Snow White and the Seven Dwarfs, tends to equal West's figure, children's prices having been upped to 35 cents both Saturdays and week days.

# Night Club Management

News and Angles on Night Club Operation

By GEORGE COLSON

## Film Trailers in Niteray

**TOM MAHON'S** Penthouse atop the Bradford Hotel, Boston, is grabbing off a lot of attention by giving the customers something novel. In addition to presentation of new shows via art displays and big newspaper advertising, flickers are built up as an intro to the flesh show. Following each of the two nightly shows a trailer announces the next show. Throughout the evening shorts are flashed on the screen.

On the other hand a Detroit spot, the Oasis, the first to introduce pictures in conjunction with floor shows, has just abandoned the idea.

## Guest Nights Do Business

**FAMOUS DOOR**, Boston, runs Theatrical Guest Night Sundays, to which names playing theaters and vaude are invited as guests of the house. Public has a chance to rub elbows with them. Invites are arranged by wire or personal contact.

## Early Dinner Show

**BISMARCK HOTEL**, Chicago, is now presenting its two nightly shows during hours convenient to legit theater patrons. Catering to the middle aged and smarter trade, management found it necessary to start its first show at 7:45 and end it in time to permit theatergoers to catch the opening curtain in the neighboring theaters.

Supper show starts about half a hour after the last legit show curtain. When

# Talent Agencies

**GEORGE IMMERMEN** set the colored team of Bobby and Jimmy in new Leonard Sullivan musical, *Who's Who*. Team will also double in the New Cotton Club show which opened last week. Immerman also set Anise and Alan for the Cotton Club.

**RAYMOND COSTELO** and Marie Phillips recently resigned from the D'Carlo Entertainment Service, Pittsburgh.

MCA will again book the big Jubilesta show, Kansas City, Mo., this summer. **IRVING LEZAR**, who has been managing talent on his own, has joined the New York MCA office.

**HARRY DELL**, New York agent, reports the birth of his third grandson, and he's quite proud, too. **LEW WASSERMAN**, of MCA, returns to New York March 15. **TOMMY BURCHILL**, Chicago booker, will be back in his office next week after a pneumonia attack which kept him indoors for five weeks.

**MOE LUCKY**, formerly with Eligh & Tyrrell, Chicago, is no longer connected with that office.

**HY GREEN**, formerly associated with the Grove Artists' Bureau, New York, has opened his own office there. Gertrude Lee his associate. **HARRY STONE** Theatrical Agency, Rochester, N. Y., now booking Silver Rail, Utica; Showboat, Niagara Falls; Brass Rail, Ogdensburg; National Hotel, Bath; Eagles' Grill, Elmira, and Edwards Hotel, Edwards, all in New York State. Local spots booked include Redman's Club, Cottage Hotel, Fairport, J. P. C. Gardens, Hollywood Inn, Conroy's Inn, Union Hotel, Liederkranz, Triangle Grill, Nile Restaurant, Jefferson Grill, Bungalow.

(See **TALENT AGENCIES** on page 73)

## Zorine Vs. Zorina

**CHICAGO**, March 12.—What's in a name? Plenty, according to Zorine, siles Blanche Yvonne Stacy Lloyd, nude dancer who filed suit for damages last week because of Zorina, another nude appearing in the *Goldwyn Follies* six. Equawk is the similarity of names and Zorine is suing Samuel Goldwyn; Samuel Goldwyn, Inc.; Balsaban & Katz theaters and United Artists Corporation, claiming she has a right to a slice of the proceeds because of the supposed confusion and damage to the name Zorine.

the first show was purposely held back until after 8 in order to keep the dinner crowd a while longer in the room theatergoers used to leave anyway, whether the floor show was over or not.

## Artist Stunt Popular

**A TASTE** of Greenwich Village has been dubbed in at the Brown Derby, Boston, by Kitty Brando. Murray Kaplan, in typical village accoutrement, roams the nitery with pad and pencil. (See **CLUB MANAGEMENT** page on 72)

## K. C. Tries More Vaude

**KANSAS CITY**, Mo., March 12.—Newman Theater will begin vaude for the first time in eight years March 18 when Major Bowes' *Collegiate Revue* moves in for a week. Return of Beech is an experiment.

Fox Tower is only other theater using vaude at present, altho the RKO Main street uses it occasionally. Fox Tower, however, is drawing excellent patronage week after week and it appears as tho city could support another flesh policy.

## Sues Bonomo for \$10,000

**NEW YORK**, March 12.—Guido Zannette is suing Joe Bonomo, film strong man and copyrighter of the new dance mag *Dancing*, for \$10,000, charging omission of credit due him and promised by Bonomo for putting on, photographing and subtitled the various dance poses of the dance teams in the bookie. American News ordered something like 200,000 copies, now being distributed thru Woolworth stores.

The case was taken into court this week.

## Old-Time Movies Stunt

**NEW YORK**, March 12.—Sunday sup and supper guests in the Terrace Restaurant of the Hotel New Yorker will be entertained weekly by old-time movie reels 20 years ago.

Starting tomorrow, the hotel will revive the silver screen thriller, project them to the diners, and have as guests of honor, the heroes and heroines pictured. The successes included are *The Risk*, *The Desert Rat*, *Saturday Afternoon* and *Doss on the Farm*.

## New York:

**GERTRUDE NIESEN** sailed for England March 12. **RUTH TERRY**, 17-year-old dancer and songstress, was discovered by 20th Century-Fox talent scouts in a Miami night club. She will be featured in *Alexander's Ragtime Band*. **INGA BORG** returned to Jimmy Kelly's, after a lay-off due to an operation.

**SHEILA BARRETT** sails for London at end of this month. Jack Hasty, writer, who did her material for her air show, *Time of Your Life*, will also handle the assignment for her appearances there.

**VIVI-ANNE HULTEN**, Swedish skating champ, won new laurels at the recent ice carnival of the Toronto Skating Club, Toronto. Handled by Billy Burton, of Rockwell-O'Keefe. **THEODORE AND DENESHA** are going into their ninth week at the Rainbow Grill. **CASANDRA**, society psycho, is making her first New York club appearance at the Hotel White.

## Chicago:

**JEAN TRAVERS** goes into the Hi-Hat Club next week, preceding Helen Morgan. **BERT WHEELER** and Dorothy Lee were in town last week breaking in a new act at the Englewood, booked by Sid Worniser. **COLOSIMO'S** reported dickering for names to be used on succeeding shows. **WILL J. HARRIS** building an ice show for hotels. **JOE MILLER**, of the 885 Club, basking in the Florida sun. **NAN BLAK-**

## Personal Management Pact Hit by Lack of Bookings

**CHICAGO**, March 12.—Offices and individuals who have been signing acts under "personal management," guaranteeing a definite amount of work, are finding themselves in hot water these days trying to live up to their contracts. Some acts demanding freedom have been getting it with little trouble, their managers being only too happy to ease their load.

Lent season and the recession curtailed the demand for acts and changing conditions in night clubs are varying the types of talent that are of a more immediate use. Some of the offices that are more confident of their acts are holding on to them with the hope that the summer season will open a number of outlying spots and increase the demand for their accounts. They are getting them temporary work even if it means a commission reduction for the office.

## 14 Pitt Clubs Hit By Massed Raids

**PITTSBURGH**, March 12.—State liquor board agents raided 14 clubs Sunday morning for liquor law violations. All but one spot today sought means to avoid revocation of their liquor licenses. The 14th, the Bachelors' Club, revealed only a small group of men idly playing pool. The mass raid, biggest club pinch here since repeal, included the Harlem Casino, Hickey Park Tavern, the Allison Park Inn, Morley's Inn, the Jungle Club and Eva's Gardens, all licensed as restaurants, plus seven supposedly private clubs. None of the establishments will be closed pending hearings before the liquor board, set to start March 15.

All but 20 of the 100 arrested were released.

## Negro Show for Louisville

**LOUISVILLE**, March 12.—Crystal Terrace night club opening this week with an all-colored show. Management is experimenting with colored performer policy.

Paddock Night Club opened with Carl Zoeller and band. Zoeller features Wednesday nights as Theatrical Nights.

## K. C. Theater Drops Vaude

**KANSAS CITY**, Mo., March 12.—Post Street Theater here is abandoning vaude at the end of this week's engagement.

# Club Talent

**STONE** has been held over at the Hi-Hat until April 5.

## Here and There:

**GLOVER AND LAMAE'S** engagement at the Hotel Statler, Cleveland, extended indefinitely. They have been there 10 weeks. **JACK ADAMS** supplements his emceeing with skate dances and impersonations to earn for himself a title of "Harrisburg's Favorite." **DI CARLO AND DUBOIS** may sign up for a 10-week booking in Bermuda when they close their seven-week run at the Chateau Lido, Daytona Beach, Fla. **MARITA ELLIN** will take on a two-week booking at Maryland Club Gardens, Washington, before going to the Tic Toc, Montreal. **JACK LEYSTAN AND COMPANY** shift from Jerry's Tavern, Grand Rapids, Mich., to the Club Casino, Detroit. **SHARLAN AND ALDYTH** are back to work after a six-week vacation, playing at the State Restaurant, Columbus, O. **MARTIN AND MARVEL** have been held over for the new show at the Northwood Inn, Detroit. **CASANOVAS** are in their sixth week at the Newhouse Hotel, Salt Lake City. **HERBERT JOHNSON** is now a member of the Robert Estes Collegians at the Club Rex, Birmingham, Ala. **POLDS AND STEVENS**, Frances Pidler, Jimmie and Betty Raye and Mickey Duval are being held over in the show at the Bartlett Club, Rochester. **NEW DANCE** combination of Jose (See **CLUB TALENT** on page 73)

# Reviews of Acts

## Judith Allen

Reviewed at the State-Lake Theater, Chicago. Style—Singing and talk. Setting—In front of band. Time—Seven minutes.

Miss Allen was a name in pictures when Paramount featured her in some of its better productions. Since then, however, she has been making the quickie rounds and lost following. Lately she has been doing a single in night spots and theaters, cashing in on her former movie rep and a sexy eye-catching personality.

Opens with the usual Hollywood gab, ending with a gag, and continues with a dramatic skit about a girl who doesn't get that phone call from her sweetheart that is rather ordinary. Closes with vocal renditions of pop tunes, in this case *One Night, One Kiss and You*, and *Once in a While*. Suffered from laryngitis. S. H.

## Vivian Della Chiesa

Reviewed at the Chicago Theater, Chicago. Style—Singing. Setting—In front. Time—Seven minutes.

Talented romantic soprano and a commanding personality stemming from Chicago and featured with the Chicago Civic Opera Company. Has developed some national following thru a network radio commercial and should prove a good attraction in the class combo houses.

Her voice is clear, lasting and colorful. Her selections in this house had mass appeal and were suitably brief. Opened with a light operatic piece and continued with *Love's Old Sweet Song*, *Love Is Just a Game of Chance* and *Garnations*, latter a lightning-speed Italian word jumble.

Recalled for an encore and back for three bows. S. H.

## Mae West

Reviewed at the Palace Theater, Chicago. Style—Song and comedy. Setting—Full stage. Time—15 minutes.

Mae West was last caught some five years ago when she filled a personal-appearance engagement in New York in conjunction with her first screen hit, *She Done Him Wrong*. Her act is still essentially the same, using a boudoir set. (See **REVIEWS OF ACTS** on page 72)

## Poli Managers Sue Estate

**BRIDGEPORT**, Conn., March 12.—A Superior Court action against the estate of the late Sylvester Z. Poli, vaude circuit operator, is being prepared by Matt Saunders, city manager of the Loew Theaters and formerly Poli New England theater manager, to collect a claim of \$2,300 for services rendered before Poli's death.

Claim is among others totaling more than \$1,000,000 against the estate, which has been disallowed by the Hartford Connecticut Trust Company. Robert R. Russell, another former Poli manager and now manager of a New Haven Loew house, has a claim for \$17,500, also disallowed, and will start an action also.

## Collada Show for Bogota

**NEW YORK**, March 12.—Benito Collada, of El Chico, has been asked to send a Spanish and American revue to Bogota, Colombia, this June. The show will be featured at the inauguration of the new President and the centennial celebration of the capital. Collada will use six acts of Spanish and American artists, 16 girls and two orchestras, one swing and the other Latin.

## Giddy Yaps

**PHILADELPHIA**, March 12.—Night clubs and prescriptions don't mix—and they won't in Maryland. That's what Dr. Robert L. Swain, Baltimore pharmacist, told the Board of Colleges of Pharmacy at a convention here Monday. A Maryland man had applied for a license to run a combination cabaret and drug store. "There will be no dancing for drug-store cowboys in Maryland," Dr. Swain declared.

## Glass Hat, Belmont-Plaza Hotel, New York

This flashy dining room and bar in the newest of Ralph Hitz's hotels (formerly the Montclair) has been doing nicely since the hotel changed hands several months ago.

The entertainment fits nicely with the atmosphere of the room—which is bright, mirrored and gaudy. The "floor show" is skippy, but good enough for the type of patronage. The main attraction is Sonny Kendis and band, formerly at the Stork Club and now in their third month here. Kendis, a young and good-looking chap, is a showmanly pianist, his lightning runs being mirrored above the keyboard. He only has six other men, but the seven-piece combo sounds as full as 12 and it plays well a wide variety of numbers—waltzes, piano numbers, tangos, rumbas, fox trots—with the triple reed section doubling at vocalizing and blond and pretty June Whiteman providing most of the solo vocals.

Jose Rodriguez (violin) leads his five men for fast rumba music; in fact, the tempo is too fast for dancing, with pretty Dices Costello doing vocals. The Rodriguez and Kendis bands follow each other on the band stand without halting the music thru the incoming band's picking up a rumba tempo of the outgoing band. It's a pleasing novelty.

The floor entertainment is headed by Benay Venuta, comely blonde, who has been featured on the radio and vaude. She sings pop and rhythm numbers with zest and had no trouble pleasing. Lillian Shade follows her March 15.

Thurston Crane, young chap with an interesting and expressionful baritone voice, emcees and puts over a wise selection of songs, mostly sentimental, such as *Love Sends a Little Gift of Roses*, in *The Shade of the New Apple Tree* and *When Day Is Done*. The Belmont Balladeers, colored waiters doubling as singers, blend voices in Negro spirituals and darky melodies, making a nice impression. Kendis rounds out the floor bill with some very fancy pianoing of his own composition, *Rhapsody in D Minor*.

No cover or minimum for dinner or supper.

Raffone Sisters and Bob Gay entertain daily during the cocktail hour.

Paul Dents.

**JANE FARRAR**  
Melodious Songs and Musical Monologues  
General Delivery, Hollywood, Fla.

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# Night Club Reviews

## Congress Casino, Congress Hotel, Chicago

This room has been a problem to the management since it opened. It tried out both expensive shows and costly bands, but enough business to warrant these expenditures didn't materialize. Current policy smacks of a desperate attempt. Ralph Hitz, operator, stationed Nils T. Grantund to attract the visiting and local night clubbing boys with his bevy of shapely beauties.

Idea looks like a bad mistake. The show is off color, lacks talent and will give the place a smelly reputation. Should the management desire to return to its former palatable policy, it will probably have to close down for a spell to rid itself of the girly-girly aroma.

Opening night turnout was shocked at the unexpected spectacle, NTG making his first night club appearance here. There was no excuse for Roy Sedley, comedian and heckler in chief, to dig down for the blue stuff, using gags that are even banned from burlesque houses. They may please a one-time visitor, but will ruin whatever steady trade the hotel has built up.

With the exception of one capable soft-shoe tapper, Betty Keane, there wasn't a single specialty to rate even passing attention. Just young kids who do ordinary song and dance routines. To be sure, there was a now-you-see-now-you-don't nude number by Sylvia McKay. Another nudist feature on the framed stage above the band stand was a disrobing display representing the four seasons of the year.

Another feature are six Big Apple dancers, as footloose as they make them. The NTG kids return on the floor and hustle for partners among the customers to whoop it up for an extra few choruses.

Show is repeated thrice nightly except Mondays, when the room is dark. Never a cover or minimum.

New musical attraction is Boyd Raeburn and orchestra, an entertaining outfit playing danceable tunes. Leader makes a youthful and clean-cut appearance. Lorraine, striking looking brunet, vocalizes. Has an appealing voice.

Larry Holmberg handling publicity.  
Sam Honigberg.

## Hollenden Vogue Room, Cleveland

Room has brought back the most popular of its many orchestra leaders, Sammy Watkins, long a fixture at this spot, and with him a floor show that combines dancing and comedy.

Heading it all is Sammy Walsh, who proves himself something more than an emcee. He has a quick and nimble wit and distributes it freely between those on the program and those at the ring-side. His method is pleasant and casual and his wisecracks are taken in the spirit given. Walsh also does a neat tap routine on a dish tray; Fred MacMurray, Fred Astaire and Ted Lewis come in for their bit in impersonations, better than average.

Opera is not common in the Vogue Room, yet Margot Rebell offers a trio of arias and makes the patrons like them. She is a charming lyric coloratura. The Crane Twins, blondes in blue, do spins and toe-dancing that are fresh and entertaining.

Watkins' outfit furnishes the backgrounds and dance numbers. Don Francisco's string ensemble obliges with rumba and tango tunes. H. K. Hoyt.

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

Continuing a policy of a name band augmented by incidental floor entertainment, Manager Oscar Wintrab has brought in as his latest musical attraction Charles Baum. Scarcely known among night club patrons, Baum is recognized among his kind for superior musicianship demonstrated in solo ivory tickling for such air programs as those of Perde Grofe, Paul Whiteman and Bob Dolan.

Getting his first crack at a location job here, Baum has assembled a select number of known free-lance musicians who round out into an outfit that is particularly appropriate for the atmosphere of this room. Dispensing soft, soothing dance rhythms, built around the constant piano ramblings of Baum, the solo fid-

dling of Schechter and the soft work of the three saxes who also double for a fine fiddling foursome, this group, tho it might still be incomplete in instrumentation for best results, shapes up as the probable best bet the room has had for some time. Contemplated addition of several pieces, no brass, only saxes or fiddles, may bring out more completely the style now aimed at.

Despite the definite anti-swing characteristics of the band, occasional pop tunes of that classification are more than ably handled by the versatile Baum, the clarinetting of the equally adaptable horn section and the muted trumpeting of the lone brass. Otherwise the combo sticks pretty close to the schmaltzier terps-tunes and the streamlining of older and standard semi-classics. An appealing feature in the style of the crew is string-plucking by the fiddle quartet.

Present instrumentation: Charles Baum, piano, leader; Jules Shopnick, violin; Don Trimmer, Bob Pulton and Freddie Steele, saxes; Phil Hart, trumpet; Mack Shopnick, bass; Jack Walter, drums, and Ruby Walter, guitar. Vocals by Steele. Arrangements by Baum and crew.

The Arthur Murray Big Apple Dancers, entering their fifth month here, provide the evening's relaxation and fun with their amazingly energetic and intricate limb tossing.

Vee Lawnhurst, singing pianist, helps bridge the wait between dinner and supper sessions of the band. Miss Lawnhurst also obliges with renditions in the lounge.

Dinners from \$1.75 up, with \$1.50 minimum after 10 p.m.

George Colson.

## Lobby Cafe, Juarez, Mexico

Current show features two skating teams, but of such different types that patrons cheered for both.

Frank Evans and Doris Dean opened in a tap on rollers, getting a good hand. Miss Dean was back for an encore.

Inez Graham, now in her seventh week, was on next with a toe ballet. Girl makes nice appearance; dancing is fair.

Ben Purnell, emcee, was on with three songs. Has smooth baritone voice and pleasing manner.

The Two Kings, whirlwind skaters, finished show atop a six-and-one-half-foot table. Did the usual skating acrobatics for smash applause, finishing with a turn in which both are blindfolded. Act will be held over, Manager Fred Borland said.

Roberto Ulrich continues with the batoning.  
Hal Middleworth.

## Colosimo's, Chicago

Despite the current lull this spot is using seven acts in addition to a line of 12 girls. Business has been holding up week-ends, bolstered on week days with special parties. Production work on the current show is not as sound as is usually the case, particularly due to those heavy musical backgrounds which are far too superior to the routines displayed by the kids.

The line in flowery costumes opens with a spring parade number, some of them leaving the elevated stage to pin flowers on the front table seaters. Lyle Twins, lanky acro girl team, are featured in a good high kick and cartwheel turn.

Elite Trio follow with a stock adagio number, effecting some striking poses. Girl is well handled by the two male partners. Vera Dunn, soubrette, struts thru a swiny song and dance session. She precedes Fanchon, the daughter of the Fanchon and Fanchon acro act, who has some amazing body twisters to offer. Works to slow music, with a couple of her feats rating a Ripley mention.

Yvette Rugel, voluminous soprano, is featured in several light operatic selections which go well in a roomy spot of this type. While only so-so in appearance, she impresses with a sharp blending voice.

Bill Anson, emcee, holds back the finale with his familiar impressions of radio notables, using the red spot for his black-face transitions.

The girls close with a fancy, feathery number, originally produced to feature Grisha and Brona in an exotic routine. When caught Renee Villon, the peacock dancer, was on and executed a graceful semi-nude interpretation of the bird with handsome plumage.

Henri Gendron Ork continues on the

band stand. Serenaders, strolling trio, entertain in the adjoining bar.  
Sam Honigberg.

## Pavillon Caprice, Netherland Plaza, Cincinnati

This popular spot, which seven weeks ago inaugurated a policy of augmenting its name bands with a three-act floor show, has returned to the old order of using only a dance team with the musical attraction. Drop in business, general with the niteries and movie emporiums hereabouts, due in a large measure to the Lenten season, is the apparent reason for the switch. Week-end business still satisfactory but week days are in a decline, with only a small crowd present at this viewing (8) to see Johnny Hamp and his ork, with Crawford and Caskey, dancers, off for their next stand, the Book-Cadillac, Detroit.

Band's show period is ushered in with Jane Whitney, ork's slim and lovely canary, dishing out a sweet and personable rendition on *The Lady Is a Tramp* and *Gold Mine in the Sky*.

Miss Franklin Crawford and Joseph Caskey, youthful and refreshing ballroomers, offer first a graceful waltz routine to the strains of *Liebestraum*, following with a lively stomp, with Joe injecting a bit of acrobatics. The class team offers next a corking novelty, with the male member executing a series of magical nifties. Their encore, wherein they depict a pair of collegians on a Friday night tear, sent them away to a sound hand.

Jack Campbell, band lyric tenor who also wields the baton in Hamp's absence, displayed a fine set of pipes and a keen sense of salesmanship in his handling of *My Darling, You're as Sweet as the Red Rose*, *A Pretty Girl Is Like a Melody* and an Irish ditty.

Johnny Hamp, boasting of the best combos from a musical standpoint he has ever had, contributes to the show stint by having his lads do take-offs on the various name bands, including Lombardo, Garber, Fields, McCoy, King, Barton, Armstrong, Duchin and Goodman. Feature pulls laughs and a good hand. Hamp lads also pleased the dancers with their style and tempo; the drummer, Marty Rogots, and the trumpeter, Derril Forrest, drawing special attention.

Bill Sachs.

## Club Esquire, Toronto

This Bill Beasley spot, Toronto's only niterie, holds its place as a gay spot and is drawing goodly crowds with its low-priced policy. Moreover, Beasley is reaching out for more than the usual night club crop, and people hereabouts have been surprised at seeing everything from pink teas to sponsored fashion shows at odd times around the red and chromium palace.

Food and service have not suffered under the lower priced policy, and acts, booked directly, round out a nicely balanced evening. Jimmie Namara's Band is a feature of the bill and takes a lot of attention when Jimmie himself bangs away on a machine of his own invention—part xylophone, vibraphone and rhythm chimes. One of his men does a smart dance in a fast-moving finale built on a brief and modern interpretation of old-time minstrelsy.

Mildred and Maurice give a nice exhibition of novelty dance work, and the Deauville Boys display good voice and spirit. The customers are also going big for a lass who looks at your hand-writing and tells all. She works the tables and many a scourps has been jerked out of his gloom by her.

Kenneth Cragg.

## The Bowery, Detroit

Pop-priced spot, under management of Frank Barbaro, is drawing a nice clientele. Specialty dishes prove a drawing card.

Benny Resh's Band, entertaining outfit, is in for a long stay. Band works well with the show, and Resh knows his crowd. Johnny King does some vocals, featuring *Without a Song*, and is a lyric tenor with a good range. Harold

## THREE CHOCOLATEERS

Introducing the new dance craze "SKRONTON"

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COTTON CLUB, N. Y.

Jones sings the swing numbers, alternating with clarinet solos.

Frances Sisters come on for a rube rhythm dance, working in slacks, and return later in a good straight costume number. Comedy well liked.

Louise Lee has a sinuous expressionistic number, embellished with unusual light and costume effects. Larry St. Clair has a fast variety tap number and returns to lead *The Big Apple*, participated in by willing guests.

Harvey Stone does a clever take-off of a colored preacher, also *When Yessel Learned To Yodel* and *Mr. Pegannini*. Charlie Carlisle functions as a good comedy emcee who keeps a long show moving fast.

The Manhattanettes help out with two ballet numbers.

Mrs. Resh assists as hostess. Spot booked by Al Norton, Rochester, N. Y., thru Pete Iodice, Detroit.

H. F. Reeves.

Added feature is Al Goldie's Punch and Judy show, a unique bit for a night club.

Joe Vernon's Heat Waves is a small but entertaining band that plays dance music to the liking of the crowd. Prices a bit up for a suburban spot, with 25 to 40 cents entertainment charge.

Rez McConnell.

**Cocked Hat, Kansas City, Mo.**

Three acts and the music of Mary and Dick Dale's Orchestra are current attraction, drawing a good share of patronage here.

Mitze and her fans are about like any other young gal and her fans, but are well liked here. Zita and Marseille, ballroom dancers, can be described similarly. They flit about the pint-size dance floor and offer nothing new in the way of routines, but they get applause.

Derrita and Derna, comedians, are best. They get laughs easily and squelch the usual smart alecks. Jokes are plenty blue all the way, but go over.

Not swank, this spot draws its own crowd and the floor show is geared accordingly. The band is satisfactory here, playing the show acceptably and offering danceable music.

No admish, cover or minimum charges. Business reported good. An excellent spot for those who like their music loud and their entertainment cheap.

Dave Dexter Jr.

**Ritz Hotel, London**

Elisabeth Pollock, English society impressionist and artist, is back after a long absence. She has a good routine of stage favorites.

Biggest hit of the show is the Music Hall Boys, American trio, who perform a riotous travesty on a Victorian vocal trio. Boys dress the part as well as enact it and their reception is tumultuous. For an encore the trio clicks further with a burlesque of Russian singers.

Joe Kaye and band supply the music. Bert Ross.

**Grosvenor House, London**

New floor show, produced and presented by George Black Jr. for MCA, is tabbed *So This Is Charm*. A neat and pleasing presentation that runs smoothly and contains both talent and charm.

The English Glamour Girls are a good-looking bunch with plenty of pep and ability.

American entry and one of hits of the show is Dave Hacker and June Sidell, making first bow in this country. Couple have a corking comedy dance novelty, full of speed and rhythm. Their work is usually original.

Favorite here and back after a long absence is Gaston Palmer, juggling humorist. Palmer has a wov of an act full of laughs and speed with dexterous juggling skill.

Edwin Styles, stalwart English monologist, acts as compere and wins approval. Also does well with tunes played on a jew's-harp and a match box. Novelty is a number in which Styles visits the tables and carries on a microphonic conversation with the diners. *So This Is Charm* is predicted a long stay here.

Bert Ross.

**Clover Club, Portland, Ore.**

The only night club here co-operates with the Capitol, local theater, using the latter's vaude acts as the bigger part of its floor show. Set-up for the most part therefore changes from week to week with that of the theater.

Headlining is Jean Darling, former heroine of *Our Gang* comedies, now

grown up and sophisticated. In imitating Grace Moore, Deanna Durbin, Alice Payne and Jeanette MacDonald she displayed remarkable ability.

Dancing and singing to Spanish rhythms by pretty Andalita and musical oddities by her partner, Art Bonger, on home-made contraptions, formed one of the best numbers.

Rudy and Latosca demonstrated several forms of ballroom dancing, specializing in the tango. Rudy, with a George Raft profile, and Latosca, a stately brunet, form a handsome pair.

In her third consecutive week, Dagmar, in Mexican dances, presents her stuff in a more attractive style than the usual run.

Personable Eddie Davis is on for a second week to call the numbers. The adept at imitations on stage, on the club floor he stuck closely to straight enacting. Larry Lowrey and Helen Kinsey teamed to sing popular ballads.

Dance music and accompaniment came from seven pieces under Dick Dinham. Minimums 75 cents week days, \$1.25 Sunday. Key Hartsook.

**Night Spots in Paris**

PARIS, March 7.—With the opening of the local racing season, night spot activity takes a new lease on life. Recent reopenings or new openings are Chez O'Dett and the Pigalle in Montmartre and Mimi Pinson and the Lido on the Champs-Élysées.

Chez O'Dett offering elaborate show with O'Dett, blue fem impersonator; Dave Miller and John Reading, American hokum comics; D'Anselmi, ventriloquist; Claudine and Alice, dancers, and a number of singers, including Monique Joyce,

**Fun With Rollo**

NEW YORK, March 12.—Night club biz last week was punko, with 52d street way off. One night during the week Lou Richman's *Diszy Club* was absolutely barren of customers for a while, so Richman; Dick Mayers, the emcee; the bartender and the cook played leap frog in the center of the floor. Now all the other clubs on the street claim Richman stole their idea.

George Lambros, Christina Nere, Daniel Clerice, Mercedes and Lisette.

Lido show has the dancers Patricia and Colin, Stephanley and Beatrice, Patsy and Bobby and Beatrice Pickhardt and hand-to-hand balancers, the Athenas.

Mimi Pinson, new spot, opened with Lynne Clevers, singer; Jean Granler, comedian; Valaida Snow, sepien warbler; Charles Boullanger, comic; Dorey and Nicholas, dancers; Prebel, sob singer, and the Diane Belli-Byaux adagio quartet.

Clare Anderson, American dancer, is at the Grand Jeu. Diana Clayton, American singer, is at the Villa d'Este.

**Paradise, N. Y., Reopening**

NEW YORK, March 12.—Paradise has imported Dave Oppenheim and Henry Tobias from Hollywood, to prepare an original score of music and lyrics for the club's new show, which is set for March 18. The production, being staged by Al White Jr., calls for three orchestras. Bunny Berigan's Band will supply the tunes for dancing and Lionel Rand will handle the show numbers. A third crew will dispense rumba music.

**Gray Wolf Tavern, Youngstown, O.**

Pete Meyer's place continues to offer the more elaborate floor shows and in doing so is well patronized in the face of the industrial lull. In recent weeks Meyer has been offering 20 to 30-people units playing theaters in this territory and finds this type of entertainment satisfactory.

Headlining the *French Models Revue* is Nerida, a beauty, who calmly eats glass, phonograph records, razor blades and almost anything available. A strange dame but an excellent night club novelty.

Faulette does a Parisian "temptation" dance that scores; Jewell Harris, good-looking blonde, has a voice that registers well; Bob Rolands entertains with a fast line of chatter; Rita Kaye Burke sings several songs to the satisfaction of the patrons; Twins DeBord present "double trouble"; Bill Brown is a fair jester, and the Native Beauties, eight-girl line, do several effective routines.

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OPENING APRIL 19—CAFE DE PARIS, LONDON, ENGLAND



## Loew's State, New York

(Reviewed Thursday Evening, March 10)

Despite a five-act bill, including such headlines as Gracie Barrie, Paul Gerrits and the Earl Hines Band, the program as a whole didn't pan out as socko as might have been expected. Stacked up against a so-so *Bad Man of Brimstone*, it doesn't argue so well for a bonanza week. Deductions drawn from reactions of the last show opening day may not hold true for each act, however, for each act is thoroughly entertaining in its own right.

Arthur Lafleur is a standard opener. Aerialist-gymnast impresses favorably with a bit on the flying rings in amazing slow-moving control work that brings into play arm and shoulder development and closes with a flashy iron jaw bit of accelerated top-spinning. A femme assistant interpolates some remarkably flexible acro-contortionist work between the man's stunts.

The duce spot is brightened up considerably by the foolishness of Lorraine and Rognan, dancing comedians. The good-looking pair run the gamut of hokey props and situations, but what really stands out is the eloquent body movements and comedy sense of the girl and the fine straightening of the boy. A short soft-shoe eccentric by the male precedes the closing highlight, a satire of the waltz—satire with some new twists.

Gracie Barrie, lovely and petite and with a sweet voice on the same order, comes out on top with a tough order she chose for herself. A variegated program that required the styles necessary for a *Dippy Doodle* and *Night and Day* is a task for any talented songstress to master. Other numbers included the poignantly pashy *Thanks for the Memories* and a personality medley featuring *Whistle While You Work*.

Paul Gerrits rolls along in his impudent, self-assured manner, changing many a word or a movement in his several years of staccos and getting surprising good results every time. We suppose that there are always enough in the audience who are delighted in seeing this Bob Montgomeryish fellow with his easy, kidding style for the first time. Anyhow, he captivated the audience with his personality.

The Earl Hines outfit was slow in gaining favor from the patrons, its brassy,

blatant type of playing not particularly striking the correct chord and not until the effect was considerably softened by the charming, baby-talkish warbling of Ida Mae James did the crowd warm up. Then they thought a whole lot of Hines' solo effort at the ivories, and the aggregation wound up solid favorites with the personality-plus hoofing of Sonny and Sonny, whose work is a marvel of stamina plus ability.

Added film entertainment is the showing of third dimensional "Audioscopes," a thrilling novelty. George Colson.

## Chicago, Chicago

(Reviewed Friday Afternoon, March 11)

A swell stage bill for the kids, topped by Judy Garland, of the films. The starlet gets a streamlined introduction by the Evans Ballet, house line, outfitted in snappy air hostess costumes, emerging from a plane that makes a realistic "landing" on the stage.

Judy, with the presence of a veteran, is a natural show-stopper. Her voice has a sound quality that carries well and makes a pleasant and impressive ring in the ears. Gracious delivery ups her winning chances from the beginning. Opens with a *Chicago, I Love You* ditty and continues with the *Love Letter* to Gable and *Melody Farm* from her recent pictures. For her third selection she gambled with another version of *Bei Mir Bist Du Schoen*, a little different if that's possible. Begged off with a natural "thank you" speech.

The line opens the bill with a moody fantasy, the modernistic postures bathed in varicolored spots. A slow opening, but it is short-lived, thanks to the Four Franks, who follow with a speedy and energetic musical and tap routine. Two boys and two girls, flashily costumed, strut thru a hodgepodge of nonsense, sax tooting and a downpour of taps that sets a terrific pace for the succeeding turns. Ambitious workers and capable entertainers.

Bob Williams, and his amazing dog, Red Dust, are a pushover in the next spot. Few other canines display as eye-popping an exhibition of muscle relaxation and control as this animal and few trainers develop as entertaining an act around it. A number of good wholesome laughs frame the turn.

On screen *Romance in the Dark* (Paramount). Business reached the roping stage end of first show opening day. Sam Honigberg.

## Memorial, Boston

(Reviewed Thursday, March 10)

Memorial goes into competition with its sister house today, with the RKO Keith Boston resuming flesh a short ways down the stem.

Memorial bill headlines blond Sylvia Proos, whose personal enjoyment of warbling gave the audience a warm feeling toward her plus a good hand. Gave out two tunes, a medley of love ditties and encoored with the fetching Cuban *Cebby* novelty.

Diamond Brothers started their rany stuff somewhat chilly, but, as the minutes rolled by, the customers got hep to their business and went big for them. Unpulled body slams and general knock-aboutery were much enjoyed by the yoke.

Pelovis has a quick routine, embellished by nationality music and costumes and to certain musical tempo, but chalked up quite a few misses with his juggling. Finale torch juggle a la pyrotechnic display brought the applause.

Carl Freed and his septet of harmonica blowers are a well-drilled and punchy outfit of the first order. Lot of zingo to the gang.

For precision and novel hoof routines the Twelve Aristocrats, six boys and six girls, take the cake. On at opening and finale of the four-act bill.

Memorial the day previous concluded four weeks of *Snow White* and the Seven *Dwarfs* with a four-week intact vaude bill.

Pic was *Bringing Up Baby* (RKO). Sidney J. Paine.

## Earle, Philadelphia

(Reviewed Friday Afternoon, March 11)

Philly has gone swing mad and the Earle is reaping the harvest. And Tommy Dorsey's appearance here today brought out the swingmania at its worst. Following Benny Goodman into the house by two weeks, Dorsey's crew shook the

rafters. The alligators shagged in the aisles and the customers clapped and stamped in time to the music. It was like one big house party. When the ushers tried to preserve order they got the Bronx cheer.

Dorsey scored big with a swing arrangement of *Coming Thru the Eye*, *The Dippy Doodle*, *Loch Lomond*, among others. Tommy's muted trombone hit some new hot licks that had the customers wild.

Eddy Wright, lovely canary, clicked in several vocals with the band. A pleasing voice, lots of personality and a swell looker. She had trouble getting away.

Jay and Lou Sailer do a comic routine with a couple of skills that had 'em in stitches. Another stunt that clicked big was a burlesque of *When Knighthood Was in Flower*, a comic dance with helmets, armor and swords. They pulled thunderous handclapping.

Ann Anderson does a tap-dance bolero which would have been swell if she had a more appreciative audience. They wanted Dorsey's music and plenty of it. Jack Leonard, Dorsey vocalist, gives out in a couple of numbers. Has a pleasant voice.

Altho Dorsey's reception was tumultuous, there wasn't the all-night wait in front of the theater that marked the Goodman opening. The house was filled to capacity, however, despite the fact that it lacked the newspaper publicity and fanfare that preceded Goodman.

Picture, *Little Miss Roughneck* (Columbia). St. Shaetz.

## Music Hall, New York

(Reviewed Thursday Evening, March 10)

With the new Beite Davis flicker, *Jasebel*, almost scaring the wits out of the customers, the stage show does much to balance off the rather harrowing film.

The stage show is called *The Gazette* this week and has the venerable *Police Gazette* as the motif. The show opens with *Beauty and the Judge* number that has the 20 men of Vin Lindber's glee club singing old-time ditties led by George Meyer and ending with the ballet girl's hopping thru a sprightly routine that ends with (horrors!) the chibris throwing their garters at the judge.

Then comes a *Murder by Magic* number which is an imaginative take-off of the sawing-a-woman-in-half trick. Robert Weede sings the introduction (music by Kay Swift and lyrics by Albert Stillman) and then the Rockettes perform a trick routine with half their bodies illuminated in the pitch black. Half the troupe parades as the lower half of the "sawed bodies" and the other half as the upper half (or are we getting too complicated?), the effect being quite novel.

Viola Philo leads her delicate soprano voice for a short scene and then the closing scene, called *The Firemen's Ball*, has the entire company in colorful costumes doing swell novelty routines, with the Rockettes turning in their usual applause-winning precision dancing. Roy Knight does a skillful still dance.

As in most Music Hall stage shows, pictorial and novelty angles are most effective and comedy and specialties are the weakest.

Rest of the show has Richard Leibert at the grand organ, the newswal, and Erno Rapee directing the symphony orchestra thru an arrangement of music from *Carmen*. As always, the orchestra makes a grand flash appearance and its music is sufficiently stirring for movie house audiences. Paul Denis.

## Earle, Washington

(Reviewed Friday Afternoon, March 11)

This week's stage bill is titled *Show Boat* Jamboree, reflecting the house's new policy of building individual acts into a review. Orchestra pit has been boarded over and background on the stage represents the superstructure of a Mississippi River showboat. Outfitted in brilliant uniforms, the house band plays away on the boat's deck.

Allen and Kent, seen here before at Joe Laury's Bowery, were well received. Younger couple gives modern dance routines and the older pair gives heart-warming clog and buck and wing numbers.

Paul Kirkland's novel balancing act with a stepladder intrigued the spectators, who later were amused at his balancing of a paper cone upon the features of his face. Kirkland's balancing of a girl helper upon two kitchen chairs

is entertaining, but takes too long to get under way.

The Eight Mississippians made good use of an ocarina (sweet potato) in their vocal arrangement of *Dippy Doodle*. An excellent bass solo of *Night and Day* and a medley of military songs complete their appearance. Good singers and were roundly applauded.

Buck and Bubbles tote their grand piano on deck and justify top billing with song and dance. Buck really does things to piano keys, while Bubbles vocalizes, later going into an entertaining dance routine. When the boys exchange places the house doubles up on seeing Buck shuffling his "snowshoes" in a makeshift dance routine. Audience best appreciated a burlesqued tango to a fast arrangement of *Little Spanish Town*.

The Variety Gambols, three girls and four boys, do variations of Cossack acrobatic dances. Plenty of action to keep the house interested. Deitar Pepper, acting as emcee, has the entire bill on hand for the finale, with the Gambols still gambling.

House partially filled, with Warner's *Slight Case of Murder* on the screen. Edgar Jones.

## Roxy, New York

(Reviewed Friday Evening, March 11)

A well-rounded production, but one which fails to stack up as convincingly in entertainment value, is the stage adjunct to a really excellent picture, *Mad About Music*, this week. Show features Boy Foy, according to the programs, but it also includes the Three Sailors, evidently a last-minute replacement for Harry and Phil Norman. Entire set-up, however, should prove adequately satisfactory for the two-week run which the picture will undoubtedly necessitate.

Boy Foy, opener, has been seen to better advantage on stage and cafe floor before, but his skillful and sensational juggling atop the low and high unicycle suffered little in the matter of applause.

Ben Yost's California Varsity Eight make an excellently pictorial and stirring choral group in offerings of college and martial airs. The boys are carefully and tastefully selected both in the way of voice blending and appearance and to the latter can be added striking costuming, not a small item for an attraction of its kind. The singing takes place against a not-too-effective drinking room setting.

The Three Sailors drew top honors for their laugh-fest. Their routines, familiar to practically every theatergoer by now, composed mainly of face slapping, dance foolishness and crazy tricks, were mirth provoking thruout and their rope-skipping closing provided a bang-up finish.

Whitey's "Brown Appliers," misnamed since they are mostly former Harvest Moon Lindy Hop winners and were so featured at a local night spot for the last two seasons, provide a wild, entrancing and colorful novelty. Seven pairs of septia shiners cavort and twist in every conceivable posture and wrestling hold (and throw). Prize entrant is one Tiny Bunch, half a ton of exuberant abandon.

The Gas Poster Girls are seen in two production numbers. The first is a roller skating routine, not as precise and impressive as most of their displays at versatility, and the other a dainty and colorful slow precision movement, with the kids in Southern Belle ruffled pantslets and parasols.

Eddy Paul is back at the helm of the pit band.

Full house at the supper show. George Colson.

## Paramount, New York

(Reviewed Wednesday Evening, March 9)

Cab Calloway band show this week hits a couple of high spots, but band itself is a trifle below its usual sending power. Calloway, still a cagey showman, carries on in front of band with the same flair for wild nonsense and delivers in his vocals. Among the tunes were *Mississippi Mud*, *Paradise*, *Oh, Boom*, *Bugle Call Rag*, *Minute Moocher* and the Serotch, the last a dancer in the Cotton Club's new show. Song choice includes standard, novelty and swing material, indicating a versatile outfit. Sax section sounded particularly good.

Avis Andrews, vocalist, delivered beautifully with *In the Still of the Night* and one or two others. Girl is definitely among the top-flight vocalists. Quality of voice is silvery, delicate and yet possesses volume.

Comic version of *Romeo and Juliet*, with Calloway and Andrews in leads, goes overboard on hokey.

Dancing contingent includes the Six

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**MEMORIAL THEATER, St. Vernon, O., March**  
 10; **Columbia Theater, Alliance, O., March 17, 18;**  
**State Theater, Sandusky, O., March 19, 20.**

Dancing Boys and Stump and Stumpy. Six boys appear in military uniforms and do tap routines with nice precision and challenge work in twos and fours. Take a good hand.

Stump and Stumpy, comic hoofers, have a neat dance act with a strong comedy touch. Open with a tune and give out with a fast brand of eccentric stepping. Stumpy also does comic impersonations and Stump palms off a take on Ted Lewis. Act has a bit of funny chatter to round it off. Wind up with a solid hand.

Pic. Big Broadcast of 1938 (Paramount). Business okeh at this viewing. Paul Ackerman.

**Orpheum, Omaha**

(Reviewed Friday Afternoon, March 11) Benny Meroff and orchestra, with the Congress Casino Revue, appear headed for a good week. Meroff's theme song, *Diane*, opens and ork remains on stage during entire show. Nifty arrangement of *Dippy Doodle* is well handled, especially by the brass.

Shirlee Rust, sprited hooper, has a neat routine and a shapely figure, both of which guarantee her plenty of mitt thunder. Encore is of same tempo. She warmed up the audience.

Meroff takes over for the next act, built around a song, *I'm Going To Build a Theater of My Own*. Aided by Larry Powell, hefty member of the ork. Meroff does bits of juggling and cartooning and plays several instruments, ending up with a dance. Showmanship gets him across. Ruth Petty, blues singer, does *I Double Dare You*, *Serenade* and *Mama, That Moon Is Here Again*. Has cute style and her songs are well chosen. Audience liked her.

Florence Nast goes a novelty song, *I've Got Talent for Love*, with Benny at the stooge end. Could delete some of the love-making.

Pinky Lee and Company swing the audience into a hilarious mood. Lee's spiky gags got the most laughs. He has plenty of showmanship, as do Joyce Worth and Tanglefoot Newberger, the remainder of his act. Miss Worth is an attractive blonde who helps Lee with the chatter and tape. Tanglefoot provokes laughs with his lanky physical make-up and eccentric dances.

Rest of show is built around novelties by band members. Best is Jack Marshall, who does most of novelties, including imitations. Exceptional novelty is humorous newsreel parade which features fashion show with hats made from hardware store articles. John A. Scott.

**Kilburn Empire, London**

(Week of March 1)

Old music hall, recently reverted to indie vaude house, has strong program with three American acts in Vic Oliver; Forsythe, Seamon and Farrell, and Emile Boreo.

Three Romps, English girl comedy acrobats and dancers, serve as a fair opener.

Wyn and Ivy, girl comedy team, have a good act. Girls work hard and get solid laughs with song and dance bits.

Ralph Silvester, crooner, has tuneful pipes used in pop numbers but lacks showmanship.

Talo Boys, five, are a sock hit with corking Risley and teeterboard acrobatics. Turn is full of smart and difficult bits with acceptable interpolated comedy.

Emile Boreo, international comedian, works forcefully and at high speed. His take-off of various musical conductors and his polyglot love ditties are successful. Finishes to a near show-stop.

Mahoney Brothers are English juggling comedians. A funny act, accentuated by weird hobo make-up and a miscellany of props, but they rank high

as jugglers. Boys hit heavily.

Forsythe, Seamon and Farrell, popular in England, are a riot with likable comedy, tuneful singing and bright and slick dancing. Honors are even among the two girls and the man.

Vic Oliver, also a favorite, walks up to a reception and plays thru to a show-stop with a fresh batch of topical wisecracks and some fiddle fooling.

Andy and Irving, two boys with a comedy trampoline act, are an okeh closer.

Business near capacity. Bert Ross.

**Paris Bills**

(Week of February 27)

Almost a big-time bill at the Bobino, with novelty and comedy acts predominating. Jeanne Aubert is featured and clicks solidly with excellent warbling. American hokum comics, Three Ponzales, are playing return date. Newly formed team of American acro comics, Dave Miller and Johnny Reading, score with nut comedy.

Novelty acts include Kit Kat Sisters, dancers; Henriquez, contortion on trapeze; Ray and Eddie, acro comics; Roxas-Loyals, jugglers; Tom Jersey, shadowgraphs; Gabriello, comedian, and Palermo's Seals. Marcel Sutra and Daniel Clerice, local song favorites, complete bill.

The Isola Brothers, assisted by Maud

Gipsy, are featured at the European in series of elaborate illusions. D'Anselmi, ventriloquist, and Robert Rocca, comedian, also on the bill.

Henri di Muzel, operatic tenor, heads bill at the Petit-Casino. Novelty numbers include Three Theods, equilibrist and contortionists; Billy Bourbon, tumbler; Two Soemans, musical clowns, and Gaud Arvor Trio, dancers.

Mario Silva's Ork; Ded Rysel, comedian, and Elyane Cells, singer, are at the Moulin Rouge.

Suzy Solidor, night spot favorite; Melwyn and Raoul, dancers; Manuel Vega, mimic, and Fred Make, concertinist, are at the Alhambra.

Rostand, poet, is at the Casino Montparnasse, and the Amanis, band to hand, are at the Roxy. T. W.

**Pitt Stanley Lines Up Names**

PITTSBURGH, March 12.—Name bands or movie stars on the marquee, the Stanley Theater method of fighting retail recession with heavy b. o. now almost a regular diet. Harry Kalmine has booked Jackie Cooper for Easter week, has dates penciled in for Mae West with her 22-people show and for George Jessel and Norma Talmadge. Also dickering for Allan Jones, Dorothy Lee and Bert Wheeler.

Lightest gross in weeks was Billy Gilbert-Barney Rapp combine this week with West's Holiday.

**Reviews of Units**

**Spices of 1938**

(Reviewed at the State-Lake Theater, Chicago, Friday Afternoon, March 11)

Count Berni Vic's new edition, and a weak one this time. While his reputation is upheld with his ever-present double-deck stage, all-girl band and novel scenery, the talent is lacking for a strong hour bill. Granting opening day upsets and lack of stage space, unit still was a more-or-less draggy affair until the next-to-closing appearance of Brown and Ames. Fault is in the production, slow pace, monotonous organ music accompaniment most of the way and lack of sock turns.

Wally Brown, of the above-mentioned act, comes on first for a brief chatter session promising something new under the sun. Band opens with a spirited number, the line of nine girls leaving a freshly anchored Queen Mary on the upper-deck stage to come on for a usual suitcase tap routine, featuring Doris Dupont in a clean-cut tapping turn.

Ork follows with an impressive version of *When Day Is Done*, baritone by Paul Jones, who later in the bill returns to sing a Negro spiritual, *Let Me Be Born Again*, and to front for the line in the *Typical Tropical Night* number. The boy has a rich voice and a good delivery.

Gene Gory has a stock mad musician act, his better contribution being tricky work on the violin. His partner, Roberta, a sexy blonde, does a nude star dance, beautiful only because of the shapely outline of her figure.

Next production routine features adagio tricks by De Conti and Roamine on the upper stage. Dave Tannen, pantomimic dancer, netted some laughs with his eccentric and loose-jointed foot movements, but his tobacco-chewing character is none too digestive.

Another semi-nude exhibition, this one labeled *The Dance of the Poudre Pouffe*, brings on a fan dancer working with huge powder puffs. Scene is climaxed with another adagio display.

Lee Brody at the organ is featured in *Organ Grinder's Swing*, a hot rendition of the old favorite, preceding the bright spot of the bill—Brown and Ames. Team has good material, well-timed delivery and swell stage presence. The tiny Miss Ames has a sparkling personality that lends well with her swingy song and tap sessions. Earned heavy applause.

Finale has band playing a military march, a tribute to John Philip Sousa. Naval newsreel shots and traveling ship and Zeppelin illusions used for an impressive finish. Sam Hornberg.

**Battle of Swing**

(Reviewed Thursday Evening, March 3, Palace Theater, Youngstown, O.)

First time such a set-up has graced the local stage, the battle of swing pits the all-girl band of Rita Rio against the unit conducted by Don Bestor. General

**Vaudeville Notes**

EDITH HOLDER, vocalist, has been signed by Fanchon & Marco to join the Shep Fields Band units. Opened with the combo at the Fox, Detroit, March 11.

BUSTEE CRABBE, film Tarsan, and June Kilgour have been set for personal appearances, opening at the Polly, Brooklyn, March 17, and following with Bridgeport and Hartford.

BEN DOVA goes into the Earle, Philly, April 15, with the Casa Loma Band. . . . UNCLE JIM'S Question Bee, radio prog, makes its first stage appearance at the State, Hartford, March 21. Novelty will play the first half of the week there for an indefinite period. . . . IRENE B-MAYLE will present a kiddie revue, *When Hearts Are Young*, at the Madison Square Garden benefit for the Israel Orphan Asylum. . . . ROYAL DUO are going into the Paloma Theater, Seattle, week of the 14th, with a date at the Golden Gate Theater, San Francisco, to follow.

ALMA MONTAGUE, daughter of Bert Bertrand and Gertie Ralston, formerly with Columbia, is ill at Onondaga Sanatorium, Syracuse, N. Y. . . . GEORGIE MARVIN is replacing Cowan in an act booked as Rich-Marvin and Rich. . . . Twelve famous teams of the two-day era are featured in one comedy sequence of the MOM Everybody Sing.

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**Adds Week-End Vaude**

COLUMBUS, O., March 12.—Encouraged by the response to Wednesday vaude-film policy, inaugurated several weeks ago at the Main Theater here, management has announced, effective immediately, musical tabloids Saturdays and Sundays in connection with film. Hollywood Gambol will be the first.

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## Burlesque Comics Hitting Stride in Other Fields

NEW YORK, March 12.—One of the few optimistic notes struck by burlesque in a season of mourning is the acclaim greeting several burlesquers who have switched to new fields. While the number developed is not stupendous, it compares well with talent developed by vaude and night clubs, large and more prosperous branches of show business.

There are five burlesquers, four of whom were named in *The Billboard's* Possibilities column, who are rating a nod from other branches of show business. Rags Ragland won nice notices from the daily and trade papers for his antics in *Who's Who*, despite the fact that the show itself got mild or little praise. Other runners hoping for billing in the top brackets are Buddy Abbott and Lou Costello, who have, in addition, to vaude appearances, been edging in on big-time radio by their guessing on Kate Smith shows.

Hank Henry, spotted in film shorts shortly after he was mentioned as a

hopeful in Possibilities, received much of his practical training in burlesque. Underwood that he, too, is being watched for other productions, outside of burlesque. Another burlesquer, Joey Faye, has done good work in Room Service, legit production.

Women who have swung into other fields usually confine their work to displaying their peeling ability in night spots, so the change is relatively minor. Georgia Sothorn was recently booked for Leon & Eddie's, and numerous other strippers have peeled for the night club trade.

Henry was mentioned as a possibility November 13, 1937, while Joey Faye was named August 7, 1937. Rags Ragland was mentioned in March 2, 1935, and Lou Costello was mentioned in the June 8 issue of the same year. List includes, of course, only those burlesquers who are getting nods of approval this year, and doesn't touch on the host of now-famous talent which started in burlesque.

### Hirst Set Till May

NEW YORK, March 12.—Current plans for the Hirst Circuit call for keeping the same number of shows in the present set-up of houses till some time in May. At present there are six shows on the wheel and five week stands, plus the Penny one-nighter in Reading. Other houses are in Philadelphia, Washington, Baltimore, Union City and Boston.

## N. Y. License Bill Delayed

ALBANY, N. Y., March 12.—The bill intending to limit the power of the license commissioner is not expected to be introduced during this session of the State Legislature. It had been hoped that the bill, drafted by the American Civil Liberties Union, would be supported this session by liberal legislators but hitches, it is understood, developed and the bill will probably be held over till the next session convenes.

Bill intends to eliminate closing of theaters unless operators or lessees have had jury trials. This would, it is believed, eliminate the "one-man" set-up which is in effect at present.

## Rosenberg Sets Talent For Circuit and Stock

NEW YORK, March 12.—New faces in the Hirst show opening at Baltimore's Gayety March 13 are Mike Sacks, Alice Kennedy, Charmaine, Lou DeVine, Lew Petel, Ina Thomas, Joyce Brazzale and Sid Gold. In the Seantees company, opening at Philly's Troc March 13, are Manny King, Benny (Wop) Moore, Al Golden, Diane Logan, Joy St. Clair, Al Golden Jr., June and Dorothy Morgan and Bobby Burns.

Phil Rosenberg, in addition to booking these circuit shows, also spotted Dawn DeLees and Sherry Britton at the Republic. Opened March 11. Lee Siegel is set to open at the Casino, Pittsburgh, March 14, while Sam Raynor and Murray Briscoe open at Toronto Casino March 18. "Kiki" Roberts goes into the Troc, Philly, as an added attraction, March 20, and Short and Shorty open at the Hudson, Union City, March 18. Mickey Walker goes into the Gayety, Washington, March 13, then to the Penny one-nighter March 21.

John Quigg goes to Washington's Gayety March 20, while Romano Brothers swing into the Howard, Boston, March 21 as an added attraction.

### Looking Ahead!

NEW YORK, March 12.—Operators are already looking ahead to the coming World's Fair to boost business. But they're also hoping that the bars will be let down by City Hall and that the city will be more wide open than it is now. But it's still a hope.

## KARL J. WALKER

WANTS THE GAY NEW YORKERS  
Youthful, Talented Chorus Girls, Musicians, Pianists, Capable Organists for Hammond Theaters, High Class Young Talent. Must have an "it" factor. Other useful Bureau Talent commercials. General Delivery, Corpus Christi, Tex., till March 24; then Augusta, Ga., care Johnny J. Jones Expedition.

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## SOL PELL

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## "Murder" at the Republic; Notes

### New York:

ALFRED L. RIGALI'S second sketch for the Republic, March 11, from the book of *Murder in the Old Red Barn*, with John Haines, formerly of the Venities, added to the cast. Also new, Francesca, dancer, replacing Dorée. Dawn Dee Lees and Sherry Britton relieved Doris O'Grady, who becomes a banquet worker. . . . OLIVE DECOVENEY, former prim, returned east to resume vocalizing after four years' retirement in Buffalo. This time in niteries. . . . BETH HARRIS heading for the larger clubs. . . . MARCOE HART and Boo LaVon opened at the Eltinge March 11, replacing Marie Joyce and Jean Mode. . . . MIMI LYNNE, in Los Angeles, much improved after a siege of illness, is entertaining an offer from a local nitery. . . . JEAN DELMAR celebrated a birthday March 18.

### Bob Alda Better

AMY FONG letters from Sacramento about the sudden death of her mother which necessitated cancellation of engagements for the next few weeks. . . . DORAL DINA DESHON'S own show with the Clyde United, managed by Don Wilkerman, to be a single attraction affair aided by a three-piece orchestra and a miniature revolving stage. To be featured as *The Girl on the Police Gazette* and work on percentage. . . . JEAN MODE left for the New York Eltinge March 10 and opened the following day at the Palace, Buffalo. . . . BOB ALDA, tenor, recovering from pneumonia at the City Hospital, Worcester, Mass. . . . EDDIE LYNCH,

# Reviews

### Eltinge, New York

(Reviewed Friday Evening, March 11)

Good business and several floral bouquets greeted Margie Hart's return to this precinct. She and several other peelers went thru some rather tame stripping motions, but fared nicely during their parts in a well-groomed show. Honors were quite evenly split between strippers and comics, while a colorful if inexpensive production backgrounded the show.

Comics Phil Silvers and Hank Henry did several familiar bits, including school for love, firemen playing cards, barber shop and a pantomime sketch, as well as a somewhat newer number, three patriots. Comedy was fair but scissoring here and there would step it up somewhat. This brace of comics is as good as any to be found in this territory and good material would help them go over with far greater wallop. Much of the laughs were received thru the help of talking woman Marjorie Royce, who is easily burly's ace-talking woman. Lass compares favorably with players in other forms of show business. Good work, too, came from straight man Lew Denny.

The 10 kids and six show gals are not beauties of the rave type, but they showed some life in stepping and worked well. Their Temptation number was probably the most colorful one in the show. Unbilled colored male dancer did some nimble leg work and won himself a fair round of palm mitting. Chet Atland warbled and aided the show considerably.

Strippers who worked with restraint and grace, in addition to topnotcher Margie Hart, were Irene Austin, Boo Laven, Nina Nixon and Florence Mann, all of whom accredited themselves well.

Benn Hall.

### Grand, Canton, O.

(Reviewed Sunday Afternoon, March 6)

Tho the current show doesn't measure up to some previous productions, it's worth-while entertainment and a decided improvement over the bill of last week. Presentation is particularly strong on comedy and the addition of Harry Bentley has a lot to do with the jiggle department. It's cleaner than the average burly production, wardrobe is good, picture numbers effective and the chorus routines tops for this sort of stage fare. Business still spotty, with weather and industrial hell unfriendly.

If this show is any criterion house is making a sincere attempt to replace time-

worn dirty blackouts with more modern bits. Bentley's work is a big asset. He has worked with Max Coleman, ace comic of the company, for many years, and together the pair of comics provide a full menu of laughs. They are their best in a tangled talk bit. They cap their performance with a slick police station bit that is sock entertainment. Lew Pine lends himself ably with the veteran comics, his census taker bit being his best this week. His drum act and tap dancing antics almost stop the show and brand him as one of the most versatile juveniles seen here in a long time.

Flesh and has Georgia Cline, holdover, a dynamic dancer. Agnes Dean, another specialty artist, is almost equally as popular. Kay Bush is the new dancer who prefaces her peel with a vocal.

Milt Bronson, straight man, is well received, as is Merle Sevier, who proves himself an accomplished whistler whose bird imitations are cleverly done.

Shapely and capable line of eight ponies and seven showgirls are on for dances and production numbers. The toy shop opening of the second act is the outstanding chorus routine. Russell La Valle, producer, is responsible for several well-executed picture numbers, best being one done in cellophane. Jack Davis' pit band, with Bill Gieb as vocalist, collaborates in making the current bill good entertainment.

Rez McConnell.

### Rialto, Chicago

(Reviewed Saturday Afternoon, March 12)

This is one of the most lavish productions the Windy City's lone burlesque stronghold has seen in the last few months. Producer Fred Clark rates several bows for strikingly costumed, effectively lighted and colorfully staged routines. It is evident that the house spent money and, judging by the good biz Saturday, it is well worth it. With continuation of clean comedy material, tasteful stripping routines and production numbers such as the current display, house is bound to regain the lost trade and prolong the burly's stormy life here.

Of the more impressive specs is the Japanese Ballet fantasy with the house line of 16 girls and featuring Lillian Lord in a carefully prepared and dramatized Oriental novelty. Finale makes a timely flash, kids in butterfly costumes and fluttering wings making a refreshing sight. Chef, mirror and cadet scenes are the other ideas employed

(See REVIEW on page 28)

whose New Orleans burly impresario prospects fell by the wayside, is producing numbers at the Casino, Toronto, thru Dave Rosen's efforts. . . . VALDA, dancer, replaced Louise Wright at the Star, Brooklyn, March 11.

### Tommy Raff Back

MARGIE HART'S one week at the Howard, Boston, brought an offer for a return engagement of four weeks. . . . JIMMIE WALTERS moved to the Star, Brooklyn, from the Eltinge, where Lew Denny replaced. . . . TOMMY RAFF, comic, came to the Star, Brooklyn, March 11, after 12 months' stay in California and Minnesota houses; also with a knowledge of music reading to hypo his cornet playing.

### Concession Men Busy

BILL STRAUSS, of the Theater Managers' Concession Association, in from Palm Beach, and Frank Blue planned in from Miami, with J. A. Brown trailing a few days after. Recently initiated were Leroy Strambert, Star, Brooklyn, and Willie Kessler, Crystal, Brooklyn, Leo Stern, of the Hipp, and Meyer Hamburg, of the Hudson, Union City, in receipt of cheering news from Billy Edwards, who's recovering at the Glen Lake Sanitarium, Oak Terrace, Minn. Julius Reiss soon to partner with J. A. Brown in a new deal. . . . TINY FULLER, comic, at the Star, Brooklyn, has constructed a miniature replica of his trailer, which he sent to his sister-in-law, Grace Goodale, former burlesque wheel ace, now conducting a rooming house in Detroit. . . . MARY RAYDEN, now in the showgirl group at the Eltinge, taking up athletics to reduce. . . . DOTIE GRAY forced out of the Hirst circuit to take care of an injured spine as the result of a fall three months ago in Pittsburgh. . . . UNO.

### From All Over:

JACK KANE is reported to be moving into the Park Theater, Erie, Pa., for two weeks, and then into the Capitol, Toledo, for a run. . . . DAVE KING, operator of the National, Detroit, visiting in Chi this week. . . . BOBBY FEGRIN passed thru Chicago en route to the Gayety, Minneapolis, to produce shows. . . . MILT SCHUSTER placed the following for the opener at the Gayety, Minneapolis: Ada Leonard, Jack Greenman, Joe Yule, George Corwin, Iona O'Donnell, Gladys McCormick, Don and Patricia and Jean Wade. . . . PAUL LOCKE closed at the National, Detroit, and was succeeded by Scott Humbert. . . . DEWEY MICHAELS, owner of the Palace, Buffalo, is ailing at his home. . . . MILDRED HARRIS CHAPLIN opens at the Rialto, Chicago, Friday.

IT WAS JUST 40 years ago that Pat Kearney, of the BAA, and the late Jack Honan played the old State Street (Capt. White's) Museum in Chicago. Listening to Pat tell of the old days in show business is going back a generation, and Pat does it with relish and zest that no books can duplicate. . . . ELAINE OWEN doing nicely on the Hirst wheel and deciding on summer plans.

GOLDEN GATE TRIO (Herman Neal Hunt, Howard Wesley Barger and Thomas Theodore Murray), after a fortnight's stand at the Gayety, Cincinnati, are playing the various niteries round the town. Barger has replaced Lawrence Hayer, now confined at General Hospital, Cincinnati, with peritonitis. . . . KATHLYN AND NAOMI WIGGINS, erstwhile burlesquers, are now putting on the shows at the Blind Fox Club, Tijuana, Mexico. . . . JIMMY STINE, former burly straight, now serves as make-up man with the San Diego WPA opera chorus. . . . JACK KANE has pulled his troupe at the National, Louisville, after a brief run to hectic biz.

## San Fran Follies Shuttters Again

SAN FRANCISCO, March 12.—Capitol Follies, burly house, closed Sunday night for an indefinite period, altho Manager Eddie Skolak indicated he may reopen around May 1. Burlesque played nearly a three-year stand here.

No money squawks or union friction was responsible for the closing, Skolak said, but poor business caused the shut-down.

### What's Needed?

The series of letters on What's Wrong With Burlesque? will be found on The Forum page in this and succeeding issues of *The Billboard*.



# Thru Sugar's Domino

**A**N OVERGROWN boy possesses bulk and strength but rarely achieves complete mastery of his limbs until maturity. So is it with radio. Despite its phenomenal growth radio is still a young industry and has much to overcome before it can claim its rightful place as a constructive and stabilizing force in the amusement set-up. One of the important things radio has yet to master is its proper relation to the public it serves; a fickle, sensitive and vacillating public—particularly when its only contact with the medium under discussion is thru a twist of an easily manipulated dial.



E. E. SUGARMAN

This week's fuse is about the lack of foresight or perhaps the greed that prompts stations to sell time to racket organizations that use the air to solicit funds for nefarious schemes. Radio's great selling point should be its dedication to the public good and its emphasis on entertainment as the principal item on its bill of fare, akin to reader-interest in printed media. To use radio's time resources for the purpose of preying on unenlightened and unsuspecting persons is a practice that calls for condemnation and a cry of warning. If the stations involved have not yet developed a sense of ethics that would automatically bar such time buying, public sentiment will sooner or later force the Federal Communications Commission into the position of applying its censorship machinery. The result will be unhappy for radio, which is not in as good a position to fight governmental interference as strictly commercial branches of our business.

**O**N GENERAL principles we have no quarrel with Billy Rose, because we have to agree that he is doing a swell job at the Casa Manana. The wise guy doomed him to failure from the first moment that the news came out of his plan to reopen the French Casino site. They sneered at his "let's play fair" policy, which he stressed by adopting it as the title of his satirical revue peppered with allusions to the Flushing Meadows project. They snarled at his frank criticism in broadsides and newspaper ads of present-day cafe operation. They did everything but bomb his Casa Manana. But the little fellow is still going strong and it looks like a let-up is not yet in sight.

To Rose we give credit as a grand showman, a courageous fellow who apparently doesn't care what they say as long as they talk about him—and keep drifting past the portals of the 50th street and Seventh avenue spot. But even geniuses have their faults. Phineas T. Barnum, Rose's inspiration, had plenty of them, and Rose is not exempt. Rose's principal fault is that he sometimes talks too much. It can be seen that he means no real harm, but there is no denying the fact that this penchant detracts from the man. He is young enough to alter his ways and for his sake and that of the show industry, which needs men of his caliber sorely, it is to be hoped that he will.

Men are like children. Some philosophers go so far as to say that there is no difference at all in primary impulses between children and full-grown men. Let a youngster discover that he has made a hit with some little trick and he will keep it in his repertory until he tires of it or is asked to desist by authority-wielding elders. Applying this to Rose, we point to his too insistent use of the word "saloon," as applied to the Casa Manana. Rose can't possibly be serious. If he were he would not employ the term so frequently and with such obvious relish. Assuming that he is really giving vent to his innermost feelings when he uses the word, he can't very well be serious about his efforts to make the Casa Manana a spot where the public is accorded better treatment than at other spots that exploit the practices Rose is seeking to wipe out. The appellation "saloon" in the sense that Rose uses it does the Casa Manana no good and hurts the night club industry generally. Rose is clever enough to find other gag lines to get a laugh. It's about time he dropped this one.

Another instance of Rose's carelessness in discourse (it could not have been anything else but carelessness) was during his handling of the living model lecture on show business before students of Columbia and New York universities. When introducing Oscar Shaw to the students he referred to Shaw as "one of the few gentlemen of the theater." The occasion, being derived from publicity motives, was well covered by the press. Surely Rose did not expect a line like that to make the dailies and cover him or his business with glory? Rose well knows that there are considerably more than just a few gentlemen in the theater. Maybe we should say he ought to start out by being one himself. But we can't believe that he realized the full import of what he said. Rose already has the respect of all branches of the show business. It should not be difficult for him to hold on to it with the use of a little more discretion.

**M**AYBE because they have nothing else to talk about members of the theatrical hot stove league are doing an awful lot of yelling these days about Broadway and other varieties of columnists edging out the actors from spots in films and on the few vaude stages where big money is still handed out. We feel like a traitor when we say it but this time we must admit that the "theater for actors" squawkers are all wrong. They are wrong because they don't realize that there isn't a living person who can successfully define the term "actor." A columnist has as much right from the moral standpoint on the stage of Loew's State Theater and in the starring role of a feature film as any actor who has been applying the grease paint for 25 years.

Stage shows as well as films are commercial enterprises launched with only one objective: the box office. Forgetting for the moment that Walter Winchell (to point to an example) was once a vaude actor, he has as much right to be heralded on theater marquees as one who has never turned out a column but has spent his lifetime in the theater. It is the job of the film producer to make his product entertaining. If he can do it with Winchell he has done his job well. If the public disagrees it can show its displeasure by staying away from the theater that exhibits such films or by refusing to patronize theaters where films of this producer are shown. But the unalterable fact remains that the public has shown no disposition to do this and has, in fact, gone out of its way to patronize theaters exploiting columnists in the flesh and on the screen. Columnists with a large following are welcome to the screen and to the stage; provided that they don't coerce actors into making guest cuffed appearances on the stage and provided they can produce the goods in entertainment. Thus far the theater appearances we have caught of columnists have all been marked by good entertainment value. In the final analysis that is all that counts. This time it looks like the hot stove leaguers are barking up the wrong tree.

# As I See It

By DAVE VINE

**D**ON'T believe the rumor that all the big programs will come from Hollywood in the future. It isn't so. Allen, Cantor and Vallee have returned from the Coast and are now broadcasting once again from New York. . . . Don't walk down Broadway unless you want to feel that you are doing a stretch. You'll be up to your ears in prison pictures. The Critteron is showing *Prison Nurse*, the Rialto is featuring *Women in Prison* and the Globe has *Penitentiary*. . . . Don't sneeze unless you put your hand in front of your mouth—you may lose your teeth. . . . Don't miss those Sunday nights at Billy's Rose's Casa Manana. They are like the old Sunday nights at the Winter Garden.

. . . **D**ON'T tell anyone I told you . . . but Milton Berle will make you howl in *Room Service*. . . . After hearing Al Rosen, the Loew's State manager, on a recent broadcast, CBS is dickering with him to sign on the dotted line for Coast-to-Coast program. . . . Benny Davis doesn't know the real find among his youngsters is Rose Blane. . . . Someone ought to tell the tabern at the Rialto that just because a prison picture is playing there they don't have to treat their customers as tho they were prisoners. They should take a lesson from Manager Ray Conners, whose ushers at the Palace really know how to handle crowds with the utmost courtesy.

. . . **Y**EAH, **D**ON'T TELL ANYONE I TOLD YOU . . . but ever since I wrote last week that I would soon do a column on fake benefits and those who run them I have been receiving telephone calls from this one and that one warning me and asking me what I would gain by doing someone harm. Running that line was like going up to the Bronx and yelling, "Hey, Cohen"—everybody answered.

. . . **D**ON'T LET ON YOU KNOW . . . but Billy Vine will be the next comedy star to rise on Broadway (yeah, yeah, I know what you're thinking). But can I help it if he's clever? . . . Don't tell your friend what a swell girl your sweetheart is (you dope). He is looking for just that kind of a girl himself. And above all don't tell your sweetheart what a swell guy your friend is (savvy?) . . . Don't ask Lita Grey Chaplin why she canceled her engagement at Loew's State—she was sick. . . . Don't think Sylvia Froos did a bad job filling in for her. She stopped the show dead. (Swell, Sylvia.) . . . Don't forget to listen in to Jack (WOR) Arthur. . . . Don't try companionate marriage—you may lose your wife's address. . . . And don't ask any girl to dance with you unless you know she knows your bunions.

. . . **D**ON'T get mad just because you don't understand your children's lingo these days. They are talking "Swing Talk." Here it is. If it's a girl you have, she's a **SOLID SENDER**. . . . It's a boy, he's a **KILLER DILLER** (providing they are both **HEP CHARACTERS**). . . . A **HEP CHARACTER** being one that knows that—**A RIFF** is a walking swing step. . . . A **LICK** is a **RIDE** in music (that only a **CAT** can **DIG**). . . . A **CAT** is a musician. . . . And **DIG** means to understand the **JIVE**. . . . And **JIVE** means—well, that's as far as I got, but if you can find out what **JIVE** means—**WIRE ME**, willya, huh?

. . . **I** KNOW there are a lot of **DON'TS** here—but what can I do about it? Life is like that. It's full of don'ts; don't do this and don't do that. All I can do is to tell you this: there is only one more don't in this column and that is **DON'T** look now or else you will notice this is the end.

# Chicago Chat

By NAT GREEN

**T**HE Orson Welles modern *Julius Caesar*, now on view at the Erlanger Theater, is an interesting experiment, but scarcely one that will have sufficient box-office appeal to make it a profitable venture. Dyed-in-the-wool Shakespearean fans, if there be such, doubtless will find the production unsatisfactory. Nor is it likely to please a large section of the general theater-going public. Of those who might be termed the cognoscenti, the art-for-art's-sake, the super-imaginative, it may have a strong appeal; but for-poor dubs like myself (and we're legion) the modern trappings teamed up with the speech of Caesar's time seem wholly out of place. We enjoyed it, but probably not from the angle that Orson Welles intended.

The success *Snow White and the Seven Dwarfs* is enjoying must have broken the hearts of the movie moguls (if they have hearts) who turned down Walt Disney because they couldn't see any box-office appeal in the picture. Conversely, the hearts of the San Francisco bankers who saw the picture's possibilities and bank rolled it must be bursting with pride over their sound judgment. Young and old alike are packing the RKO Palace and on opening day *Snow White* topped the record established by *Mae West* the previous week.

A correspondent voices a complaint that we have heard repeatedly. "Why," he asks, "do we have to listen to a lot of children's radio programs at dinner time? Wouldn't it be better to put the kid programs on later? That would hold the kids at home and keep them off the streets." You'll have to get the answer from the radio people, brother! They are business men, not altruists, and are supposed to have worked out surveys that show what type of programs are most effective at certain hours—from the standpoint of listener interest. Another correspondent asks why commercial sponsors don't give home towners a break by originating their programs in the home town of the product plugged. It should be obvious to the correspondent that such a plan wouldn't work. All of the larger programs as well as the products they advertise are national, not local. For instance, Procter & Gamble's home town is Cincinnati, but P. & G. products are manufactured in dozens of cities. The home-town appeal, except for local products, is nil. What do you think?

With birds and beasts usurping the air, that old ditty *Who Sift the Ark, Brother Noah?* should make an excellent theme song. . . . A revival of the old dances is seen by Pearl Allen, president of the Chicago Association of Dancing Masters. . . . This in spite of the vogue of *The Big Apple*, et cetera. . . . Also, it looks as if we're in for another era of those opposite twins, Polyanna and the expose, as witness the vogue of Dale Carnegie and the launching of the new mag, *Ken*. . . . Lams Temple, one of the sights of A Century of Progress, is to be dismantled. . . . Vincent Bendix was the donor of the temple, the roof of which glittered with 25,000 gold-leaf copper shingles. . . . New York City has been trying to get the temple as an exhibit for its fair. . . . Those two dozen Chester Hale gals in the stage show at the Palace are just about tops in ensembles, for both looks and talent.

## Lowry-Slout Circle Does OK on Season

VERMONTVILLE, Mich., March 12.—Lowry-Slout Players, circle stock company under the joint management of Dick Caldwell and L. Verne Slout, closed their winter season tonight after 22 weeks of operation. Business was off during the worst weather, but season as a whole was okeh. Last six weeks, with the aid of good weather, b-o-o. returns were exceptional.

Dick Caldwell and wife, Evelyn Easter, left at once to join the Christy Obrecht Stock Company for the spring and summer. Bert C. Arnold joins Norma Ginnivan to do her directing. Ora Ackley will go to El Paso, Tex., to visit her mother. Gordon Ray will do night club work in Chicago and St. Louis until the tent season opens. The Lowry-Slout organization was the only dramatic show in Michigan this winter outside of Federal Theater units.

## Porters Plan Tent Show

PHOENIX, Ariz., March 12.—Gracie and Mabel Porter, who formerly headed their own tent-show organization out of Indiana, announce that they will launch their own show soon to tour Texas and Oklahoma under canvas this summer. They have been working clubs in and around Phoenix all winter. Gracie and Mabel have just purchased a new Covered Wagon trailer.

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## What Are Your Plans?

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

## Biz Continues Okeh For Sadler Company

PLAINVIEW, Tex., March 12.—Harley Sadler's Own Show continues to play to satisfactory business on its circle stock in Abilene, San Angelo, Big Spring and Sweetwater, according to R. F. Hayes, Sadler advertising agent, who visited here this week.

In the Sadler roster are Harley and Billie Sadler, Connie Munde, Burnette Massengale, Munde and June, Diane DeLair, Elton Hackett, Bud Nairn, Jackie Phillips, Kennedy Swain, Gene Bradley, Audrey Carver, Jeanie Lane, Slim and Lucille Andrews, Bob Siler, Bud Nairn Jr., Joe Latham, Bobbie Smith, Fred Maxwell, Buddy Oxford, John Brown and John Graham, assistant mechanic.

Show carries a 10-piece swing band, featuring Jean Siler at the piano; Don (Cupid) Cortez, trumpet, and Sweet Pea Billy Heath, clarinet and sax. Musical Sinclairs; Jesse Rogers, radio artist, and Mary Lane, dancer, are added attractions.

## Original Williams To Hit Road Again

CINCINNATI, March 12.—Original Williams Stock Company, after experimenting for the last five years with one-nighters and the Passion Play, will open early in April under its original title to make week stands, presenting plays, vaudeville and talking pictures.

Young Bob Demorest will be featured comedian with the show. New tents are being made by Kennedy, of Dallas. Sound car and new trucks have also been purchased.

## Kansas City Jottings

KANSAS CITY, Mo., March 12.—Harry Hugo, veteran Nebraska manager, will open a rotary stock soon to play theaters in Central Nebraska. Troupe will be under canvas this summer.

Ray Clarke has joined Toby Shelton's Comedians, trouping under canvas in Arkansas.

## Things Humming at Cannon's Quarters

TAPPAHANNOCK, Va., March 12.—Work is progressing nicely at Cannon's Comedians' winter quarters here. E. Snodgrass Holland, general agent, arrived here last Saturday.

Manager Frank D. Cannon is busy building new reserved seats, and his assistant, Stony, is painting them. Orchestra leader George B. Stone is getting things lined up in his department.

Kenneth and Mabel McIntyre rolled in Tuesday from their home in West Virginia and Kenneth immediately began work of overhauling the trucks. A new trailer is being built as a lunch stand, and a new truck body is constructed to house the light plant and to serve as a stockroom.

Buddy Cannon, comic, writes that he will be in here the last of next week, while the Reed Sisters, Patsy and Alma, advise that they are enjoying themselves down on the farm.

Show will open about April 1 and besides its established territory will play a number of new spots, as it will be a one-nighter this season.

Charlie Kelly, advance agent for the Kelly family, playing schools and auditoriums in this section before opening their tent season the last of this month, was a recent visitor in quarters. Most of the Cannon folks here caught the Kelly show last night.

Uncle Billy Boughton, who has been ill with the flu at his home in Round Oak, Ga., is recovering.

E. S. HOLLAND.

## Readying for Tent Trek

POSTORIA, O., March 12.—Mr. and Mrs. Harry Graf, owners of the Madge Kinsey Players, with their two daughters, Bette and Jean, and Harry's mother, have returned to Postoria after spending the winter in Sarasota, Fla. They will launch their tent season here early in May to follow the same route thru Ohio as in other years. They plan a number of new features for the 1938 season.

## Cotton Watts Rejoins Bartlett

KNOXVILLE, Tenn., March 12.—After an absence of nearly three years Cotton Watts rejoined George D. Bartlett today to produce the latter's show at the Roxy Theater here. Featured at the Roxy now is Charles (Dome) Williams, the last several seasons with the John B. Van Arman show.

Snodgrass rotary stock opened recently at Newton, Ill. Besides Clark Snodgrass, manager, roster includes Bill Decker, Jack and Grace Bell, Eva Mae Burns and Babe Lehman.

Princess Stock Company, management Ed C. Ward, which has been circling for the last 12 weeks out of Pocahontas, Ark., opens under canvas March 14 at Lewisville, Ark.

E. C. Bickford, veteran character man and trail blazer, was spotted on the local rialto this week.

Mr. and Mrs. Jack Schaaf have signed with Skippy Lamore's Comedians for the Michigan tent tour.

Allen Bros.' Comedians begin rehearsals April 5 and will open April 20 for their annual tent tour of Arkansas and Missouri.

Patsy Tyler and Skip Hawkins have joined Glenn McCord's Players in Nebraska.

Ruth and Ralph Bray are scheduled to reopen their Montana merry-go-round soon, with headquarters at Wolf Point.

Bradford Crandall, former character man with the Federal Theaters Players (See KANSAS CITY on page 75)

## W. A. Carmel Back to Writing

SPRINGFIELD, Mass., March 12.—W. A. Carmel, formerly with various repertoire organizations as a performer and playwright, has returned to the writing field after a layoff of nine years, during which time he was engaged in theater promotion work and the wholesale beef business as a salesman. He has just finished work on a new play, *Jim's Perfect Alibi*, and is now at work on a three-act comedy. Carmel is appearing over Station WSPR here four days a week as a member of the team of Abe and Pete.

## Neither Have We

CINCINNATI, March 12.—Aaron Slick From Parkin Creek, rural play, has been seen by more people than have seen all Broadway productions combined for the last five years, according to a story in the March 14 issue of *Life*, which contains a four-page photo narrative of the comedy's recent performance in Mikado, Mich.

Slick has been staged more than 25,000 times, it is claimed, and its script has sold more than 750,000 copies. "Yet," says *Life*, "few if any of Broadway's army of professional theater folk have ever heard of it."

## Rep Ripples

ARTHUR J. TOWNE, of Boston, is contemplating launching a stock troupe in Marblehead, Mass., this summer.

BOB AND MIRA VALENTI, repertoire veterans, have jumped from Boston to Malone, N. Y., where they are readying their med and dramatic show for the new canvas swing.

KING FELTON, magician, and wife, Hazel, concluded an extended stay at the Joy Theater, Houston, March 12 and moved to a Galveston, Tex., theater for a week's stand. The Feltons will be back with a tent show in the spring.

HERBERT L. (BERT) CARNEY, who has been off the road for some time, is planning to launch a dramatic-med combination to play Northern New England under canvas this summer. Carney is now residing in Lynn, Mass.

DAVE LASKER, former rep performer and musician, is now tooting sax and clarinet with various orks in Boston night spots.

BERT SILVERS, of the old Silvers Family Show, has sold his theaters in (See REP RIPPLES on page 75)

## Billroy Briefs

VALDOSTA, Ga., March 12.—Clyde (Smoky) Jewell, former Billroyian who recently has been confining his professional activities to Florida night clubs, dropped in at quarters Wednesday for a short visit en route from Jacksonville, Fla., to Dothan, Ala., where he will report for the scheduled spring opening of the Milt Tolbert Lassus White Show.

Wayne Bartlett, producing light comic, having recently closed in Sylacauga, Ala., with the Brassfield circle, was wanted to us the same evening upon a gentle easterly breeze. It goes without saying that the fish and domino bounds in South Georgia have taken to the tall timber in a retiring, non-competitive mood.

Word has reached us via the underground route that a certain painter and sign writer has represented himself as having aided in turning out the Billroy flash of recent years. For the sake of the records, with the exception of brother Sam D., who always assists me, I have never sought or used outside aid.  
JOHN D. FINCH.

## North Players Change Policy

TOPEKA, Kan., March 12.—Ted North Players, after 35 weeks of stock at the Capitol Theater here, have added six chorus girls to the troupe and changed the policy of the show. In the future comedies will be presented with musical numbers and an added picture program. The players will continue the policy until June 1, when they move intact to Wichita, Kan., for an indefinite run under canvas.

## FRANK SMITH PLAYERS

WANT FOR TENT SEASON—Juvenile Leading Man, Double Orchestra or Specialties; Novelty Vaudeville Act, Gilt Singer and Dancer, Singing, Yodeling Guitar Man—Sax, double Clarinet; Trumpet, Drummer, Trumbone, for swing band. State all and lowest salary. Address FRANK SMITH, 604 No. Madison St., Peoria, Ill.

## WANTED

BISBEE'S COMEDIANS—TENT THEATRE. General Business and Character Men doubling Tent Sax. Character Men capable of directing. Must have some Specialties. Rehearsals March 28. Tent, see season in the South. Write. State all.  
BISBEE'S COMEDIANS, Whiteville, Tenn. Box 984.

# Law Ogles N. Y. Agents

**Breitbart Bill hits at fly-by-nighters—DeMatteo Bill exempts personal managers**

NEW YORK, March 12.—Agents afflicted with ants in their pants over the prospect of a new bill designed to limit their phlegmatic tactics are hoping that the legislative session, soon to fold, will not have time to accomplish anything.

Bill considered as having the greatest chance of passage is the Breitbart measure, aimed at fly-by-night agencies. Measure would divorce agents from the employment agency category and would regulate conditions under which licenses would be issued. Also provides that in cities of less than 1,000,000 population control would be vested with the State Department of Labor rather than the license commission. One very important feature provides that acts, before they can be booked, must have a signed contract with the agent.

Other important bill kicking around is the DeMatteo measure, which is favored by License Commissioner Paul Moss and Mayor La Guardia of New York. DeMatteo Bill, a drastic one, proposes hitting the agents' license fee from \$25 to \$100 and the surety bond from \$1,000 to \$5,000. It would impose fixed agents' commissions, more stringent penalties for infractions, and would exempt personal managers from the rulings of the bill only on condition that they restrict themselves to one act or artist.

## American Academy Students Offer Billam-Priestly Play

NEW YORK, March 12.—Yesterday the American Academy of Dramatic Arts presented *Springtide*, authored by George Billam and J. B. Priestly. The play, a comedy in three acts, has to do with an impetuous group of young people living in a London boarding house run by a great-hearted but also impetuous mistress. The process of delivering these young fortune hunters from almost certain obscurity provided an excellent romp for the Academy senior class.

Aian Dreeben, as a sort of *deus ex machina*, gave a fine and convincing performance. As the boarding-house keeper, Lillian Udvardy did a really workmanlike job, and Gerald Hess, as a fast-talking con man, did his nicest work this season. John Norton gave an amusing performance as the cockney handy-man, who his accent at times had an overtone strangely Kentuckian. Katherine Hampton offered a sympathetic reading as Ruth, Edith Lambert did very nicely as Madge; Julia Carillo's portrayal of Jill was sufficiently acid, and George Humphrey, Julien Benjamin and Richard Charlton were adequate as Chris, Peter and Andy. Gerald Witt tied his audience in knots in a tongue-tied bit, and Robert Hope, Peggy Weston and Richard Mayer supplied the other bits. The cast kept the pace of the play nicely.

As a curtain raiser the Academy presented the third act of Herman Heijerman's *The Good Hope*, an exceedingly heavy drama of the sea; the cast was very nearly swamped. The line-up included Shirley Leonard, Peggy Weston, Edith Lambert, George Hodel, Gilbert King, George Evers, June Kendall, Barbara Morre and Rita Collins. M. E. A.

## WINS Sale Is Denied

NEW YORK, March 14.—Rumor that Hearst Station WINS had been sold was denied by Joseph V. Connolly, Hearst exec, who declared that there have been several bids for the station during the past six months but that the station had not been sold. Report was circulated shortly after sale of KEHE, Los Angeles, to Earle C. Anthony.

## One-Acters for New Orleans

NEW ORLEANS, March 12.—Federal Theater Project here now goes in for double features. Director Walter Arnheim announces two one-act plays opening March 23 for indefinite period. Emmet Lavery's *Monsieur's Hour* and Eugene O'Neill's *Moon of the Caribbees*.

## Finis

SAN FRANCISCO, March 12.—Orpheum Playhouse, birthplace of the Orpheum Circuit begun by Gustav Walter in the '80s, will be torn down. Theater is associated with the heyday of vaude and its boards had been trod by practically all the top-flight variety and other artists. Among those who appeared there were Emma Calve, Charles Chaplin, Sarah Bernhardt, Lillian Russell, Lew Dockstader, McIntyre and Heath, Amelia Bingham, Ruth St. Denis, Vesta Victoria, Yvette Guilbert, Ethel Barrymore, the Four Cohans, Robert Hilliard, Blossom Seeley and others. The Orpheum opened in 1887.

## Chi FTP Puts On "Barrington" Bust

CHICAGO, March 12.—Sex reared its too ugly head in P. L. Russell's *The Great Barrington*, which the Federal Theater here unfolded at the Blackstone, and almost ruined an otherwise novel presentation idea. It is unfortunate that the author saw fit to base the climactic scenes on that theme and then per them distastefully. Some of the lines are focused beyond the legit frame and border on the burlesque boards.

Play was premiered in New York some three or four years ago as a shocker, with a couple of bodies making comebacks as secret-closet skeletons. Director Vic Sutherland, however, highlighted the suggestive speeches and attempted to cloak the evil doings behind the mask of comedy.

Plot alternates from the 17th to the 20th century to portray the Barrington family tree, its roots and latest twig. The roots of the mighty Barrington oak bare a scandalous origin, clearing the way for a Barrington to marry a common Jones.

Generally, the players work in a professional way. Most of them speak their lines ably and try to be as convincing as is possible under the circumstances. John Connor makes a swashbuckling if somewhat inconsistent Barrington the First; his chief fault is his lack of variety in line delivery. Charlie Healy is among the more impressive in the group as a woman-loving traveler whose loose tongue finally makes him a victim of the murderous Barrington. Other leads are capably handled by Linda Barrett, Fanny Ellen Hogg, Lester Podewell, Vivian Holt, Pat Hays and James Diehl, the latter bringing a number of laughs as a primitive with a crush on the maid, Elizabeth Rudder, as the present-day Barrington who dares fall in love with a Jones, made a pleasing ingenue but lacked the fire of delivery her lines demanded.

*The Great Barrington*, all in all, is not commercial theater. Sam Hontsberg.

## BROADWAY BEAT

(Continued from page 5)

novel in town; the entire office had been revamped into an old-time saloon—swinging doors, handle-bar-mustached bartenders, sawdust, bowdy pictures and all the rest. . . . Denise, night club dancer, has blossomed out as Nera Anderson, artist, with an exhibition current at the Delphic Studios. . . . Busiest of all the union secretaries: Bill Feinberg, of Local 502, AFM, who does more high-powered concentrating in a half hour than most men do in a week. . . . George Abbott's "All That Glitters" is "All That Glitters." . . . Not that it's very important anyhow. . . . When Elinor Sherry, little WOR songstress, guested on Hammerstein's Music Hall last Friday singing a swing arrangement of "Glow-Worm," it was the 30th anniversary of the introduction of the song into America by her mother, Maybelle Fisher, who sang it from the stage of Hammerstein's Victoria March 11, 1908. . . . Alfred W. McCann Jr., noted food commentator, lets his wife select the menus at home.

One of the most crassly commercial "commercial" films seen in a long while is the *Alka-Seltzer* short, which contains almost all elements that should be lacking in a film made for theater showings; done in color, it's nothing but a sales talk for the product. There are many commercial shorts going around that surpass regular pictures in entertainment value and at the same time get their desired message over with a sock. But *Alka-Seltzer's* blast about itself is slanted only at people who don't resent being insulted by a house manager who permits them to pay their admission charge to see a commercial product plugged on the screen.

TO KEEP THE RECORDS STRAIGHT: Ted Friend, in his *Nightlife* column, says that patrons will soon want sweet music instead of swing, a break for the Paul Whitmans and the Duke Ellingtons; but PW will argue until you're blue in the face that he's not only the king of jazz but also the daddy of all swing music, while Ellington rang in the new year by copping the swing diadem in pop polls conducted both here and in Europe. . . . Ben Gross, in *The News*, recently credited Lynne Overman with a piece of acting done by Walter Catlett on the Vallee hour. . . . And Jack Chapman recently plugged, as the product of one of his contrives, a game introduced by Pick and Pat on their radio show weeks ago. . . . George Ross pulled a prize in the *Tips* on Tables nitery gab he does each Saturday for *The World-Telegram*. Writing about Benny Goodman, he said: "Goodman was making his triumphant return. What with Benny's hot licks on the trumpet. . . ." . . . The Glen Gray-Casa Loma Band would have the fans believe that Sonny Durham, now returned, left the band six months ago because he took a world cruise. But, as a matter of fact, the star trumpet player left because of a bad case of batonitis, returning to the flock only after a costly experiment as an ork leader in his own right.

# Clubs Claim Name Copying

**New York's 21 Club sues Philly "imitator"—other clubs mad, too**

PHILADELPHIA, March 12.—New York's swank 21 Club went to bat in Federal Court Friday against Boo-Boo Hoff's 21 Club for pirating its name and reputation.

Operators of the Gotham spot demanded that the local nabobs be forced to pay \$50,000 damages and change the name of their nitery. Hoff claims the name of his club was merely a contraction of the street address—1321 Locust street.

This suit is believed to be the first of a series of similar actions against Philly niteries which have grabbed the tags of well-known New York spots.

NEW YORK, March 12.—There may not be anything in a name but you can't make prospective night club owners believe that. Whenever a spot makes a sudden click or builds up national repute thru long years of careful and solicitous catering there immediately follows an avalanche of spots with exactly the same moniker or a very close take-off.

It would be a task to try to fix the number of spots, big and small, thruout the country that capitalize more or less on a filched Sesame. Among the better known of the cabaret titles are those of the Coconut Grove, La Conga, El Chico, Gay Nineties, "21," Yacht Club, Famous Door, Hollywood, Chez Paree, Stock Club, Hi-Hat, Bal Tabarin and scores of others.

Proprietors of original spots who made a name famous are up in arms against the increasing and flagrant appropriation of what they think rightfully belongs to them alone and are appealing to the courts for restraining orders. A ray of hope was given them not long ago by a Massachusetts magistrate who ruled against the use of the title *La Conga* for a contemplated nitery in his district.

## Costume Union Plans Drive

NEW YORK, March 12.—Drive to organize allied branches of costuming, such as the manufacture of wigs, shoes, rehearsal costumes, millinery, feathers and usher uniforms, will get under way Monday, announced Louis Hollander, president of the Theatrical Costume Workers' Union.

Goal of union is to secure increase in salary, time and a half for overtime and 40-hour week on five-day basis.

## Movies Get 29% of Dollar

NEW YORK, March 12.—According to a survey made by the United States Department of Agriculture, more than 29 cents of every dollar spent for amusement goes to the motion picture industry. Conclusion is based upon statistics derived from a study of 9,407 families living in representative communities.

# Petrillo Would Lead NAPA War

**Would get 100 Gs to head recording battle — NAPA denies report**

NEW YORK, March 14.—James C. Petrillo, president of the Chicago Musicians' Union, said this morning that he would consider an offer by National Association of Performing Artists to head its fight against radio stations and coin machines which use recordings without paying royalties.

Statement by Petrillo was apropos of a release sent out by Artists' Management Bureau announcing that at a meeting at the Astor today Petrillo would be offered \$100,000 as an initial fee to start the ball rolling. Petrillo, saying he would give the offer serious thought, amplified this statement with the remark that he had been fighting mechanized music all his life and that this offer by NAPA would be right in line with his other work.

He will attend the meeting at the Astor. National Association of Performing Artists is understood to have practically no money in the treasury. Gesture is thought in some quarters to be a publicity brainstorm.

NEW YORK, March 14.—NAPA office here insists that the press release from the Paul Whiteman office regarding Petrillo was unauthorized and that the offer was premature.

# "Can't Legislate Genius"—Skinner

NEW YORK, March 12.—Charge by Walter Dymroch that passage of the Coffee-Pepper Bill, calling for a Federal Bureau of Fine Arts, would mean subordinating the United States to the trade unions has resulted in a lot of palaver around the Stem. Adherents of the measure deny the possibility of such a condition and deny the proposed bill is un-American.

Another leading opponent is Otis Skinner, who says genius cannot be subjected to legislation.

## NVA To Sue AFA

NEW YORK, March 14.—National Variety Artists says it intends to sue American Federation of Artists for plenty of mazzuna on the charge that a letter from the AFA office addressed to Sally Rand, fanner, stated the NVA was a company union. Letter was signed by Harold Koenigsberg, and Miss Rand passed it on to Alan Corelli, Theater Authority secretary, informing him she could not appear at the NVA benefit at the Alvin. While suit has not yet been filed, papers are understood to have already been served on Miss Rand.

WICHITA, Kan., March 12.—Jane Shayne, member of the cast of Max Gordon's *The Women*, which played Wichita Monday night, is in Wesley Hospital here with pneumonia. Miss Shayne was unable to play her role Monday and was removed to the hospital.

## IS A STAR BORN?

POSITIVELY NOT. You may obtain your own degree then the same strange unforeseen power by which they rise from obscurity. We have behind shares. WHY NOT YOU? Our booklet "YOUR FUTURE AND YOU" and literature describing OUR METHODS free upon request. Address INTELLECTUAL SCIENCE B-304 Coaster Bldg., Des Moines, Iowa.

## WANTED

Plano Flares to double stage, Jennie Mae double musical instrument, single Novity Act. Write, don't write.

## BRYANT'S SHOW BOAT

Polet Pleasant, W. Va.

# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**BLACKSTONE** and Company began their Southern tour, en route to the Coast, at the Metropolitan Theater, Houston, March 4 after a successful swing thru the North and Middle West. Blackstone played Memphis twice within a year, with the gross for the recent engagement running almost a third more than on the first date. . . . **TOMMY MARTIN**, after winding up a 12-week tour with the Ted Weemas unit in Buffalo March 3, jumped into Boston to join his wife, Rosemary Dering, dancer, the two journeying on to Montreal, where they opened at the Mount Royal Hotel March 12 for an extended run. . . . **FRANCIS A. NICKOLAS** postals from Florida that a certain "world-traveled magician" is working schools down that way, exposing the long and short sticks and a telepathy card effect, even going so far as to illustrate. . . . **SPEAKING OF EXPOSES**, is it true what they say about *How's Tricks?*, new book for the masses written by Gerald L. Kaufman, chairman of the SAM's Ethics Committee? . . . **BILLIE MATTHEWS** (Mrs. Harry Blackstone) has rejoined her husband's show after undergoing medical treatment for several weeks in Davenport, Ia. The Blackstones heir, Harry Jr., spent two days in a Houston hospital recently for an adenoid operation. He reports that he "can breathe better now." . . . **RICARDO**, having recovered from illness which kept him confined to his bed for three weeks, began a return engagement at the Pittsburgher Hotel, Pittsburgh, March 14. . . . **ALEXANDER AND MILTON** lost a trunk containing \$150 worth of equipment recently when thieves cracked their car parked in downtown Dallas. Doing a bit of sleuthing on their own, they caught one of the culprits trying to pawn some of the stuff, but at this writing the bulk of it is still missing. They expect to resume work soon in the Griffith houses in Texas. They report that magic and vaude have a real friend and booster in George Limerick, manager of the Griffith Yale Theater, Cleburne, Tex. . . . **CHARLES A. LEEDY**, magician, humorist, former minstrel and columnist with *The Youngstown (O.) Vindicator*, was the subject of a lengthy illustrated

human-interest story in a recent Sunday edition of *The Cleveland Plain Dealer*. It's a safe guess to say that Harlowe R. (Bunny) Hoyt, magician and member of *The Plain Dealer* staff, did the scribbling.

**PAUL ROSINI**, now at the 885 Club, Chicago, begins a month's stay at the Beverly Hills Country Club, Southgate, Ky., March 18. . . . **JOHN LIPPY JR.**, former exponent of chemical magic and now good-will ambassador for the Greyhound Bus Company, spent several days with the Cincinnati magic fraternity recently while in the territory in the interests of his company. In his new post John doesn't do a single magic trick, relying solely upon his silver-tongued oratory to put over his sales argument with the various organizations which he addresses on the subject of travel. . . . **JOHN M. GRAHAM**, who worked his first professional magic engagement half a century ago and now manager of the Struble Theater and engaged in politics in Mt. Vernon, O., was a visitor at the magic desk Thursday of last week (10). . . . **DUKE HALL**, has just wound up an engagement at the Shawnee Hotel, Springfield. He's playing for the Norge refrigerator people on a sales campaign in the Ohio territory, using a number of new tricks. . . . **JACK DIAMOND** is playing the Roxy night club, Columbus, O. . . . **JOHNNIE MATTHEWS**, Detroit magician, is playing varieties thru Michigan. . . . **THE ISOLA BROTHERS**, illusionists, assisted by Maud Gipay, are at the European in Paris. . . . **TOM JERSEY** is at the Bobino in the same city. **TUCKER KEY** pencils from Kentwood, Ia. "Contrary to the statement made recently by Whitehouse the Magician, there is no law against magicians' playing schools in Louisiana. I am now playing city schools of Baton Rouge to good business. Just left the Mississippi Delta country, which was terrible." . . . **MARQUIS THE MAGICIAN** on March 9 concluded a two-month tour of Michigan and is jumping to the West Coast in big hops, opening at Atkinson, Neb., March 14. During the turn's recent engagement in Kalamazoo, Mich., the Capitol Magic Club there staged a party in honor of Mr. and Mrs. Marcus. . . . **HASKELL** is current at the Chase Hotel, St. Louis. . . . **OTIS MANNING** has just concluded a hold-over engagement at the Park Plaza Hotel in the Mound City.

# Saranac Lake

By T. BOOWELL

Alfred Boerner, after curing faithfully here for the past nine months, leaves this week for his home in Chicago. Al was official shopper for the boys.

Major John J. Finley, the "Sage of the Sun," is making excellent progress and is allowed to see the movies once a week. Major is adept at palmistry and keeps the ladies fortified with his readings.

Rose Clark has responded favorably to the pneumothorax operation. She is looking forward to a visit from her mother and sisters from Boston.

Fin Cilas celebrated another birthday last week and received many lovely presents and cards from her friends in New York and at the lodge. She is coming along nicely.

Geraldine Blake, sister of Marya Blake, curing here, is in Florida convalescing after a serious operation performed at the French Hospital, New York. Marya is still confined to bed but her condition is greatly improved.

Charley Foster, ex-NVA'er, recently underwent the first stage of the rib operation at the Racine Sanatorium. He is making grand progress and expects to undergo the second stage within the next three weeks.

Check your health to avoid the cure and write to shut-ins anywhere.

## REVIEW

(Continued from page 24)

for production background this week.

Hinda Wausau is the featured woman, a tasty blonde and showmanly worker. She can be emphatic without being offensive. Millie Convey is a voluptuous blond-haired gal who goes thru lively bumps exercises with pleasing results. Peaches Strange and June St. Clair, familiar faces in this house, augment the stripping department.

Comedy is handled by the veteran Charles Country, Kenny Brenna, with Jack Buckley doing an excellent straight and Billy Mack, who is spotted in two skits. Situations are not strong but passable.

Marjorie Marshall, of the line, is singled out between sessions in an energetic tap routine. George Kaye handles the vocal work.

Sam Hongberg.

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

## George Pughe Show In Bang-Up Start

SHREVEPORT, La., March 12.—George P. Pughe's newest endurance production got away to a splendid start under a mammoth tent theater on Barksdale boulevard in Bossier City Friday night of last week. Contest is sponsored by the Bossier City Lions' Club. Business to date has been of a high order.

Emcees are Dud Nelson, Archie Gayer, Rajah Bergman and Jimmie Bittner, with Dave Ackerson and his ork handling the musical interpolations. There are three strings daily over Station KRMD. Twenty-four teams and eight solos answered the starter's gun.

On the Pughe staff are Mark Jones, night manager; Larry Pullen, auditor; Nellie Huntberger, dietitian; Popeye Knight, night chef; Larry Cappel and Lou Jark, judges; Jimmy Carollinton, Lew Ayres, Dean Harding and Jack Reynolds, trainers; June McDermott and Millie Harding, nurses; Frank Jensen, boss conveyer with five assistants; George McDermott, Rex Rice, Little Bill Jenkins and Chet Lettice, house staff; Betty Lettice and Marge Cappel, cashiers. Concessions are leased to Bush-Laube Concession Company and manned by a crew of six. Show is housed in the Christy Bros.' Circus top, with accommodations for 5,200 people.

## 20 Teams, 6 Solos Still On in Balto

BALTIMORE, March 12.—Ted Brown endurance contest, which got under way here February 21, continues to draw well-filled houses nightly. Broadcasts

are made twice daily over Station WCBM.

Ted Brown is doing his own emceeing, assisted by Eddie Begley and Billy Cavanaugh. Judges are Jim Coffey and Steve Lamar, with Mike Alch as head trainer, assisted by Jerry Allen, Carl Layman and Bill McQuade. Mrs. Bill McQuade and Christine Willis are nurses, and Dr. Charles A. Cahn, attending physician. Music is by Russ Cassidy and orchestra.

Brown contest is framed in an attractive set-up. An old iron foundry was revamped to house the show, and the building will be retained as a sports arena at the conclusion of the walkie. Starting with 67 teams and six solos, 20 teams and six solos remain in the running at this writing.

**JACK GARDNER** is now ushering on the Ted Brown show in Baltimore.

RECENT VISITORS on the Ted Brown contest in Baltimore included Mugsy Harley, Ernie Young, Slim Hanson, Wiggles Royce, Squirrelly Bradley and Mary Youngblood.

**BOB TURNER** and Billy Cain, now contesting in the Ted Brown show in Baltimore, will join Hal J. Ross at the conclusion of their present engagement. Cain is assisting Jimmy Frenzi with the comedy on the Brown show.

**DON KING** typewrites in to say that his Californians Ork will be with Ray (Pop) Dunlap's next show, slated to open in April. Cliff Palmer, tenor man, will be featured with the King combo.

AT THE END of the Chicago show Blackie Latessa, Patey Walker, Mike Edelstein and Marge, Bill Ross and Joan Powell, Larry Dacarato and Hila, Jerry Breshnash and Tillie Danish pulled out for Shreveport, La., to join the George W. Pughe contest. Jack Murray, who

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**BUCK LEAHY** pipes in to correct any false impression that may have been left by Al Tint's reference to the old Hammond Minstrels in one of his "Do You Remember?" prattles in this column recently. "In the first place," pens Buck, "Al Tint joined Hammond's Minstrels at Sidney, N. Y., for rehearsal, stayed two days and showed, and then wrote to join again." We had 18 people with Hammond's Minstrels. Paul Champion was general agent; Whitney Ward, manager; John Dusch, band leader, and Frank Clark, stage manager. Duke Cary staged the afterpieces and Al Pitcher did his contortion act in the olio. Let's hear from some of the Hammond Minstrel boys who may be able to aid in jacking up Al's memory.

**AL BERNARD**, veteran minstrelite, now residing on the West Coast, shoots us a copy of his latest ballad, *Just an Old Birthday Present*, written in collaboration with Will Heagney. Al says it's the 250th song he has turned out in the last 20 years. "Had a letter recently from Billy Beard," pens Bernard. "He's now in Atlanta."

**GEORGE A. CHILDS**, who had been confined to the Army and Navy Hospital, Hot Springs, Ark., since November 3 last, left there last week, heading northward to promote amateur minstrel and similar events. Associated with him are Mrs. Chapman and Roy F. C. Seltz, the former handling the advance. Childs plans to return south in the fall to play the fairs.

"HAVE INTENDED writing you the news from down in this neighborhood for some time," writes Bill Terry, formerly of the Field and O'Brien shows, from way down there in Biloxi, Miss., where he now operates the Hi-Ho Club. "Saw Jimmie Cooper in New Orleans recently, where he is head of the WPA entertainment unit. Also there was Bob Conn, who is emceeing at one of the clubs. Emile Soubiers is visiting here with friends, and Emmett McAtee was in town to produce the Elks' Minstrels, which I produced last year. I just knock along with my night club, singing in the show once in a while, but mostly watching the front and meeting old friends. Glad to hear that Rody Jordan is on the way back. Was also glad to read of Lasses White's success, and 'twas a treat just to know where old Bill Henderson, Emmett Miller and all were. I saw Bert Swor, Eddie Mazler, Dick Flournoy, Eddie Gallagher and others in New York recently."

also participated in the Windy City contest, will sojourn there to wait for Moon Mullins or Charles Batavia to open. Gladys and Jimmy Hoffman are also remaining there to wait for another show. Tony Marsh is doing amusees at the Roxy night club, opposite the Coliseum.

**SNOZZLE SNYDER** infos from Columbus, O., that he was robbed recently in Chicago, the culprit making off with his well-feathered wallet. Snyder asks us to warn promoters against advancing transportation money to anyone signing himself Snuzzle Snyder. He says that if he contacts promoters for transportation he'll sign his full name, which wasn't on any of the cards and letters in the wallet which was stolen.

**CARLTON E. SADLER**, of Ocean View, Va., is anxious to know who were the winners of the Washington, S. C., walkie of 1936 and the Staten Island show of last summer. "Promoters would find it a benefit if they would send in news items on their shows to the endurance column," Sadler writes. "It's mighty nice while on a trip to know where and how good a show is, and one can stop in and see them."

## WALKATHON CONTESTANTS

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## ATTENTION Dancers Dancers RAY "Pop" DUNLAP has another Virgin Spot

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RAY "Pop" DUNLAP 1251 E. W. 4th St., MIAMI, FLA.

# The Final Curtain

**ALTENBERG**—Ed. 69, for 30 years secretary of races, Gratiot County Fair, Ithaca, Mich., February 20 at his home in that city. Survived by his widow, Sadie Crewell Altenberg. Services February 23 and burial in Ithaca Mausoleum, Ithaca.

**BAKER**—Jesse N., 45, treasurer of Ingham County Fair Association, at his home in Mason, Mich., March 4. Survived by his widow, his mother and a brother, Marlin, Detroit. Burial in Mason.

**BAYNES**—Sydney, 59, English conductor and composer of the waltz, *Destiny*, which sold more than 1,000,000 copies in London March 9. His band was one of the most popular British radio features. Last year he orchestrated Offenbach's score of *The Grand Duchess*, which he conducted at Daly's Theater, London. Years ago he conducted musical comedies.

**BELASCO**—Jean, 53, well-known outdoor show press agent, March 5 at Ops Locks, Fla., when the automobile in which he was riding was struck by a train. Charles Katz, assistant manager of Downie Bros.' Circus, and Alice Shaw, who were riding with Belasco, leaped to safety as the car stalled on the track. The Belasco was thrown 25 feet his body was unmarked and it is believed he died of a heart attack induced by shock. The past winter he handled publicity for Andy Bros.' Funland Park, Miami, and last year was with the Dan Rice Circus. He had also been with Downie Bros.' Circus and Frank Wirth's indoor circuses. Survived by a sister. Body is being held at Woodlawn Cemetery, Miami, and it is believed burial will take place in New Brunswick, N. J.

**BELLEW**—William (Choppy), veteran Cincinnati stagehand, of late years maintenance man at the RKO Grand Theater, Cincinnati, March 10 in that city. Survived by a brother, Joseph, also a Cincinnati stagehand, and two sisters, Mrs. Julia Vignale and Mrs. Bessie Merston. Services and burial in Cincinnati March 12.

**BELLSTEDT**—Mrs. Emma, 77, widow of Herman Bellstedt, cornetist, bandmaster and composer, March 4 at her home in Cincinnati of heart trouble. Survived by two sons, Erwin, musical director at the Cox Theater, Cincinnati, and Herbert, of San Francisco. Services March 8 and burial in Vine Street Hill Cemetery, Cincinnati.

**CLEMENTS**—Mrs. Etta L., contralto soloist, who had appeared before the National Association of Music Teachers and oratorio societies in the United States and Canada, March 1 in Detroit. Mrs. Clements had appeared at May Festivals at Ann Arbor, Mich., and was widely known as an executive and teacher of the Foundation Music School and the Detroit Conservatory of Music for many years. Survived by a daughter, Mrs. Frank Roberts, of Norwalk, Conn. Burial in Norwalk, Conn.

**CONLEY**—John, former acrobat with the Barnum & Bailey Circus, February

23 in Soldiers' Home, Noroton, Conn., after a long illness.

**DAVIS**—Hobart A., 78, former musician with the old Sells show in the '80s and later a member of nationally known bands and orchestras, March 11 at his home in Elkhart, Ind. For more than 40 years he had been connected with an Elkhart band instrument company and was well known in musical circles and as a fife technician.

**DODSON**—Mrs. Lynn M., 25, former ballet dancer, March 6 at her home in Atlantic City of pneumonia. She was a member of the Albertina Rasch ballet troupe before marrying Mall Dodson, former orchestra leader and now press agent for Atlantic City Auditorium, in 1933. Survived by her husband; an infant son, Richard, and her parents. Burial in Laurel Memorial Cemetery, Atlantic City.

**DUERING**—Rudolph, 88, retired lyric tenor, actor and stage manager, March 5 in Chicago. Survived by his daughter, Mrs. Gertrude Dickman. Services and burial in Oak Woods Cemetery, Chicago.

**ELBEREE**—Emma, 76, mother of Bessie Belt and grandmother of Dolly Belt, performers well known in Cincinnati theatrical and night club circles, at her home in that city March 3 after a lingering illness. Burial March 7 in Spring Grove Cemetery, Cincinnati. Another daughter, Mrs. Charles Crawford, of Cincinnati, also survives.

**ESCHENBACH-LUX**—Mrs. Kate (nee Thomas), 70, wife of the late Philip Eschenbach and mother of George H. Lux, representative of Erie Litho and Printing Company, Erie, Pa., of pneumonia at her home in Cincinnati March 4. Burial in St. Mary's Cemetery, Cincinnati, March 7.

**FAGEN**—Michael, 67, circus billposter, in Shelbyville, Ill., March 9 of a heart attack. He began posting bills for Ringling Bros.' Circus in 1893 and continued work with various circuses until 1934, when he was on No. 1 car of Hagenbeck-Wallace Circus. Survived by a daughter, Mildred Fagen, Chicago. Interment in Shelbyville.

**FERRIS**—Wiley (Bis), 74, showman, of heart attack March 3 in Dutch Gap, Va. He had been associated with Silver Bros.' Shows. Survived by a son in Los Angeles.

**FORBES**—S. A., 61, member of the Stagehands' Union, Local No. 114, Portland, Me., March 2 of pneumonia in a hospital in that city. He was born in Lawrence, Mass., and during his 30-year career traveled with the original company that presented *The Sif* and the Sothern and Marlowe Shakespearean Company. For a time he was stagehand at the Jefferson Theater, Portland. Survived by his widow.

**FOSTER**—Mrs. Maude, 65, mother of Mrs. M. L. Baker, of Dakota Bill's Circus, and Mrs. H. H. Robbins, of the Sam Lawrence Shows, March 4 at her home in Battery Park, Va. Burial in Battery Park Cemetery.

**FREEMAN**—William R., 58, carnival tattooer, known professionally as Sailor Cole, February 23 in Phoenix, Ariz., of heart trouble. Over a period of years he tramped with the Great Patterson, Rice & Dore, Morris & Castle, Crowley United and Hennies Bros. shows. Burial in Greenwood Memorial Park, Phoenix. Survived by his widow, Estelle M. Freeman.

**GALOZZI**—Thomas, 63, former opera singer, March 9 in Boston after a long illness. Before coming to the United States he sang tenor roles thruout Europe.

**GOLDIE**—Frank A., 76, circus man, February 18 in Galesburg, Ill., of heart trouble. He began his career with the old Priest show and was later with Campbell Bros., Mighty Hag, M. L. Clark & Sons, Sells-Downs, Jones Bros., Cole Bros., Cooper Bros., Barnett Bros., and in 1935, his last season, with Russell Bros. Circus. He did magic and vent on the various shows and was side-show manager with many of them. Survived by a brother, Lewis, and a son, Frank O., theater manager of Savannah, Ill. Interment at Galesburg.

**GRANT**—Mrs. Emma Marie, 77, wife of Glenn M. Grant, former indoor circus promoter and connected with the Rhoads Royal Circus and Miller Bros.' 101 Ranch Show a number of years ago, February 13 at her home in Columbus, O. Survived by her husband and three sons, Charles O., Chicago; Glen R., Nashville, Tenn.; and Paul W., Columbus.

**GRANT**—George W., 54, violinist, recently in Atlanta. Survived by his widow.

**GRANVILLE**—Evelyn, 66, formerly a well-known actress in the Gay '90s, recently in Pittsburgh. She appeared in stock company productions and later was seen at Tony Pastor's, New York, doing a specialty on the program starring Lillian Russell. In private life she was known as Mrs. Evelyn G. Scott and during her career numbered among her friends "Diamond Jim" Brady and Theodore Roosevelt.

**GREEN**—Charles E., father of Mrs. Bob Dexter, March 8 in Kelo, Wash.

**HALL**—Granville L., 45, circus side-show fat man, March 8 at his home in Pocomoke City, Md., of a heart attack. Hall returned home last November when his weight became so great that he could no longer travel without difficulty. He was the son of William E. Hall, former mayor of Pocomoke, and late Jennie E. Hall.

**HARNEY**—Benjamin Robertson, 66, former songwriter and vaudevillian, February 28 at his home in Philadelphia of heart trouble. He composed more than 100 numbers, but his songs *Oh, Mr. Johnson, Turn Me Loose*; *The Good Old Wagon, She Broke Down*; *I Love My Little Honey* and *Cake Walk in Sky* skyrocketed him to fame in the '90s and earned him the title of father of ragtime. Turning to the stage, Harney gained considerable fame as a dancer and black-face comedian and at one time played with Anna Held. He toured the Keith Circuit and also appeared with the Antheum Star Specialty Company and William Brady shows. He made his last public appearance on the Orpheum Circuit in California in 1923. Survived by his widow and former stage partner, Jessie Hayes Harney.

**HARTZELL**—Oke M., 61, Youngstown (O.) theater operator, March 3 in Miami Beach, Fla., of a heart attack. He had been identified with many Youngstown business ventures and at various times owned the Bijou, Princess and Hippodrome theaters. Body was sent to Youngstown for services and burial.

**HAVERLY**—Edward O., 68, character actor, March 6 in Atlantic City. Services and burial in Laurel Memorial Park, that city. Survived by a brother.

**HENDERSON**—Ernest (Handy), 23, rodeo performer, of Wetumpka, Okla., of a double fractured skull and other injuries sustained March 4 at Houston when his mount stumbled and fell on him. Henderson was a member of the Cowboy Turtle Association. Survived by widow.

**HOLLAND**—Joseph, 60, for many years identified with circuses and dramatic shows and who this year was to have gone out with the Ringling-Barnum Circus, March 4 in Robert B. Green Hospital, San Antonio, of a heart attack shortly after being struck by an automobile. He was a native of Onset, Mass., and is survived by a sister, Mrs. Anna M. Rorick, of that city. Services and burial in San Antonio under auspices of United Spanish War Veterans.

**KELLER**—Vernet Harden, 72, father of Edwin T. Keller, Cincinnati, widely known turf writer and starting judge, at his home in Hatfield, Pa., last week. He was born in Montgomery, O., and had resided in Hatfield 42 years, where he had been city clerk and treasurer 18 years and head of a gun manufacturing company until his retirement a year ago.

**LAKOLA**—Harry, 76, former juggler, known in private life as Harry Altner Sr., March 7 at his son's home in Mansfield, O. He had been ill nine days following a stroke. Born in Leipzig, Germany, March 14, 1861, Lakola started as a boy tramping with his brother in juggling and balancing acts with European wagon shows. He came to America in 1882, teaming with his first wife as Lakola and Lorraine until her death in 1908. When his second wife joined the act, it was billed as The Lakolas. He retired after 38 years of tramping. Six years ago he became an invalid as the result of an automobile accident in which he broke his hip. He was a member of the Loyal Order of Moose and the White Rats, and frequently contributed to *The Billboard's* Forum on old-time vaudeville and juggling subjects. Survived by a son, Harry Altner Jr.

**LAPIN**—Dora S., 49, Detroit opera singer, March 9 in Grace Hospital, that city. She made her debut in Detroit in

1933, was a founder and past president of the Music Study Club and was head of the voice department at the Genopoli School of Music, Detroit. Survived by her husband, A. C. Lappin; a son and daughter and her father, Louis Steerman, Washington. Burial in Washington, her birthplace.

**LOVE**—James Edwin, infant son of Mr. and Mrs. Philip Love and grandson of Bill (Pop) Dyer, manager of Belle of Kentucky Shows, recently.

**MANNIX**—Mrs. Elizabeth, 72, mother of Edward Mannix, MGM producer, March 7 at her home in Fort Lee, N. J. Survived by another son and a daughter.

**MARSH**—Charles M., former trick bicyclist, known as Marvellous Marsh, and later field man for the Western Vaudeville Managers' Fair Department and the former Fred M. Barnes Fair Booking office, March 7 in Chicago. In recent years he promoted auto and motorcycle races. Survived by his widow, daughter, two brothers and a sister. Services and burial in Chicago March 9.

**MARTINI**—Adeline, 24, wife of James Martini, attendant at the Punhouse, San Francisco's Playland at the Beach, in that city March 5. Survived by her husband. Burial in Holy Cross Cemetery, San Francisco.

**NOTHACKER**—Mrs. Wilbur F. Gerling, before her marriage a member of the original Eastman Theater ballet, Rochester, N. Y., and later connected with the San Carlo Opera Company and the Philadelphia Civic Opera Company, recently in Alameda, Calif. Survived by her husband and three sons, all of Alameda.

**PHILBROOK**—Ralph Alger, 40, builder of the former Cooley and McKenzie-Alden theaters, Detroit, and operator of them until four years ago, March 2 in Harper Hospital, Detroit, after a short illness. Survived by his widow and three children. Burial in Malden, Mass.

**POWELL**—Mrs. Minna K., 60, music and art editor of *The Kansas City Star*, March 7 in St. Margaret's Hospital, Kansas City, Kan. She worked on *The St. Paul Pioneer Press* and *Dispatch* and was nationally known for her work with the Kansas City Philharmonic Orchestra and was known to hundreds of artists who had played in Kansas City during the past 22 years. Services March 8. Survived by husband, of Everett, Wash.; a brother and two sisters.

**PRATT**—Charles W., 96, in Hartford, Conn., March 6. He was former president of the old Connecticut Fair Association and known thruout New England for his horse-racing stable.

**REILLY**—Louis J., 49, managing editor of *The Post-Telegram*, Bridgeport, Conn., March 5 in that city of a heart attack. He collaborated with Philip J. Dunning in the writing of several Broadway productions.

**ROBERTI**—Lyda, 32, film actress and wife of Hugh Ernst, radio announcer, March 12 in her apartment in Hollywood of a heart attack. Miss Roberti had been in ill health for two years, a heart ailment forcing her to retire from the screen. Born in Warsaw, Poland, the daughter of Roberti, well-known clown, she traveled with circuses thru Europe and Asia. She appeared in a number of Broadway shows, among them *You Said It*, later entering picture work. Among the films in which she appeared were *Dancers in the Dark*, *Milton-Dollar Legs*, *Three-Cornered Moon* and *The Kid From Spain*.

**SCOTT**—Mattie P., professionally known as Pettit, wife of Francis Scott, magician, and mother of E. L. Scott, for many years stage manager for Blackstone, magician, March 1 in General Hospital, Los Angeles, of ursemia. Cremation at Forest Lawn Memorial Park, Glendale, Calif.

**SCOTT**—Dudley Humphrey, 50, director of Euclid Beach Park, Cleveland, in Glenville Hospital, that city, March 4. A nephew of the late Dudley S. Humphrey, who founded Euclid Beach and the Elysium, downtown ice rink, he worked for his uncle in both enterprises while completing an engineering course at Case School of Applied Science, Cleveland. After graduation, he became chief engineer of the Humphrey Company. He invented a number of mechanical units which improved Elysium refrigeration and was known as a designer of amusement equipment which was widely adopted after introduction at Euclid Beach. He was past president of Cleveland Engineering Society and active in national amusement park circles. Survived by a son and two daughters. Burial in Millard Sons & Raper Company Funeral Home and interment in Cleveland.

**SLAVIN**—Marguerite, actress and wife of the late Richard Morgan, October 2 (See FINAL CURTAIN on page 74)

## JACK V. LYLES

Jack V. Lyles, 44, general agent and railroad contractor Art Lewis Shows, died early Sunday morning, March 13, at Macon Hospital, Macon, Ga., of injuries sustained on Thursday night, March 10, when a truck collided with his car near Macon. Details of the accident appear on page 45.

Deceased was born in Tarboro, N. C., October 21, 1893, and was named Zebulon Vance Lyles after Governor Vance of North Carolina. He ran away from home to enter show business in April, 1908, when he joined James Adams' Big 10-Cent Show at Cheraw, S. C. His father a few weeks later had him sent back to school, but in the fall of the same year he joined Johnny J. Jones Exposition and was brought up around that show. It was the late Johnny J. Jones who gave him the name of Jack.

Mr. Lyles' first experience in real work around a show was under the direction of the late W. H. (Bill) Davis. Later he worked for General Agent A. H. Barkley as second man on the Jones show, and in 1937 he was general agent and railroad contractor of O. C. Buck Exposition. This winter he became affiliated with Art Lewis Shows. He gave Johnny J. Jones and Mr. Barkley credit for his knowledge of advance work and railroads.

Funeral services and burial at Tarboro, N. C., March 15. He is survived by his widow and several children.

ACTS, UNITS AND ATTRACTIONS

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

- A. B. C. Trio (El Chico) NYC, ne.
Adami, Dell (International Casino) NYC, ne.
Adler, William (Ambassador) NYC, h.
Adrian, Jill (Philadelphia) Phila, h.

- B.
Balmer, Pearl (Kit Kat) NYC, ne.
Balise, Mildred (Commodore) NYC, h.
Balabanow Ensemble (Park) Dayton, O. t.

- C.
Calgary Bros. (International Casino) NYC, ne.
California Varsity Eight (Roxey) NYC, t.

- D.
D'Arcy, Jean (McAlpin) NYC, h.
D'Artiga (Buffalo) Buffalo, t.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

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

NYC-New York City; Phila-Philadelphia; Chi-Chicago.

- Cooper, John (Kit Kat) NYC, ne.
Coralli, Claudia (Barney Gallant's) NYC, ne.
Corinne & Claude (Murray's) Tuckahoe, N. Y., ro.

- D.
D'Arcy, Jean (McAlpin) NYC, h.
D'Artiga (Buffalo) Buffalo, t.

- E.
Eberly, Bob (New Yorker) NYC, h.
Eberly Night (Radio Frank's) NYC, ne.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

- F.
Farrall, Bill (Pisces Elegante) NYC, ne.
Farrington, Red (Biltmore) NYC, h.

- G.
Gale, Eddio (Inwood) NYC, ne.
Gale, Betty (Cleveland) ne.

- H.
Hackett, Jennette & Twelve DeLovelles (Capitol) Washington, D. C. t.

- I.
Ingram, Dixie (Savoy-Plaza) NYC, h.
International The (Madison) NYC, h.

- J.
Jacqueline, Mignoe (International Casino) NYC, ne.

- K.
Kamm, Professor (Le Mirage) NYC, ne.
Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h.

- L.
La Fleur, Arthur (State) NYC, t.
Lafair, Henry (Gay '90s) NYC, ne.

- M.
McCabe, Sara Ann (Palace) Chi, t.
McClellan, Rex (Wynona) NYC, h.

- N.
Nancy, Audrey (Broadway Hofbrau) NYC, ne.
Nancy, Connelo (Kit Kat) NYC, ne.

- Holla, Marie (Savoy) London, h.
Holt, Billy (Half Moon) Coney Island, N. Y., h.

- J.
Jacqueline, Mignoe (International Casino) NYC, ne.

- K.
Kamm, Professor (Le Mirage) NYC, ne.
Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h.

- L.
La Fleur, Arthur (State) NYC, t.
Lafair, Henry (Gay '90s) NYC, ne.

- M.
McCabe, Sara Ann (Palace) Chi, t.
McClellan, Rex (Wynona) NYC, h.

- N.
Nancy, Audrey (Broadway Hofbrau) NYC, ne.
Nancy, Connelo (Kit Kat) NYC, ne.

- O.
O'Connell, Stanley (Palmer House) Chi, h.
O'Neil, Herbert (Black Cat) NYC, ne.

- P.
Palmer, William & Gregory (Leon & Edwina's) NYC, ne.

- Q.
Quinn, Jimmy (Palmer House) NYC, ne.
Quinn, John (Radio City Rainbow Grill) NYC, ne.

Marie, Phyllis & Evelyn (Rendezvous Villa) Youngstown, O. re.  
 Marie, Paul (Bradford) Boston, h.  
 Marlene, Floella (Wivel) NYC, re.  
 Marlon, Los (Trocaadero) NYC, re.  
 Marie & Florida (St. Regis) NYC, re.  
 Marquise, Thora (La Marquise) NYC, re.  
 Marjorie, Patsy (Circle) Indianapolis 4-10, t.  
 (Arcadia) Phila 11-17, re.  
 Marjorie, Magician (Valentine) Neb., 16; Pine Ridge, S. D., 17; Gordon, Neb., 15; Chadron, Neb., 16.  
 Marjorie & Gail (Murray's) Tuckahoe, N. Y., re.  
 Martin & Marvel (Club Madrid) Milwaukee, re.  
 Matthews, Babe (Stanley) Pittsburgh, t.  
 Mathey, Nicholas (Russian Kretchma) NYC, re.  
 Mason, Jack (Little Old New York) NYC, re.  
 Mathews, Dorothy (20th Century) Phila, re.  
 Maxwell & Cordova (Palmer House) Chi, h.  
 Maxwell, Fire (Hubert) Cincinnati, t.  
 May, Bobby (International Casino) NYC, re.  
 Mayfield, Kathryn (White) NYC, h.  
 Maynard, Ken, & Horse Tarzan (Orph.) Memphis, t.  
 Means Sisters (State Line) Kansas City, Mo., re.  
 McElroy & Dupree (Keith) Columbus, t.  
 Melan, Lou (Madison) NYC, h.  
 Mele, Vi (Hills-Carlton) NYC, h.  
 Melodiers (Victoria) NYC, h.  
 Mendez & Hanson (Majestic) Post Worth, Meade, 16-17; (Texas) San Antonio 18-20, t.  
 Messen, George (McAlpin) NYC, h.  
 Michon, Michel (Russian Kretchma) NYC, re.  
 Miller, Kent (Nite Spot) San Antonio, re.  
 Miller, Beth (Roumanian Village) NYC, re.  
 Miller, Billy (Radio City Rainbow Room) NYC, re.  
 Minute Men, Three (Lexington) NYC, h.  
 Minewitch's, Borrah, Harmonica (Rascals (Riverdale) Milwaukee, t.  
 Mirth & Mack (Michigan) Detroit, t.  
 Mirth & Revel (Keith) Columbus, t.  
 Mirth, Deacon, & Band (Colonial) Dayton, O., t.  
 Mirths Bros. & Little Daisy (Joe's) Detroit, re.  
 Mirths, Irene (Cavalier) NYC, re.  
 Mirths, Stuart, Dancers (Billy Rose's Casa Manana) NYC, re.  
 Morgan, Grace (Radio Franks) NYC, re.  
 Moriche & Teresita (Trocaadero) NYC, re.  
 Morrison, Alex (St. Regis) NYC, h.  
 Morris, Barney (Old Roumanian) NYC, re.  
 Morris, Kay (Casa Valencia) NYC, re.  
 Morton, Alvera (Club Minitel) Chi, re.  
 Mosler & Davis (Fox) St. Louis, t.  
 Muriel, Mimi (Crisis) NYC, re.  
 Murphy, Jimmy (Travelers) Chico, Calif., h.  
 Murphy, Dean (Roosevelt) New Orleans, h.  
 Murray, Jan (2 o'Clock) Baltimore, re.  
 Myers, Tammie (German Casino) Chi, re.  
 Myers (College Inn) Chi, re.  
 Myrtle & Pascad (International Casino) NYC, re.

**N**  
 N. T., O. Revue (Congress Casino) Chi, h.  
 Naldi, Claudia (Radio City Rainbow Room) NYC, re.  
 Nadine & Charles (Chateau Lido) Daytona Beach, Fla., re.  
 Naurale, Three (Belden) Canton, O., h.  
 Naxos (St. Regis) NYC, h.  
 Ne Vell, Laurene (Harry's New York Cabaret) Chi, re.  
 Newman, Doug (Stater) Boston, h.  
 Newton, Peggy (Hickory House) NYC, re.  
 Nixon, Eldorado (Crisis) NYC, re.  
 Nissen, George (El Ritiro) Mexico City, re.  
 Nona (Southland) Boston, re.  
 Norman, Harry & Phil (Roxy) NYC, re.  
 Norman, Karyl (Olive Twist) NYC, re.  
 Norrith (El Capitol) NYC, re.  
 Norris, Kaye (Ritz) NYC, re.  
 Norris, Lee (Triangle Gardens) Peoria, Ill., re.  
 Norris, Harriet (Club Alabam) Chi, re.  
 Novarre, Ramon (Michigan) Detroit, t.  
 Novella, Two (Southland) Boston, re.  
 Nubi (Park Central) NYC, h.

**O**  
 O'Donnell & Blair (Shubert) Cincinnati, t.  
 O'Hara, Grace (Hollywood) Phila, re.  
 O'Neil, Peggy (Cavalier) NYC, re.  
 Owses, Lou (Yumuri) NYC, re.  
 Omar (St. George) Brooklyn, h.  
 Ortega, Roista (Yumuri) NYC, re.  
 Oweza, Laurette (Harry's New York Cabaret) Chi, re.

**P**  
 Padala, Margaret (Gay '90s) NYC, re.  
 Palmer Girls (Dutch Village) Toledo, re.  
 Palmer & Doreen (Michigan) Saginaw, Mich., t.  
 Pape & Conchita (Royal) Columbus, Ga., 18-19; (Capitol) Atlanta, 13-14, 3.  
 Paris, Frank (Roxey) NYC, h.  
 Parker, Lattie (Northwood Inn) Detroit, re.  
 Parber, Al (Flamingo Park) Miami Beach, Fla., re.  
 Parer, Martin (Harry's New York Cabaret) Chi, re.  
 Parrago, Gracelita (Larue's) NYC, re.  
 Patricia, Tom (Billy Rose's Casa Manana) NYC, re.  
 Pedro, Pacheco, & Beto (El Tivoli) Dallas, re.  
 Pedro & Laine; Dathan, Ala.  
 Peppers, Three (Hickory House) NYC, re.  
 Perry, Desmond (Black Cat) NYC, re.  
 Perry, Mita (Wivel) NYC, re.  
 Peters, Lois (Park Rest) Newark, N. J., re.  
 Petre Sisters (Cotton) NYC, re.  
 Phillips, Dan & Betty (Hi-Hat) Chi, re.  
 Phlores, Texas (Torch Club) Cleveland, re.  
 Piller & Earle (Congress Casino) Chi, h.  
 Popper, Detmar (Earle) Washington, D. C., t.  
 Powell, Jack (Keith) Columbus, t.  
 Powell, Eddie (Talk o' the Town Club) Peoria, Ill., re.  
 Powers & Joyce (Hollywood) Phila, re.  
 Preiser, June & Cherry (Chez Paree) Chi, re.  
 Price, George (Royal Palm) Miami, re.  
 Pringle's Tigers (Billy Rose's Casa Manana) NYC, re.

Pureo, Vic, Revue (Blackstone) Cleveland, re.  
 Purnell, Ben (Lobby) Tulsa, Ok., re.  

**Q**  
 Queens of Hearts, Six (Edgewater Beach) Chi, h.  
 Queens of Rhythm, Four (Embassy) Jacksonville, Fla., re.  

**R**  
 Rabold, Rajah (Pista) Havana, Cuba, re.  
 Racketcheers, Three (B. & B. Nut) Brooklyn, re.  
 Radio Revue's (Trocaadero) London, re.  
 Rachum, Bart (Manfield) NYC, h.  
 Rand, Sally (Billy Rose's Casa Manana) NYC, re.  
 Randolph, Amanda (Black Cat) NYC, re.  
 Ray & Harrison (Colonial) Dayton, O., t.  
 Ray, Leah (Fox) St. Louis, t.  
 Raye, Princes & Clark (Walton) Phila, h.  
 Rays, Iris (Monte Carlo) NYC, re.  
 Raye & Naldi (Radio City Rainbow Room) NYC, re.  
 Rayne, Rose (Brand's Brown Derby) Boston, re.  
 Regan Girls (Old Mill) NYC, re.  
 Regan, Carler & Redd (Tower) Kansas City, Mo., t.  
 Rennie, Guy (Swing) Hollywood, re.  
 Rhodes, Dorothy (Black Cat) NYC, re.  
 Reilly, Alvin & Co. (Greenwood, Miss.; Greenville) 13-19.  
 Richman, Harry (Royal Palm) Miami, re.  
 Richmond, June (New Yorker) NYC, h.  
 Riley, Patricia (Wivel) NYC, re.  
 Riley, Rosalia (Rainbow Room) Rockefeller Center, NYC.  
 Roark, Edith (Leon & Eddie's) NYC, re.  
 Roberts & Parley (New Yorker) NYC, h.  
 Roberts, Betty & Freddy (Savoy) London, h.  
 Rockwell, Doctor (Billy Rose's Casa Manana) NYC, re.  
 Rodrigo & Francine (Continental Room) Miami Beach, re.  
 Roe, Chuck (Braun-Haus) Baldwin, L. I., N. Y., re.  
 Rogers, Red (Rainbow Inn) NYC, re.  
 Rogers, Edie (Park Rest) Newark, N. J., re.  
 Rogers, Lee (Chanticleer) Milburn, N. J., re.  
 Rogers, Ginger & Dorothy (College Inn) Chi, re.  
 Rodgers, The (Bar-Grill & Coffee Shop) NYC, re.  
 Rollickers Trio (Home) Omaha, h.  
 Roltner, Bob (Adelphi) Phila, h.  
 Rose, Jack (Pine Elegance) NYC, re.  
 Rosebuds, Five (Billy Rose's Casa Manana) NYC, re.  
 Ross, Madred (Maxine) NYC, re.  
 Rosita, Paul (88 Club) Chi, re.  
 Rossi, Tino (La Conga) NYC, re.  
 Roth & Shay (Ambassadeur Cabaret) Copenhagen, Denmark.  
 Royal Duo (Fete Marquette) Peoria, Ill., h.  
 Royce, Jane (Chi, re.  
 Rubinstein, Erna (Zimmerman's) NYC, re.  
 Ruggal, Yvette (Coliseum) Chi, re.  
 Russell, Mabel (52 St.) NYC, re.  
 Russell, Sunny (Nick's Rendezvous) NYC, re.  
 Russian Gypsy Trio (Gay Village) NYC, re.  
 Russian, Sunny (Radio Franks) NYC, re.  
 Ryan, Jerry (Gay '90s) NYC, re.

**S**  
 St. Clair, Irene (Mayfair) Boston, h.  
 St. Onge, Joe & Co. (Palomar) Seattle, Wash., t.  
 Samuels, Rae (Hodge's) Binghamton, N. Y., re.  
 Samami & Michi (Billy Rose's Casa Manana) NYC, re.  
 Sant & Lorraine (Gibson) Cincinnati, h.  
 Santy, Frank (Royal York) Toronto, Can., re.  
 Satz, Ludwig (Roumanian Village) NYC, re.  
 Sautera, Dorothy (Black Cat) NYC, re.  
 Savva, Marissa (Russian Kretchma) NYC, re.  
 Schaefer, Sam (Paddock) Chi, re.  
 Schaefer, John (Calle) Chi, re.  
 Scott, Jean (Leon & Eddie's) NYC, re.  
 Sebrill (Man Paris) NYC, re.  
 Scott & Douglas (Brand's Brown Derby) Boston, re.  
 Seeley, Roy (Rathskeller) Phila, re.  
 Seller, Jay & Lou (Earle) Phila, t.  
 Shade, Lillian (Glass Hat) NYC, re.  
 Shandor (Buckingham) NYC, h.  
 Shadlen, Anna (Roumanian Village) NYC, re.  
 Shaw, Oscar (Billy Rose's Casa Manana) NYC, re.  
 Shaw, Wini (Billy Rose's Casa Manana) NYC, re.  
 Shaw, Aloha (Shore Boat) NYC, re.  
 Shaw, Helen (Old Roumanian) NYC, re.  
 Shaw & Rose (Woodward) NYC, h.  
 Shayne & Armstrong (Tower) Kansas City, Mo., t.  
 Sheridan, Eleanor (Le Mirage) NYC, re.  
 Sherman Bros. & Tenade (Club Candee) Syracuse, N. Y., re.  
 Sherman, John (Tampa Terrace) Tampa, Fla., h.  
 Shore, Willie (Hi-Hat) Chi, re.  
 Silverman, Jack (Old Roumanian) NYC, re.  
 Simmons, Lee (Plantation) NYC, re.  
 Simpson, Carl & Faith (Chase) St. Louis, h.  
 Small, III (Rudy's) NYC, re.  
 Smith, Earle (Brevoort) Chi, h.  
 Smith, Rudy (Black Cat) NYC, re.  
 Sokolovskaya, Nadia (Russian Kretchma) NYC, re.  
 Southern, Georgia (Leon & Eddie's) NYC, re.  
 Spec & Spot (Devonshire) Chi, h.  
 Spencer & Coleman (Levaggi) Boston, re.  
 Spiller, Capt. (Wirth's Circus) Waterbury, Conn., March 28-April 2.  
 Stacy, Jack (Pine Club) Wilmington, Del., re.  
 Stacks & Rose (College Inn) Chi, re.  
 Stanley, Irene (Radio Franks) NYC, re.  
 Stapleton, Wally & Verdys (Stevens) Chi, h.  
 Stephany, Karen (Freddie's) Cleveland, re.  
 Stephenson, Martha (Salon Royal) NYC, re.  
 Sterling, Wynne (Roumanian Village) NYC, re.  
 Stewart, Janice (Hal Tabarin) NYC, re.  
 Storr, Allan (Commodore) NYC, h.  
 Stuart, Gene (Kit Kat) Boston, re.  
 Sullivan, Maxine (Oxy) NYC, re.  
 Sweeney, Thos. (Washington-Youre) Ebenezer, La., re.  
 Sella & Anis (Jefferson) St. Louis, h.

**T**  
 Tagi, Dawn (Palace) Chi, t.  
 Tatum, Ari (Famous Door) NYC, re.  
 Taubman, Paul (Ambassadeur) NYC, h.  
 Terrace Boys Trio (La Marquise) NYC, re.  
 Texas Travelers (Broadway Tavern) San Antonio, re.

Theodore & Denesha (Radio City Rainbow Grill) NYC, re.  
 Therrion, Henri (Embassy) Jacksonville, Fla., re.  
 Thomas, Audrey (Kit Kat) NYC, re.  
 Thomas, Eddie (Palumbo's) Phila, re.  
 Thomas, Jessy, Rose (Rainbow Inn) NYC, re.  
 Tilton, Martha (Pennsylvania) NYC, h.  
 Timblin, Slim (Shubert) Cincinnati, t.  
 Timblin, Slim (Shubert) Cincinnati, t.  
 Tinney, Dot (Black Cat) NYC, re.

# THE TITANS

"RHYTHM IN SLOW MOTION"  
 Dir.: MILES INGALLS & JACK DAVIES.

Tenack, Sid (Royale Frolics) Chi, re.  
 Trainor, George (Queens Terrace) Woodside, L. I., re.  
 Travis, Jimmie (Club Wonder) New Orleans, re.  
 Trojans, Three (Royale Frolics) Chi, re.  
 Trosky, Vera (International Casino) NYC, re.  
 Troubadour, Three (Dimitri's El Guecho) NYC, re.  
 Tyler, Smiling Tex (Tower Inn) Lyons, Ill., re.

**V**  
 Vaccaro (El Guecho) NYC, re.  
 Vada, Oopsy (400) Baltimore, re.  
 Valder, Vern (Club Biase) Cleveland, re.  
 Velez, Angela (Harvey Gallanis) NYC, re.  
 Vachins & Casan (Casa Del Tomo) Tulsa, re.  
 Varley Gumbols (Earle) Washington, D. C., t.  
 Varone, Joe, & Sparkettes (Hingside Club) Mansfield, O., re.  
 Velez & Yolanda (Piazza) NYC, h.  
 Vermillion, Irene, & Co. (Michigan) Detroit, t.  
 Vachins & Casan (Casa Del Tomo) Tulsa, re.  
 Virginia, Eight (Earle) Washington, D. C., t.  
 Vitale, Valerie (Billmore) NYC, h.  
 Vodry's Jubileers (Cotton Club) NYC, re.  
 Voella, Sinda (Russian Art) NYC, re.

**W**  
 Wade, Dick (Kit Kat) NYC, re.  
 Wahl, Dorothy (Harry's New York Cabaret) Chi, re.  
 Wahl, Walter, Dore, (Billy Rose's Casa Manana) NYC, re.  
 Waalkes Trio (Chateau Moderne) NYC, re.  
 Walker, Betty (Black Cat) NYC, re.  
 Wallace, Joe (College Inn) Chi, re.  
 Warner & Valerie (Fort Arthur) Providence, R. I., re.  
 Wayne, Bob & Ethlyn (Embassy) Jacksonville, Fla., re.  
 Watson, Milton (Keith) Columbus, t.  
 Wayne, Nick (Club Miami) Newark, N. J., re.  
 Welch, Frances (Barkley's) Flatbush, Brooklyn, N. Y., re.  
 Welch, Muriel (La Margaine) NYC, re.  
 Welch, Mary (Rosa) Omaha, re.  
 Wendell, Ray (Faust Club) Peoria, Ill., re.  
 West, Am (Chateau) Cleveland, re.  
 West, Mae (Keith) Columbus, t.  
 West, Willie & McInty (Billy Rose's Casa Manana) NYC, re.  
 West, Margaret (Haylotti) San Antonio, re.  
 Wharton, Doc (Shore Boat) NYC, re.  
 White, Jack (18) NYC, re.  
 White, Belva (Rose Bowl) Chi, re.  
 White, Ann (Queen Mary) NYC, re.  
 Wick, Gus "Poppey", (Radio Franks) NYC, re.  
 Wilke & Ray (Savoy) London, h.  
 Williams, Betty (Half Moon) Coney Island, N. Y., h.  
 Williams, Bob, & Red Dust (Chicago) Chi, t.  
 Wilson, Jackie & Honey (King Edward) Toronto Ont., Can., h.  
 Wilson, Edna Marie (Green Gables) Fort Scott, Kan., re.  
 Winston, Walter (Britwood) NYC, re.  
 Wolfe, Lorna (Continental Club) Detroit, re.  
 Woods & Bray (Roosevelt) Oakland Calif., t.  
 Woods, Johnny (Palace) Cleveland, t.  
 Woods, Lorraine (International Casino) NYC, re.  
 Wright, Jack (Village Brewery) NYC, re.  
 Wyse Jr., Ross (Orph.) Memphis, t.  
 Wytte, Una (Park Central) NYC, h.

## Surprise, Surprise

NEW YORK, March 12.—The astute management of Rockefeller Center has decided that the bounds of spring are on winter's traces. The skating pond at the Plaza will be thawed out tomorrow, to be replaced in a few weeks by the promenade cafe.

**Y**  
 Yost's, Ben, Eight White Guardsmen (Gibson) Cincinnati, h.  
 Young, Margaret (Bill's Gay '90s) NYC, re.  
 Yourself, Your (Old Roumanian) NYC, re.

**Z**  
 Zita & Marnette (Cooked Hat) Kansas City, Mo., re.

## DRAMATIC AND MUSICAL

(Dates are for current week unless otherwise stated)

Abbey Players (Curran) San Francisco.  
 Brother Kat (Nixon) Pittsburgh; (Cox) Cincinnati 20-26.  
 Brother Rat (Shubert) Newark, N. J.  
 Evans, Maurice (Grand) Chi.  
 Father Malachy's Miracle (Harris) Chi.  
 Hazden, Walter (American) St. Louis.  
 Hayes, Helen (Municipal Aud.) Kansas City, Mo., 18-19.  
 Jullias Cassar (Erianger) Chi.  
 Room Service (Selwyn) Chi.  
 Room Service (Local St.) Phila.  
 Sea Gull, The (Ford) Baltimore 18-19.  
 Spring Thaw (Wilbur) Boston.  
 Tobacco Road (Cox) Cincinnati.  
 Tonight at 8:30: (His Majesty's) Montreal, Can.  
 Whitecaps (National) Washington.  
 Women, The (Auditorium) St. Paul 17-18; (Parkway) Madison, Wis., 17; (Davidson) Milwaukee 20-26.  
 Yes, My Darling Daughter (Forrest) Phila.  
 Yes, My Darling Daughter (Memorial Aud.) Louisville, Ky., 18; (Palace) Marion, O., 18; (Suez) Erie, Pa., 19.  
 You Can't Take It With You (Billmore) Los Angeles.  
 You Can't Take It With You (Hartman) Columbus, O., 14-15; (Hibernia) Jamestown, N. Y., 17; (Massico Aud.) Rochester 18-19.  
 You Never Know (Shubert) Boston; (National) Washington 21-26.

## HIRST CIRCUIT SHOWS

(Week of March 13)

Bandbox Revue (Hudson) Union City, N. J.  
 Birth & Melody (Gayety) Washington.  
 Oriental Girls (Orpheum) Reading, Pa., 18.  
 Red, Hot & Beautiful (Howard) Boston.  
 Scan-Tics (Trocaadero) Phila.  
 Smart Set (Gayety) Baltimore.

## MISCELLANEOUS

Arthur, Magician; Ebenezer, Ala., 16-17; Eton 18-19.  
 Birch, Magician; Cape Charles, Va., 17; Crisfield, Md., 18; Lewis, Del., 21; Salisbury, Md., 22; Conestoga, Pa., 23; Phoenixville 24; Norristown 25.  
 Brandino, Magician's (Memorial) Mt. Vernon, O., 16; (Columbia) Alliance 17-18; (State) Sandusky 19-20; (Cathedral) New Castle, Pa., 21-22; (Lessa) Homestead 23-24.  
 (See ROUTES on page 68)

## One for Ripley

CHICAGO, March 12.—Jackie Del Rio was set to audition at Colosimo's Cafe here the other night. High spot of his act is an iron-jaw table-lifting feat—but he couldn't stage it because business was so good there wasn't a table available for his use.

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# The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Letters will be given only in those cases to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 572, Cincinnati, O.

Chicago. On every hand the cry is "Burlesque is dead." But the remark is erroneous. Burlesque attempted suicide by associating with misinformed persons who

## Plugs Comedy As Essential Burlesque Aid

changed burlesque to sexesque. The very name burlesque means broad satire—the broad was left, but the satire has been sadly neglected. In the mad rush of sex comedy was forgotten, and when the comedians learned that they were being retained for the sole purpose of filling stage waits between one sexy number and another they promptly forgot burlesque and realized that in order to compete with the Shaking Sadies they had to resort to smokes and barroom stories if they wanted to hold their jobs. Hence the reason for the attempted suicide of burlesque.

If a burlesque show fails to click the blame is promptly placed on the comedians. How could anyone be consistently funny in front of the same traveler in one or one and a half, each and every week, without any background whatsoever? If a hotel scene is required, in all probability a counter is shoved in front of the traveler that may be painted as a futuristic Atlantic City. This same counter is also used for a drug store, hot-dog stand or what-have-you. If a comedian nowadays should request props or costumes for a bit he would be thrown out for being unfair to authorized numbers. Therefore, he has to remain in one, enter from one side and exit on the other. Furthermore, this scene usually follows a 10 or 12-minute slow number or strip, and regardless of how good the scene may be, the average patron has ants in his pants or is numb. Burlesque used to be synonymous with speed, but it has developed into a marathon of strip walking women, with the comedians interrupting while the contestants rest.

There are still plenty of good scenes left in burlesque—scenes that require full stage sets, "body" scenes, repete with "hookum," either action or situation; scenes that require scenery and props; scenes that require more performers to play them than the now accepted two comics, a straight man and some women to walk on stage, drop a handkerchief or pocketbook, receive a kiss on the cheek or a whisper in the ear, and the woman to do a grind or bump near the exit while the comic is throwing his hat after her.

No longer are character men and talking women required to put over a scene. If a character man is needed the straight man becomes the character man and one of the comics becomes the straight to the other comic. And if there is another part, for example, "a bum or tramp," this part is usually taken by the singer, who walks across the stage with patent-leather shoes and tuxedo trousers, but has an arched turned-up coat, and with the old stock hat asks the comics for 5 cents for a cup of coffee. This is an example of how the average burlesque operator judges the mentality of his patrons. Character actors and talking women are forgotten in the battle of sex.

Construction of the present-day burlesque shows is like a rubber stamp, using a different colored ink each week. A steady patron can, without any effort, tell what's going to follow. Gone are the days when, in order to keep a show moving, a slow number required something fast before and after. Instead, after a slow number, followed by a strip, the comedians enter in one and talk until they can get the set made for the next slow number. Production for the numbers is adequate, but the one essential to a good burlesque show—comedy—has been sadly neglected, and as long as comedy is neglected in favor of Miss Ophelia, with slippers on her pants and brassiere, burlesque will continue to wallow in its death struggle.

JIMMY STANTON.

Referring to the letter of Edward Werley in the Forum of February 26, if he will pay the government tax on a pass to Campbell's One-Ring Circus next summer he will find the show of old with all performers using tight, spangled trunks, spangled skirts, cloths wearing white suits, big collars and cuffs and that an old motto of my father, "Not how much but how good," still stands. It is the old-time one-ring show dressed up in the new way of transportation and presenting the latest in music. DONALD M. CAMPBELL.

Who says minstrelry is dead? I hope every minstrel man and trouper living heard Lassie White February 24 on the Rudy Vallee program. It was grand to hear a minstrel comic of his caliber go thru his routine, getting the laughs as he did. Included in his gags were a couple from his old routine and they went over with a bang. The public needs more comedy of that type. He can and did make a lot of big-shot comics, always talking about the Santa Anita race track, look pitiful. This generation is dying for the real old-time minstrel comedy. More power to Lassie White and his gang! Now to bring on Emmett Miller, Bill Henderson and a few more, and radio will be worth listening to. Lassie deserves plenty of credit. KENNETH (DOC) HAINES.

## Refreshed by Minstrel Man On the Radio

Alexandria, La. What is going to happen to magic next? Last year I ran into magicians working schools for 3 cents and a nickel, also five eggs as admission. It is bad enough to work for a dime. And now I run into a person who is working schools with an expose act. This person exposes so-called gaming racks and also the lowdown and codes on

mindreading. Every school is easy to book, as the act is supposed to be of educational value. Admission is 10 cents. It appears to me that an act of this kind would be a knock to a magic act, as everything that he exposes is a fake. As the result of his act schools would be hard to book for a magic show, principals believing the act to be a fraud or fake, or else it would contain mentalism, which has just been exposed by Mr. So and So. I don't know what can be done about it, but I would like to hear something from other magicians who are working schools. As I see it, this person really has something that will enable him to get into schools and at the same time make a good living out of it, but he is really hurting magic. MYSTERIOUS HOWARD.

## Says Expose Turn Hurts Magic Game

ets and also the lowdown and codes on

Chicago. I have been a follower of endurance shows for many years and each year they seem to be getting fewer. The question can be easily answered. It concerns everyone in the field—the promoter, the contestant and the employees. First, take the promoter. He goes into a town, sees the spot, puts his ad out for contestants and gets them to come to said spot. It's only natural for the promoter to have some of his own dancers to protect himself, but invariably these dancers get the breaks. The others notice it and create consternation among themselves, for it seems that very few walkers have a level head when it comes to other kids on the floor. Anyone who keeps his nose clean may get the same breaks and probably does get them with some other promoter, but the contestants never notice this themselves. Next the promoter promises a lot of things he knows he cannot and does not try to fulfill. Why not be straightforward with the contestants and tell them the truth? Next about the old problem—prize money. The contestant is as much at fault as the promoter where prize money is concerned. Why not, if the promoter is unreliable or newcomer, make him put the prize money in the hands of some city official or whatever organization is sponsoring the show? The promoter can at least be halfway decent with the contestants. If he cannot make a go of it

The letter of Harry Lakola regarding jugglers in the Forum of February 26 was interesting. Amie Allaire informed me that Morris Cronin was the first man to juggle three clubs, altho I had heard that Al Newton was first. Ben Mowatt's father was also one of the first at about the same time. Cronin and Newton were from Boston and Mowatt from Chicago. I believe that Allie Young was juggling three at about the same time and Derenda and Breen were in the running at that time. I was surprised that Mr. Lakola mentioned the Three Harvards. This is a brand-new three-club act, my former partner, Zeller; Sam Ross, of the McBanans, and Baker, of Johnson and Baker. The former hat jugglers, Frank L. Gregory and Koppe, also rate in the brackets of the first to juggle three clubs. Knetzer should not be left out either, with the ones that Mr. Lakola mentioned. M. E. LYNCH.

## Names First Of The Three-Club Jugglers

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Chicago. I have been a follower of endurance shows for many years and each year they seem to be getting fewer. The question can be easily answered. It concerns everyone in the field—the promoter, the contestant and the employees. First, take the promoter. He goes into a town, sees the spot, puts his ad out for contestants and gets them to come to said spot. It's only natural for the promoter to have some of his own dancers to protect himself, but invariably these dancers get the breaks. The others notice it and create consternation among themselves, for it seems that very few walkers have a level head when it comes to other kids on the floor. Anyone who keeps his nose clean may get the same breaks and probably does get them with some other promoter, but the contestants never notice this themselves. Next the promoter promises a lot of things he knows he cannot and does not try to fulfill. Why not be straightforward with the contestants and tell them the truth? Next about the old problem—prize money. The contestant is as much at fault as the promoter where prize money is concerned. Why not, if the promoter is unreliable or newcomer, make him put the prize money in the hands of some city official or whatever organization is sponsoring the show? The promoter can at least be halfway decent with the contestants. If he cannot make a go of it

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"Most Interesting" I find The Billboard the most interesting periodical thruout those 48 United States of America and Canada and Mexico. I find The Billboard folks most congenial and hospitable. I know from experience that The Billboard covers the entire amusement field better than any other publication on earth. No one in show business can afford to be without it; I never miss a single issue. I want to thank you for your wonderful cooperation and the real spirit of fraternalism that you practice so sincerely. You deserve the greatest success and you are tops in your field.—IRVING SIEGEL.

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| Harbo, E. S.   | Harvey, Jack G.       | Hartshorn, Charlie | Hill, O. R.       | Howard, Frank A.  | Jackson, Richard | Jones, Herb      | Kelly, Frank    | Koell, Bill    | Latham, A. S.  |
| Hall, Duke T.  | Harris, Capt.         | Heath, Herbert     | Hill, Tom H.      | Howard, Myrtleann | Jackson, Trupee  | Jones, Harold    | Kellar, Herb    | Koehn, Ralph   | Latham, Albert |
| Hall, Lew      | Harris, Ralph         | Hest, Wm.          | Hillard, Vendell  | Howard, Sam       | Jacob, Lou       | Jones, Siskind   | Keller, Richard | Robt, Edw. H.  | Laurin, Elmer  |
| Hall, Raymond  | Harris, L. H.         | Higgins, William   | (Brief Case Nick) | Howard, Larry     | Jacob, Dick      | Jones, Schlier   | Keller, Tom     | Robt, O. V.    | Lawler, Frank  |
| Halle, Robert  | Harrington, Earl      | Hobing, Wm.        | Hinkle, Raymond   | Howe Ray, Chrm    | Jacobs, J. C.    | Jones, Louis     | Keller, Tom     | Rosen, Louis   | Lawrence, Dan  |
| Hamb, Mike     | Harris, Frank R.      | Hobing, Wm.        | Hinkley, A. Lee   | Huber, Raymond    | Jacobs, Jerome   | Jones, W. H.     | Kelly, T. W.    | Rosen, Dan     | Lawrence, Neil |
| Hamb, Corral   | Harris, Harry A.      | Hobing, Wm.        | Hinton, G. W.     | Hudson, Cecil     | Jacobs, John     | Jones, Willie A. | Kennedy, Dick   | Rosen, Bernard | Layton, Don    |
| Hambury, Phil  | Harris, Harry & Mitty | Hobing, Wm.        | Hinton, Roy R.    | Hunter, Fred W.   | Jacobs, Frank    | Jones, Virginia  | Kennedy, Harold | Rosen, E.      | Layton, Elmer  |
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| Hambury, Harry | Harris, Harry & Mitty | Hobing, Wm.        | Hobson, Mack      | Hunter, Fred W.   | Jacobs, John     | Jones, Virginia  | Kennedy,        |                |                |

# AFM Revises Musicians' Wages, Working Conditions

New contracts signed with Ringling-Barnum interests—union plans new agreements with the larger shows—will study small show situation, also carnival industry

NEW YORK, March 12.—First step in a widespread movement to revise circus musicians' working conditions and wage scales was accomplished this week by the American Federation of Musicians when new contracts were signed with the Ringling-Barnum Circus interests. W. H. Stephens, AFM representative, and Herbert Duval, Ringling legal adjuster, signed papers yesterday stipulating several alterations affecting bandmen on the Ringling-Barnum show and the Ringling-operated Barnes-Sells-Floto-John Robinson unit. Stephens advised today that as a result of a personal survey made last season the AFM plans new contracts with all the larger circuses. He leaves this week-end for the Midwest to confer with show operators in that section and hopes to call a conference of owners in Chicago within the near future. Stephens expects to confer with Zack Terrell and Jess Adkins concerning the Cole Bros. and Robbins Bros. shows; with John Powers and S. L. Cronin, of the new Col. Tim McCoy show; with Howard Y. Bary, of the Hagenbeck-Wallace contingent, and Charles Sparks, of Downie Bros. Variance in size of shows will necessitate individual contracts in each case, the union rep said.

### Minimum Wage

Ringling-Barnum contract signed by Duval yesterday calls for a minimum wage for big show musicians of \$42.50 as against \$40 last season; \$65.50 minimum for band leader as against \$63 in 1937; payment of one sixth of weekly salary (six days) for Sunday performances and use of a big show band of not less than 26 men. Minimum stipend to side-show tooters was set at \$24 and \$40 for the leader, an increase of several dollars.

Maximum tips for musicians were set at \$1 per week to cover usual responsibilities toward coffee boy, waiter, porter, mail man, etc. All band members must be paid at least \$3.50 per day expense (See AFM REVISES on page 37)

## Jacobs Breaking Black Leopard Act In Fla. for R-B

SARASOTA, Fla., March 12.—Terrell Jacobs arrived here Wednesday with animals from Cleveland upon completion of winter shows. Will remain at Ringling-Barnum quarters until show pulls out April 1. In training sensational new black leopard act to be featured by the Big One. Twelve black leopards for the act were included in shipment, which (See JACOBS BREAKING on page 37)

## Art Mix Opens To Capacity Biz

ORANGE, Tex., March 12.—The Art Mix Circus and Rodeo, with Mix featured, opened here Monday night to capacity business. Among those attending were Ken Maynard and Neal Walters. Joe B. Webb is general manager; Tom Atkinson, assistant; Nick Hennenfest, treasurer; Albert Bailey, equestrian director; F. L. Dean, musical director and camera man; Whitey Guler, boss of tickets; El Voria, steward; Elmer Centra, electrician; E. Hayden, master of transportation; Major John, side show. William E. Snyder is brigade agent, with six billposters and lithographers; Mrs. Ed Hiller, press agent ahead.

## Three for Eric, Pa.

ERIE, Pa., March 12.—Three railroad shows are booked here in less than a month. They are Cole Bros., May 21; Hagenbeck-Wallace, the 28th, and Ringling-Barnum, June 16. Last season city had but one rail show.

### 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.

## Mix To Open Early in April

Texarkana first stand—17 new units added, also animals—new menagerie top

TEXARKANA, Tex., March 12.—Tom Mix Circus will open here early in April. Definite date has not been set, but Brad Shaw, winter-quarters superintendent, announced that if it were today the show would be ready. Seventeen new units have been added. Eleven new semi-trailers have been received from California. Cage animals, a camel and two elephants have been added to menagerie. (See MIX TO OPEN on page 37)

## Billy Reed Returns From South America

NEW YORK, March 12.—Capt. Billy Reed, wild animal trainer, returned this week from a several weeks' trip thru South America, where he contacted circuses and outdoor attractions. Brought back a 23-foot python and a smaller snake, both of which will be used on an American circus. Reed announced that he is bringing in the Carlos Douglas motordrome attraction in the near future for one of the larger carnivals. Act has been a sensation in the Southern hemisphere, he said. Reed returns to South America in about two weeks to take up duties as animal trainer for the Zoo Circus which will play next from the Argentine to Mexico during next 12 months.

## Atterburys Celebrate 30th Wedding Anniversary

DAKOTA CITY, Neb., March 12.—R. L. Atterbury and wife celebrated their 30th wedding anniversary here on Tuesday. This season will be 27th annual tour for Atterbury Bros. Circus. Fred Harper's pony drills and performing dogs will be a feature. Veno, ventriloquist and magician, has signed. Atterbury Sisters, aerialists and tight wire, will be graduated at high school here in time to open with show April 30.

## Plan Proposed To Eliminate Tax On Admissions; Newman Active

CHICAGO, March 12.—During coming season it is probable that an attempt will be made by circus men to obtain repeal of the tax on admissions, which they claim is unjust and burdensome. J. D. Newman, general agent of Cole Bros. Circus, has inaugurated such a move and reports that he has received definite encouragement from a number of prominent circus owners and executives.

Newman on a recent visit to Washington talked the matter over with several congressmen, who were of the opinion that if it were properly presented to Congress it would have a good chance of receiving favorable action. He has written or talked to John Ringling North, Charles Sparks, Howard Y. Bary and other executives, who, he states,



ORA O. PARKS, who again will be general press representative of Cole Bros. Circus. He has been connected with Jess Adkins and Zack Terrell for the past 10 years.

## Object to Proposed License Increase At Zanesville, O.

ZANESVILLE, O., March 12.—Friends of the big tops recently addressed city council, objecting to proposed increase in circus license fee from \$25 to \$100. Frank Bowen suggested a \$25 minimum fee for small shows and an additional charge of \$1 per car for the large ones. William Merrick, former showman, also protested the flat rate of \$100 thru Councilman George Judy. Both said the flat rate was unfair to the small operators.

On orders of Council President E. O. Dennis, ordinance was held up to be submitted at next meeting with sliding scale provision included.

## Myers To Direct Haag Bros. Band

MONROE, La., March 12.—L. Claude Myers will be band leader with Haag Bros. Circus and will have 12 pieces. Fred Dupile, who has played solo cornet in his band for last six seasons, will again be with him. Myers will handle The Billboard, mail and route cards. Will have his band sleeping in trailer with show.

Walter Jennier and seal, Buddy, and Aerialta will be with show, which opens March 23.

## Caterpillar Tractor Demonstrated at Peru

PERU, Ind., March 12.—That Hagenbeck-Wallace Circus will move on and off wet lots with no difficulty, was evidenced here yesterday with demonstration of three-ton Diesel-powered caterpillar tractor. Stated that caterpillar can, with hitches, move entire circus props from train to lot and back in one trip.

In statement to The Billboard representative, Howard Y. Bary said show will have all the latest moving facilities.

expressed themselves as favoring the idea.

"The government has repealed the tax on grand opera, the wealthy man's entertainment," says Newman. "Why should poor people and those of moderate means be taxed to see the circus, which is their chief entertainment."

It is Newman's plan to provide all circus men who come in contact with the general public with petitions asking repeal of the 10 per cent admission tax. In every town played these petitions would be circulated among the townspeople. In this way from 1,000,000 to 2,000,000 signatures could be obtained and at the end of the season they would be presented to Congress.

Newman asks that any circus man interested in the proposition write him, giving him their views on the subject.

## Cole Trains To Chi Apr. 12

Beatty to have largest act, 40 lions, tigers—Maynard playing dates

ROCHESTER, Ind., March 12.—The trains bearing Cole Bros. Circus will depart for Chicago morning of April 12 and show will open at the Stadium April 15. Several acts new to America will be seen.

Clyde Beatty will have his largest act, 40 lions and tigers.

The sleeping cars are again painted a dark red, lettered and decorated with gold leaf, and stock cars and flats will be painted aluminum.

Ken Maynard is playing in the Rio Grande Valley. Forty-four cowboys, cowgirls, Indians and Cossacks will appear in Wild West.

Ira Watts was a visitor at quarters last Saturday. Henry Haag visited this week. Earl Lindsey, treasurer, will have in red wagon as his assistants Lorne Russell, bookkeeper, and James Mills, stenographer. Walter Bairden will be in charge of white ticket wagon.

Earl De Gloppe, contracting press agent, is due from the West Coast shortly.

## Robbins Railroad Equipment Being Painted, Lettered

ROCHESTER, Ind., March 12.—All of the new railroad equipment for Robbins Bros. Circus has reached quarters and is being painted and lettered.

Three carloads of draft horses were received Thursday. They were purchased by Jack Morris in Iowa and Missouri. Joe Wallace, superintendent of baggage stock, brought them to Rochester.

Seven tableaux, representing various nations and continents, will be in parade. Pageant will have five bands and two steam calliopes.

Jess Adkins and wife are in New York City for several days and are due in quarters first of the week.

Arnold Maley, who has been wintering at Atlanta, visited in Rochester this week. Will have charge of white ticket wagon. His wife is a performer in big show. Russell Chickering is back from a trip to San Antonio.

## Arrivals at Barney Bros.' Quarters

EL PASO, Tex., March 12.—Arrivals at quarters of Barney Bros. Circus are Joe Levine, who will have concessions (has signed Bernie and Esther Shafer for grease stand); Bud Anderson, with elephant and stock; Felix Morales Troupe (Delbert Knight is breaking trampolines act with Morales); Coriell Troupe; Henry Duo; Frances Stillman, prima donna; Happy Shaw, who will be on tickets; Henry Blank, band leader.

Big top will be an 80 with two 30s and a 40; menagerie, a 60 with one 30; side show, a 60 with three 30s and a 120-foot double-decked banner line.

Roster: John D. Foss, Billy Dick, owners; Art Powell, superintendent; Ralph Noble and Tommy Arenz, side show; Evelyn Turner, big-show ticket wagon; Jack Turner, bookkeeper and inside tickets; Matt Laurish, equestrian director; Buck Branham, boss of props; Anderson, Wild West; Frank Ellis, banners; Butch Cohen, legal adjuster; Lawrence Cross, producing clown; Charles Williford, mechanic; Harry Dalvine, electrician; Ted Cobb, chef; Otis Hall, boss hostler; Tye Feury, brigade agent with four men. Show will be heavily billed.

### Showmen's Club News

Circus folk interested in the activities of the various outdoor showmen's organizations will find the news of these in each issue of The Billboard, generally in the Carnival Department.



# With the Circus Fans

By THE RINGMASTER

**President** MELVIN B. HILBRETH  
**Secretary** W. M. HUCKENBACH  
 118 East 10th St., Newark, N. J.  
**Treasurer** W. M. HUCKENBACH  
 118 East 10th St., Newark, N. J.  
 (Conducted by WALTER HOENADEL, Editor  
 "The White Top," care Hobanadel Printing  
 Company, Rochelle, Ill.)

**ROCHELLE, Ill., March 12.**—The Chicago John L. Davenport Tent met in Hotel Sherman March 3. Among those present were William S. Sneed, Frank H. Hartless, Burtis L. Wilson, E. L. Williams and J. R. Shepard.

Don S. Howland, South Bend, and Fred Becker, Fort Wayne, Ind., caught Shrine Circus at Indianapolis March 10. The week before Becker spent two days in Cleveland and attended Grotto Circus.

Gordon Potter, of St. Joseph, Mich., was in Chicago recently and visited John Shepard and C. H. Bennett.

Postcard received from Stan Rogers, Los Angeles, states that the March issue of *The Coast*, published in San Francisco, has two-page spread of photos taken at the Barnes quarters.

A card from O. C. Comfort, of Moline, informs that he is motoring east and will spend a week at Silver Lake in Catskill Mountains and then visit New York City.

The midwinter issue of *White Tops* will be placed in the mail March 15.

Mrs. Julia E. (Millman) Hoye, 78, mother of James B. Hoye, CFA of Hartford, Conn., died at her home there after a short illness. Survived by two daughters, Mary E. and Gertrude, both at home; two sons, Charles P. Hoye, of

Chicago, and James B. Hoye, of Hartford; a granddaughter, and a sister, Susan Millman, of New York City. Burial in St. Agnes' Cemetery, Albany, N. Y.

## Little Headway in Govt. Case Against John M. Kelley

**NEW YORK, March 12.**—Federal government's court case against John M. Kelley, general counsel for Ringling Bros. and Barnum & Bailey, Inc., entered its second week here this week with little or no headway having been accomplished by either side. Government is producing bookkeeping data of years ago in attempt to prove Kelley guilty of defrauding the government of at least \$3,000,000 in income taxes due the government by Ringling interests.

Joseph Burns, assistant district attorney, who is heading the prosecution, advised late this week that in all probability the trial will last for several months. Several present-day circus leaders, formerly employed by the Ringling Bros. in various capacities, will be called in as witnesses as the case progresses, Burns said.

## Pick-Ups From Europe

**PARIS, March 7.**—Palermo's seals; Rozes-Loyals, jugglers, and Ray and Eddie, acro comics, are at the Bobino. Three Theels, equilibrista; Billy Bourbon, tumbler, and Two Soemans, musical clowns, at the Petit-Casino. The Omania, hand-to-hand, at the Roxy.

Cirque Demuynek has terminated its run at Cirque Royal in Brussels and is showing at Ghent. Rodella Rus and Artix, cyclists, are at Ancienne Belgique at Brussels, and the Mary and Erik Company, roller skaters, are at the Varietes.

Three Erwingos, aerial; Two Richters, perch; Hoover, contortionist; Peseoff Sisters and Kiko, jugglers, and the Sin Lis, acrobats, are at Drahnosky in Prague. Eight Rolling Ladies, roller-skating flash, are at the Deutschlandshalle in Berlin.

Circus Schumann opened season in Sweden at Gothenberg March 4. Goes into the Djurgården in Stockholm on March 17 for several weeks' run. Circus Mies-Kolzer opens its 70th season at Odens, Denmark, March 27. John Houke presenting indoor circus at the Carre in Amsterdam.

## Moore Story Brings Him Numerous Letters

**HOLLYWOOD, Calif., March 12.**—Ever since *The Billboard* ran a picture and story on Capt. Jim Moore, 80, in issue of October 2 the veteran plainsman and outdoor showman has been kept busy in Hollywood film studios as an official "debunker," as he calls it. He reports that as a result of story he received more than 150 letters from friends in show business, among them many persons he had not seen or heard about in years.

"I'm satisfied that everybody and his brother in show business reads *The Billboard*," Captain Jim declared, "and a lot of those folks are working in Hollywood studios, too, because I got a lot of personal comment and numerous inquiries."

## Silverlakes Returning

**CINCINNATI, March 12.**—The Silverlakes (Archie, Billie and Jonnie Mae) write from Middelburg, South Africa, February 15 that they will leave February 25 for the States, via Southampton, England, and expect to arrive here last of March. Have been away from States two years, three months. Will visit with Mr. Silverlake's sister in Postoris, O., for two weeks, then to Rushville, Ind., two weeks with Mrs. Silverlake's mother, then go to Mr. Silverlake's sons at Medora, Ind., to practice for dates in this country.

The Duttons will remain in Africa until May.

## Vaude Show for Wheeler

**OSWEGO, N. Y., March 12.**—Ken Wheeler will present a vaude show, playing theaters and halls in this State. Will play week and three-day stands. Show will travel in one truck and in private cars. Will go under canvas about June 15. For past two seasons he has been brigade agent for Silver Bros.' Circus. Will not be general agent for Dakota Bill's Wild West Show as stated in a recent issue.

## Workmen Readying Russell Equipment

**ROLLA, Mo., March 12.**—A constantly increasing force of workmen is in quarters here readying Russell Bros.' Circus, which will open next month. Work in the shops is under supervision of George Warner, superintendent, and E. A. (Ernie) Peterson, chief of transportation. New season will find menagerie materially improved. Cages are being constructed under Peterson's direction and new animals of various species are being received each week.

All rolling stock is being overhauled and several new power units installed, while a brilliant paint job is being applied thruout. Manager C. W. Webb promises that in physical equipment Russell Circus will not be surpassed by any other motorized show.

Mrs. Webb reports that with contracting of the performing personnel almost completed, program will exceed anything ever offered by show. Roster will contain many new names.

A new line of press material is being prepared by Justus Edwards. The loose-leaf portfolio type of press book which won approbation from newspaper editors last season will again be used, containing a generous assortment of bright news-worthy mats and photos. Text and art of heralds and mailing pieces also will be new, and there will be several attractive designs in show's line of all special paper.

## Circus Lecture Goes In

**BOSTON, March 12.**—Going into summer quarters, George Brinton Beal, whose motion picture illustrated lecture of circus life and customs, *Thru the Back Door of the Circus*, has traveled extensively during the winter, reports a widespread all-the-year-round interest in the circus and its people everywhere.

Among the dates played were the University of North Carolina, Chapel Hill, N. C.; Teachers' College, Greenville, N. C.; Teachers' College, Farmville, Va., and teachers' colleges at Millersville and Bloomsburg, Pa., along with numerous preparatory schools, educational and social organizations thruout New England.

Due this spring and based upon the same material as the lecture, Beal will author a book of the same title, *Thru the Back Door of the Circus With George Brinton Beal*.

## Barker in Eastern Ohio

**NEW PHILADELPHIA, O., March 12.**—A well-balanced circus unit, under title of Barker Bros., is playing Sun Time in Eastern Ohio to good biz. Among acts are Blomberg's Alaskan Huskies; Dynamite, comedy mule; Eva Kelly, aerialist; Three Comrades, comedy acrobats; pony drill, trained dogs, monkeys and clowns. Unit is moving on trucks.

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**MADISON SQUARE GARDEN, N. Y. C., FRIDAY, APRIL 8**  
 All people engaged for various departments will report for rehearsal, Madison Square Garden, as follows:  
 Aerial Performers With Rigging ..... 10 A.M. Friday, April 1  
 All Other Performers ..... 10 A.M. Tuesday, April 5  
 Musicians, Big Show Band ..... 9 A.M. Tuesday, April 5  
 Ticket Sellers and Door Men ..... 8 A.M. Tuesday, April 5  
 Freaks and Side Show Performers ..... 10 A.M. Thursday, April 7  
 Side Show Band and Ushers, unless otherwise instructed, will report for opening under canvas in Brooklyn, N. Y., Monday forenoon, May 9. Performers answer this call to PAT VALDO. Musicians, Big Show Band to MERLE EVANS. Side Show Freaks and Performers to CLYDE INGALLS. All others to GEORGE W. SMITH.  
 Address all, Care RINGLING BROS.-BARNUM & BAILEY, Sarasota, Fla.

# Under the Marquee

By CIRCUS SOLLY

**CHARLES DRYDEN**, foot juggler, has signed with Parker & Watts Circus.

**DEWEY L. ORRELL** will play bass with Downie Bros.' Circus.

**HERBERT MARSHALL** will have side-show band on the Barnes show.

**MACK KASSOW** has closed with Frank With's Circus. Will have Side Show with Downie Bros.' Circus.

**JESS ADKINS** and wife and Ralph Clawson attended Cleveland Grotto Circus.

**WYATT DAVIES**, clown and dancer, is in floor show, Pine Tree Inn, Bogalusa, La.

**MERLIN (SHORTY) HINKLE** will be with Robbins Bros.' Circus, not Harris Bros. as recently mentioned.

**TINY WILLIAMS**, after a year's rest, will be with Cole Bros.' Circus. Had been under doctor's care.

**BOB DICKMAN**, cookhouse steward, has signed with Sells-Sterling Circus. Will be his 23d season with big tops.

**HERBERT SCHEFFEL**, Charles Milbauer Sr. and C. Rudolph Milbauer caught matinee March 6 of New York WPA Circus at Orange (N. J.) Armory.

**THE WALLENDAS**, high wire, are favorite act of Joseph McEntee, of Philadelphia. What is yours?

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See Ad on Page 48

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**CITY COUNCIL** at Harrisburg, Pa., has refused application of Cole Bros.' Circus for May 30, following its policy of keeping Memorial Day open for local events.

**DR. WILLIAM MULLIGAN** and Frank Kandler attended Shrine Circus at Minneapolis and visited with a number of performers.

**AL ST. CLAIR**, of Cole Bros.' Circus, is on a tour of Norway, Sweden, Denmark, Poland and Finland and when concluded will return to the big tops.

**CLARENCE AUSKINGS** is general agent of Chief Rolling Cloud's Dog Town Polites. Biz is good. Act will go east for the summer.

**PORT DODGE, IA.** MUNICIPAL BAND, conducted by Karl L. King, gave a St. Patrick's program band concert in High School Auditorium March 13.

**J. R. FRANKLIN**, 88, who used to be one of the Plying Franklins, lives in Richmond, Va. He still walks with a sprightly step.

**JESS MORRIS** will play double drums with Parker & Watts Circus; Walter Parnell, trombone, and Bill Wymore, double drums with Wallace Bros.' Circus.

**AERIAL ORTONS**, who are presenting acts with Keyes United Indoor Circus, will start their outdoor season in a few weeks.

**FRANK BECK** pens that E. B. Sterchi, legal adjuster, and wife have been wintering at Daytona Beach, Fla., and that Sterchi will again be with a truck show.

**CHARLES SMUTNY**, in Chicago Tribune of March 6, had a story titled The Circus on Parade, in which some old-time shows were mentioned.

**BILLY BROWN**, band leader of Chase & Son Circus, has signed Art Gilmore to play trap drums and marimba. Men will have new uniforms.

**PAT KRAMER**, of Peru, Ind., is press agent for Keyes Bros.' indoor dates. Has been connected with various Peru circus enterprises for many years.

**NO PARADE** will be given by Cole Bros.' Circus, but one by Robbins Bros. (See UNDER THE MARQUEE on page 61)

## Pick-Ups From Peru

**PERU, Ind., March 12.**—Harry Smith, Leo Shug and Tex Montgomery are readying baggage stock for Ringling-Barnum.

Tragedy stalked at birthday anniversary of Louis A. (Blackie) Benadone past Sunday when he, as chief of Ringling Hotel here, outdid all previous efforts of culinary spreads for all R-B attacks and a few invited guests, among whom were his wife and brother-in-law, Andrew Brenkle. Two days later Benadone received telephone call informing him that his wife was in dying condition at Duke's Memorial Hospital, suffering from stroke of apoplexy and blood clot on brain. Stated that she received injuries by falling from chair.

A record that is said to be fastest ever seen here was witnessed by The Billboard representative when Francois Aversa, Stefann Repetto, Joseph Horwat and Alfredo Colimoro, trainers and assistants to Blaceman, put up specially constructed steel arena in seven minutes and moved it out in six minutes. Cage is connected with self-fitting slots, easily connected. Stated by Blaceman that with extra help cage can be put up in four minutes and removed in three. Horwat has badly bruised right hip and several deep scratches across chest, sustained when he attempted to enter Blaceman's cage with what is said to be the largest litter of punks ever born in United States.

First camel born here in 1938 was named Miss March by Burt Shure, in charge hump barn. Stated it will be feature of kid show on H-W; also said that several more are expected this month.

Arthur Johns, circus scenic painter, branched out as chalk artist when he gave half-hour appearance before civic club here. His wife is a noted wardrobe designer.

Willie Davis will handle gipping hitch with H-W.

## Three Tent Shows Open in France

**PARIS, March 7.**—Three of the big French tent circuses are already operating in south of France and several more will soon hit the road.

Cirque Amar pitched its top at Nice February 23 and remains for three weeks. Excellent program includes Lopez Trio, flying trapeze; Hyder Trio, acro comics; Janekes, aerial; Skating Hamiltons; Germain Aeros, comedy wire; Miss Lissy, trapeze; Four Polis, perch; Six Plastics, equilibrists; Joe Laurin, juggler; Mex Ramco, antipodist; Tay and Tya, acro comics; Two Adarce, hand-to-hand; Nemees, contortionist; Cherif Bey Troupe of Arab tumblers, and Baby's group of clowns.

Liberty, high-school and jockey horse numbers by Amar Jr., Smols, Gautier, Straasburger and Misses Straasburger, Rolande and Gruss. Animal acts include Guarre's seals, Amar elephants, lions and tigers.

Cirque Pourtier, wooden-walled arena, opened four weeks' stand at Bordeaux last week, with clowns Alex and Porto heading bill. Cirque Pinder opened at Tours with bill featuring the boxer Marcel Thil.

## Model Builders' Activities

**ST. JOSEPH, Mich., March 12.**—Frank B. Updegrave Jr. has moved from Montreal to Boyertown, Pa., and joined the Circus Model Builders. Is working on a complete model of R-B on 1/4-inch scale.

George H. Barlow III, Binghamton, N. Y., has joined the association. Has an extensive miniature of R-B show. Other new members are Harold U. Moore, Reading, Pa.; Charles Stern, Austin, Minn.; A. D. Plagmann, St. Louis.

Jean LeRoy, Detroit, has completed 25 Indians for his model of the Buffalo Bill Wild West and is also working on a model of the old Pawnee Bill band wagon.

George H. Graf, Peru, Ind., spent several days in Indianapolis. Attended Shrine Circus.

Walter W. Matthe, Long Beach, Calif., has completed a band wagon, calloffe and tableau wagon for his Ford Bros. Circus.

Charles H. Bennett and wife, Berwyn, Ill., spent a week in the East. Visited Charles E. Doelker, Harrisburg, Pa., and saw his model circus. Doelker attended the model show in New York City and visited N. Sateja, Camden, N. J., and saw his extensive circus. Sateja has completed an acro-tap dance engagement at Yacht Club in New York.

Burt Wilson, Chicago; W. H. Hohensadel, Rochelle, Ill., and Gordon M. Potter, St. Joseph, Mich., attended Central States CPA meeting in South Bend. Potter took along a number of wagons from Gordon Bros. Circus. Potter recently went to Chicago and with John R. Shepard visited Charles H. Bennett and saw his many fine miniature H-W wagons.

Bert Backstein, Decatur, Ill., has received a dozen performing African barba doves and is building a cage wagon to house them to lend atmosphere to his "winter quarters."

Osborn Schleints, Long Branch, N. J., has completed 33 railroad cars for his show. Also has 130 people and more than 200 animals.

## Jean Belasco Services; Many Floral Offerings

**MIAMI, Fla., March 12.**—Jean Belasco, who was killed by a passenger train March 5, was laid to rest in Woodlawn Cemetery here Thursday. His sister, living in New Brunswick, N. J., was unable to come or furnish any money with which to bury him. It is most likely that she will come here and take body to New Brunswick, N. J., for interment. Money was raised by members of Royal American Shows, Endy Bros. and Hamid-Morton Circus showing here. Services were conducted by Rabbi Jacob L. Kaplan with full Jewish rites.

The body was escorted from Coombs Funeral Home to big top of Hamid-Morton Circus, where it lay in state. Owing to custom of the Jewish faith only Jewish showmen were permitted to act as active pallbearers. They were Eddie Lipman, manager of Endy Bros. Shows; Sam Applebaum, Max M. Tarbo, Emanuel Klein and Charles Katz, assistant manager of Downie Bros. Circus. Honorary pallbearers were Tex Sherman, David B. Eady, Ralph Eady, Bob Morton,

## 15 Years Ago

(From The Billboard Dated March 17, 1923)

Members of Ringling-Barnum Circus were assembling in New York to prepare for opening at Madison Square Garden. Val Vino had just signed with the organization. . . . Shipp & Feltus Circus was playing the West Indies. . . . Mel Burtis signed to manage the stands with Gentry-Patterson Circus. . . . Bantley Bros. Circus contracted Harry R. Moore as general agent; Charles A. Moylan, side-show manager, and James J. English, bandmaster.

Fred Buchanan was organizing a new show, World Bros.' Big 4-Ring Wild Animal Circus, at quarters in Oranger, Ia. . . . Riding Davenport, Kenneth R. Waite, producing clown; Fred Poole's Ten-in-One pit show and Archie Webb, bandmaster, were contracted by Fred Buchanan. . . . Lowery Bros.' Circus' executive staff included George B. Lowery, owner-manager; William Grant, equestrian director; Prof. Arthur Roark, musical director; James O'Hara, advance; Charles Hartly, canvas superintendent; Charles Hill, in charge of concert, and Mr. and Mrs. J. E. Wilson, cookhouse.

Earl and Herbert Woltz were organizing a show to be known as Woltz Bros.' Circus. . . . Babe Collins joined the Great Western Dog and Pony Show and John T. Blackman signed his side show and manager with the same organization. . . . Lawrence LeDoux was named contracting agent with Sparks Circus. . . . Al Pitcher, contortionist with the Lincoln West Minstrels, signed with Gollmar Bros.' Circus. . . . Joe A. Doebeck, juggler, joined Christy Bros. Circus at Beaumont, Tex., after a winter of vaude dates in the South. . . . Jack and Beta LaPearl contracted with Walter L. Main Circus, he as producing clown and she for swinging ladder and working ponies.

## Miami

**MIAMI, Fla., March 12.**—Frank Welch, of St. Cloud, Minn., who operates billposting plant, is visiting Miami. On his way he stopped off at Ringling-Barnum quarters in Sarasota. He visited with old friends with Hamid-Morton Circus. Will return to St. Cloud after close of the circus.

W. J. Tucker, of Funland Park and Endy Bros.' Shows, is a regular visitor with his old friend Barney Backus, whose bar and grill are headquarters of members of Hamid-Morton Circus and Royal American Exposition Shows.

Charles Katz is still shaken up from seeing Jean Belasco killed. He is in charge of stock and equipment sent here from Downie show for the Police and Firemen's Pension Fund Circus.

W. J. Tucker and John R. Van Arman. Floral offerings, all told 15 pieces, were from Royal American Shows, Endy Bros. Shows, Hamid-Morton Circus, Commercial Advertising Company; American Legion Post No. 85, Miami Beach; Kay Bros. Circus; Matthew J. Riley, general agent Endy Bros. Shows; Jimmie's Restaurant; F. D. Freeland, former press agent, now in advertising business here, and wife; members of Van Arman show, Bacchus Grill boys, and Bill McLean, of Mack's Bar.

An outstanding piece was a wreath with an elephant made of carnations. This was from friends and idea was conceived by Endy Bros. Shows.

## Seaboard Railway Sends Check

The Seaboard Railway, on whose road Belasco was killed, sent a check to take care of funeral expenses, and remainder of money from a collection will be given to Alice Shaw, who was with Belasco when killed, for expenses to her home in the East.

As the funeral party left grave they visited the vault which contains remains of Ollie Trout, who recently died. Among showmen and others who attended were Harold Tobin, of Commercial Advertising Company; William Kettow, George A. Hamid, Mr. and Mrs. Oscar Babcock, Doc Joseph Hefferan, Mr. and Mrs. Sol Solomon; William Hicks, of Endy Bros. Shows; Bennie Wells, Art Lewis, Judge J. Berriman and entire personnel of the three shows previously mentioned.

# The Corral

By ROWDY WADDY

**DIXIE WILLIAMS** info from Talladega, Ala., that he is still managing the W. M. Rozelle Ranch Riding Academy and breaking a few more horses there.

**R. E. H. GARDNER**, better known as Arizona Bill, reports from Fort Sam Houston, Tex., that he and his mule, Tipperary, have been signed to appear with Col. Tim McCoy's Wild West Show.

**WHAT HAS BECOME** of those good oldtimers Tom McNus, Deacon Dave De-trick, Jim Braddas (Texas Jack), Frank Martin (Power Face), Tom Eckhard and George W. Atterbury?

**TED ALLEN**, world's champion horse-shoe pitcher, who is winding up a sports short movie for Grantland Rice in Hollywood, will leave soon to be featured by the JE Ranch Rodeo this season.

**BETTY AND ROBERT FOSTER**, juvenile trick shots, have been contracted to work a full season with one of the Class A circuses, according to their father, Kenneth Foster, of Sheldon, Ill. The kiddies played fair dates in Illinois, Indiana and Wisconsin last season.

**IN ANSWER TO** a recent query in this pillar as to what became of Stack Lee, Major O. Watson Scott scribbles the following: "Stack Lee is associated with me and Arizona Dave Little in Florida, where we have been presenting rodeos. Stack, assisted by Mrs. Lee, is presenting his shooting act, and we are featuring his 10-horse catch."

**CONTESTANTS AT** the rodeo held in conjunction with the San Angelo (Tex.) Live-Stock Show March 5-7, included George Mills, Carl Dasey, Fritz Truan, Jackie Cooper, Burrell Mulkey, Stub Barthlemay, Carl Dykes, E. Barnett, Buckshot Sorrells, Bill Eaton, Harold Jackson, Hugh Bennett, Dick Truett, Bruce Ross and Gene Ross.

**JE RANCH RODEO**, under direction of Col. Jim Eskew, will open the season

## CIRCUS SUPPLY HOUSES



GET YOUR SHARE OF THE BUSINESS FROM THE NEW SHOWS ON THE ROAD THIS YEAR ADVERTISE IN

## The Billboard

MARCH 26 ISSUE WILL BE THE MONTHLY LIST NUMBER

Copy for the Circus Department must reach us by Friday, March 18.

APRIL 9 ISSUE ANNUAL SPRING SPECIAL

Copy for the Circus Department must reach us by Wednesday, March 30.

in the 109th Field Artillery Armory, Wilkes-Barre, Pa., April 4, for a week's stand. Fog Horn Clancy, general press and exploitation manager, is already established in Wilkes-Barre and working with Col. Stephen Elliott of the Army. Clancy, while handling the press for the recent Jamaica, L. I. Charity Circus staged by Frank Wirth, was made a deputy sheriff.

**COL. CLARENCE SCHARBAUER**, president of Midland (Tex.) Fair, Inc., last week appointed Foy Proctor, John Dublin, Roy Parks, Leonard Proctor and Donald Hutt, Midland cattlemen, to the general rodeo committee for the annual cowboy contest to be held there next fall. Foy Proctor was named committee chairman, while W. T. Doherty was appointed publicity committee chairman. A full program of Western events are planned, and this year for the first time entrance fees will be added to purses. Butler Brothers have been contracted to furnish the stock.

**NEW FEATURE ACTS** at the rodeo being held in connection with the Southwestern Exposition and Fat Stock Show, which opened March 11 in Fort Worth, Tex., include Francisco Aparicio, trick roper; Luke J. Pasco and his sheep dog, Jean, and Jeff Reavis and Liberty horse, Danger. Capt. Irving O'Hay is rodeo announcer for the second year. About 200 contestants are entered, a slight gain over last year. They were main features of a downtown parade opening day. Arena walls have been strengthened to keep the Brahma steers from going over into the audience. One of the biggest thrills of last year's show occurred when a Brahma escaped and was finally captured on lawn in front of Coliseum.

**WEST TEXAS RODEO** and Boys' Fat Stock Show, under West Texas Fair Association auspices, which closed March 3 in Abilene, Tex., after three days of real Western riding, roping and bulldogging, was highly successful from an entertainment standpoint. Financially, the show finished on debit side of the ledger, but fair officials showed no inclination to abandon either the live-stock exhibit or the entertainment program as an annual event. Rodeo officials included Ruck Sibley, director; Hugh Bennett, arena

### Hinkle's Sale of Stock To Liquidate Debts Is Denied

**CINCINNATI**, March 12.—John R. Stewart, secretary and treasurer of the Pickwick Club, Birmingham, denies that Milt Hinkle sold some of his stock in that city to liquidate pressing debts, as reported recently. "It is true," says Stewart, "that Hinkle sold a few head of stock which he wanted to dispose of. However, the report that I went to Chattanooga to reclaim losses is erroneous; in fact, Hinkle's rodeo, under Pickwick Club auspices, played to good business in both cities, the sponsors realizing a net profit of \$1,800.

"Nearly 20,000 people attended the rodeo in Birmingham and about 14,000 in Chattanooga. Both shows, featuring good stock and outstanding performers, were run off in splendid style. The report that his band leader attempted to run an attachment is also erroneous. It was a union band and the Pickwick Club personally paid the union scale of \$909, the price quoted to us by the leader. Concerning the 2,300 passes, I have not checked that item. However, we know that the number of passes issued were not in excess for proper promotion of such an attraction and the sponsor was very much satisfied."

### Ingham's American Indians Conclude Tour of Carolina

**CHARLOTTE**, N. C., March 12.—Col. Rex M. Ingham's Congress of American Indians concluded its tour of North Carolina School dates last week after playing to only fair business in Gastonia and Concord. Business here, according to Ingham, was far below that of other counties and cities played during the season. Organization will play a string of park, beach and fair dates until opening of school term next fall. Among outstanding hits in school programs were Chief Samson Sine's children, Day-break and White Beaver. Recent visitors included Bill Jones, Dick Lewis, Bill Williams, Tom Dege and Col. M. L. Baker, owner of the Dakota Bill Wild West Show.

## Biz Good for WPA Show at Orange

**ORANGE**, N. J., March 12.—The WPA Federal Theater Project's circus closed its week-end run here March 8. Biz was excellent. Engagement was sponsored by the Special Troops of the New Jersey National Guard and show received splendid co-operation from Major Joseph Leimer, commander of local unit. At conclusion of Sunday night performance Major Leimer conferred with Burns O'Sullivan and advance department on bringing show back to Orange during tenting season.

Both local and Newark papers came thru with both advance and after stories and all papers ran several pictures. "The clove" bingo game, a new number produced by Oscar Lowande, was introduced here. In addition to winning plenty of laughs, it brought forth editorial comment from local paper. "The masked marvel, who does a 'slide for life,'" joined here and was well received, reports Wendell J. Goodwin.

### Animals Back at Peru

**PERU**, Ind., March 12.—Arrival of circus special here from Cleveland, last winter date, saw Cheerful Gardner with 10 elephants, assisted by Lou Clayton, Hurley Woodson, Georgie French and Ollie Miller. In movement were four camels, eight ponies, in charge of Charles Arnold, Robert Forsythe, Lynn Gerard and Abie Marshall. Also on train was Pontiac Red, in charge of Sumeran, owned by Dorothy Herbert, with Cole Bros.' Circus. Clarence Adolph and assistants were here to move Herbert's horse and props to Rochester quarters. Saddening departure from Cleveland date was serious illness of Sam Kellogg, Steve Fynn's pony boy, of Ringling-Barnum, who while stock watchman suffered lung hemorrhage. Is confined to Cleveland hospital, where condition is said to be critical. Special train out of Cleveland to Sarasota moved Rudy Rudyoff and Checker-board horses and Terrell Jacobs and wife with cats.

### Gainesville Signs First Contract for New Season

**GAINESVILLE**, Tex., March 12.—Gainesville Community Circus has signed its first 1938 out-of-town contract with Junior Chamber of Commerce at Wichita Falls. Dates are September 8-9. General Agent Roy Stamps went from there to Childress, and then to West Texas, seeking other contracts. Todd Henry and family, who have been wintering here, left March 1 for El Paso to join Barney Bros. Circus. Doris Marie Norman, eight-year-old aerialist, has perfected a heel-and-toe catch routine and will be heavily featured by Gainesville show. Rigging has been ordered for the turn, worked up by Al Conner. Vern Brewer and Portia Sims, working out stock, have two dog and pony riding acts in shape, and have received harness, plumes and rigging. Big top will go to Oklahoma City next week for a rental. Carey Shell, band director, will pick his band from his high-school band talent, he states. Rehearsals will begin this month.

### Doulans Collaborating With Bradna on Book

**BRIDGEPORT**, Conn., March 12.—Humphrey Doulans left last week to visit Fred Bradna, who was confined to a Lansing (Mich.) hospital. He is collaborating with Bradna on publication of a book based on the 38 years that Bradna has been in show business. Last summer Doulans tramped with Ringling-Barnum show for six weeks to get material. Book is to be published this summer.

### MIX TO OPEN

(Continued from page 34)  
A new menagerie top arrived from the U. S. Tent and Awning Company to match the new big top, which was put into service shortly before closing last fall. Irish Moran, general agent, has been in and out of town, and press department is preparing new material. Tom Mix recently returned from an engagement in Havana and is shipping new stock from California. Show will move

on about same number of units as last season, but many of them will be larger. Dail Turney, general manager, returned recently to Los Angeles to attend to shipment of the new stock and trailers. Noted for its elaborate and original ideas in painting, show will be even more brilliantly decorated. All cages, two ticket wagons and several baggage wagons have been finished with raised carvings, gold leafed. Show has already contracted for many auspicious engagements. Nothing has been decided on the Toronto Exhibition, but it will quite likely be included.

### AFM REVISES

(Continued from page 34)  
money while the show is playing its Madison Square Garden engagement and any other date within an inclosure, and the show must furnish free transportation from cars to the lot and vice versa when the distance is greater than walking range. Stipulations governing the Barnes-Sells-Floto-John Robinson show are approximately identical with Ringling demands except that wage scale for big show bandmen will be \$40 minimum and \$60.50 minimum for the leader and must use at least 17 men and no deductions in salary can occur for omitted performances, except when omission is due to the elements, etc. Barnes show will also pay back wages, aggregating \$1,500, for Sunday performances in 1937. Before departing for the Midwest Stephens announced that the union plans to study the small circus situation this season, as well as the carnival industry.

### JACOBS BREAKING

(Continued from page 34)  
had 18 lions, 2 tigers, a hippopotamus and 50 ring stock horses. Arlayne Brown, woman champion pistol shot, has been signed and will be featured in concert. Maxwell Coplan, magazine photographer, arrived here last week to shoot scenes for a group of national magazines, including Life, American Magazine and Stage. Harvey Mayer arrived with Coplan and is a daily visitor at quarters. Robert Kinney, industrial editor of The Birmingham News-Age Herald, paid his annual visit to the show last week. Alf T. Landon was a visitor yesterday. General Manager George W. Smith is lining up R-B acts for the annual St. Martha circus to be staged here for benefit of Catholic church March 17. Midnight, black leopard which walks a tight wire, is latest addition to menagerie. One of four macaws recently received by menagerie escaped last week. Chained to an outdoor perch, the bird slipped its chain and flew into a nearby jungle. Sketches of paper being prepared on show's new features have been received from Strobbridge Litho Company and won enthusiastic approval from John R. North. Charles Baskerville, Indian art authority and painter of official portraits of Indian potentates, is here to do sketches for spec.

## TENTS

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### FOR RENT

10 acre Show Lot at S. W. limits of Elyria, O. 30,000 population, on U. S. Rt. 20 and H. & O. R. R., eight miles from Lorain. 45,000 population; Amberst, 2,500; Oberlin, 20,000; Grafton, 1,200. Buckeye Stage, Greyhound bus lines and city bus lines stop at grounds. City water and electricity. Reference: Sparks Show.  
**A. L. BECKER**, care Wayside Inn.

# BROAD RIPPLE SOLD

## \$250,000 Deal In Indianapolis

New owner to spend about \$150,000 in improvements for pioneer fun spot

INDIANAPOLIS, March 12.—Plans to spend about \$150,000 for improvement of Broad Ripple Amusement Park, pioneer fun spot here, have been announced by Warner A. McCurry, new manager, following purchase of the park by a former Indianapolis corporation. Deal is said to have involved \$250,000 and extensive rehabilitation will be made, said Manager McCurry. Purchase was made from Oscar Baur, Terre Haute, Ind., financier, who has owned the property since 1924.

Officers of the purchasing group are Mr. McCurry, president; Fred L. Ellison, vice-president; Ewing L. Cox, secretary; Earl M. Costin, chairman of board of directors.

"The park will be thoroughly renovated," said Manager McCurry, "crews already being at work tearing down old rides and equipment and arranging for installation of new. New tennis courts, baseball diamonds and bathhouses will also be constructed. Enlargement of the sand beach and dance hall is planned and weekly inspection of the swimming pool by the State Board of Health will be made."



DURING her recent visit in Cincinnati when she played the Shubert Theater Jane Withers took time off to visit the zoo for a few hours as guest of Mr. and Mrs. William Dressman. And did Susie, the gorilla trained by Dressman, take her eye here the smiling film star is seen with the smiling wife of the trainer in front of Susie's home. Accompanying Miss Withers on the zoo visit were her mother and four guards.

## Rosen Buys a Site In Coney Fun Zone

NEW YORK, March 12.—David Rosen, Coney Island show operator many years, has revealed that early in the year he purchased from Patty Shea about 4,500 square feet of property at 12th street and Surf avenue.

Property, reported to be valued at about \$75,000, is occupied by Fred Sindell's side show, and Rosen advised that Sindell, who has leased the site for several years, will continue to occupy it until Rosen decides to develop it, which will not be for several years.

Deal marks first major exchange of property in heart of Coney Island amusement zone in several years. Rosen reported that he will produce a 1938 attraction of exceptional merit in the building he has occupied last couple of seasons.

## Littleton Named in Akron

AKRON, March 12.—William Littleton, who has been with a city service department, has been named promotion and public relations director of Summit Beach Park here. He will have charge of booking picnics, free attractions and promotions to stimulate attendance. Akron's only amusement park, officials said, will inaugurate a new policy calculated to greatly change the atmosphere of the midway.

## A. C. Beauty Pageant Is To Be Tried Again

ATLANTIC CITY, March 12.—Altho last year's beauty pageant was called a big headache, the Pageant and Showmen's Jubilee Corporation is going to try again. At a reorganization meeting John R. Hollinger, company head, was re-elected general director and plans laid for first week after Labor Day.

After a move started last fall following various mix-ups to have the city take over the pageant city officials decided to let well enough alone and give the affair some "moral support." This year another attempt will be made to interest movies and have some screen tests for prizes.

Board comprises Frank P. Gravatt, Hugh Riddle, Jack Beresin, Commissioner Casey, Bennett Tousey, Arthur Chenoweth, James P. Clark and Earle W. Swelgart.

## Gibson Renamed Jefferson Beach's Manager in Detroit

DETROIT, March 12.—J. F. Gibson will again manage Jefferson Beach here, announced L. Wagner, following a meeting of the 14 stockholders, who voted to retain him at a substantial increase in his percentage of profits.

"Manager Gibson, considering the la-

(See GIBSON RENAMED on page 42)

## NAAPPB Uses Letter Asking Aid For Halt in Business Recession

CHICAGO, March 12.—"We have been approached by a number of organizations to enlist our members in a co-operative effort to re-establish confidence in our government as a means of stopping the present business recession," reads a portion of a special bulletin of the National Association of Amusement

## NAAPPB Risk Set-Up Lauded

Operators praise liability insurance plan—details of 1938 coverage sent out

CHICAGO, March 12.—Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, from his offices in the Hotel Sherman here on March 6 mailed to the entire industry the first invitation to all operators to participate in 1938 operation of the NAAPPB's liability insurance plan. At a New York meeting details had been ironed out at a conference of President Harry C. Baker, New York, and N. S. Alexander, Philadelphia, chairman of the insurance committee of NAAPPB; John Logan Campbell, Baltimore, representing the brokers, and R. L. Inglis, Associated Indemnity Corporation of California.

"This great co-operative movement, leading operators agree, has solved the public liability insurance problem for them," said Secretary Hodge. "No longer is the industry confronted by arbitrary rate raises from year to year, as since inception of the plan the board rates have remained pretty much the same. Thru the 10 per cent reduction on all manual rates as published by the National Bureau of Casual and Surety Underwriters, which reduction also applies to minimum premiums, plus elim-

(See NAAPPB RISK on page 42)

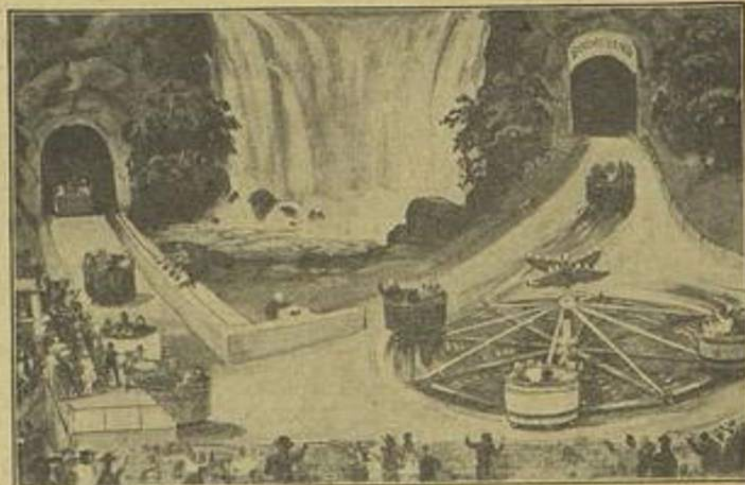
## McKibben in Canton Again

CANTON, O., March 12.—E. Don McKibben, for the past 15 years identified with Eastern Ohio and Western Pennsylvania amusement parks, has been retained as a picnic agent for Meyers Lake Park here, in which capacity he has served the past three seasons. Before coming here, he was associated with Cascades Park, New Castle, Pa., and Conneaut Lake Park, Pa.

## Parks, Pools and Beaches from the office of the secretary here.

"This organization has always been free from politics and intends to continue that policy. It is not our purpose to reflect upon the judgment or motives of any individuals or parties in office."

(See NAAPPB USES on page 42)



ARTIST'S CONCEPTION of a background for the new Boomerang ride when placed in a permanent location.

## Strong Pa. Org Marking Time on New 44-Hour Law

PITTSBURGH, March 12.—Membership in Pennsylvania Amusement Parks Association now includes every sizable spot in the State, said President A. Brady McSwigan, Kennywood Park here, who announced that after a conference of its legislative committee, PAPA has decided to withhold any legal action against the recently enacted 44-hour labor bill pending outcome of petitions for relief against the measure, started by other industries in the State.

Setting the PAPA course were President McSwigan; N. S. Alexander, Woodside Park, Philadelphia, chairman of the legislative committee; E. E. Fochl, Willow Grove Park, Philadelphia, and association attorneys, Robert F. Irwin and Dean John E. Laughlin, Duquesne University.

Members are Willow Grove and Woodside, Philadelphia; Hershey Park; Kennywood and West View, Pittsburgh; Waldameer, Erie; Dorney and Central parks, Allentown; Bushkill Park, Easton; Idlewild, Ligonier; Lenape Park, West Chester; Rocky Glen, Mooresville; Rocky Springs, Lancaster; San Souci, Wilkes-Barre; Carsons, Reading; William's Grove and Willow Mill, Mechanicsburg; Conneaut Lake Park; Forest Park, Chalfont; Harber's Lake; Olympia Park, McKeesport; Penn Valley Park, Treviso; Newton Lake Park, Carbondale; Nallin & Jennings Park Company, Scranton; Burke Glen, Pitsburgh; Philadelphia Toboggan Company, and Richard F. Lusse, Philadelphia.

## O'Malley Asks About Proposed Program Shifts

CHICAGO, March 12.—Members of the National Association of Amusement Parks, Pools and Beaches, interested particularly in pool and beach subjects, are being asked their preferences regarding proposed changes in the pool section of the program for the next annual convention in December. Herbert F. O'Malley, chairman of the program committee and director of Playland, Rye, N. Y., in an NAAPPB bulletin, announced:

"Since our last convention there has been considerable correspondence in con-

(See O'MALLEY ASKS on page 42)

## Coast Storm Closes Some S. F. Playland Attractions

SAN FRANCISCO, March 12.—Altho rain and winds whipped the ocean front of Playland-at-the-Beach here, the storm which hit Southern California did no damage to the midway. Rides and many concessions were closed most of the week, only indoor attractions being operated.

Len Mendoza, concession operator on a world tour, wrote from Melbourne, Australia, that he will return here on April 19.

Boys' Club Week, May 2-8; Safeway Week beginning on April 17 and Oxydol Week starting June 13 are participation affairs, using tie-ins with merchants.

## Kenyon to K. C. March 26

KANSAS CITY, Mo., March 12.—Omer J. Kenyon will assume duties as manager of Fairyland Park here about March 26, according to his contract with Victor and Mario Brancato, owners. He is now in Portland, Ore., in advance of Polack Bros.' Circus, which will show for the Shrine there, and expects to leave on March 20, stopping in Denver, Omaha and Des Moines on his way here.

## Brown Heads Resort Body

LAKEVILLE, O., March 12.—William R. Brown, Lakeside, was elected president of Ohio's Lake Erie Vacationlands, new organization to publicize park and resort facilities of the Lake Erie region from Vermilion west to Locust Point. Other officers named are F. W. Wakefield, Vermilion, vice-president; Carl Holzappel, Sandusky, treasurer; C. H. Richardson, Sandusky, temporary secretary.

# Moses Asked To Defer Rockaway Demolition Plan

ROCKAWAY BEACH, N. Y., March 12.—Amusement interests, headed by A. Joseph Geist, Playland Park owner and former president of the Chamber of Commerce, are asking Park Commissioner Robert Moses to defer steps to carry out the \$10,000,000 amusement section demolition plan until after the summer season.

Moses plan calls for clearing away all properties 200 feet beyond the Boardwalk, from 110th street to Beach 73d street, the area virtually embracing all of the shore's important amusements. He hopes to create a replica of Jones Beach.

George Wolpert, executive secretary of the Chamber of Commerce, wrote to Moses pleading for delay until after Labor Day because many concessions are conditioned for the season and many people expect employment. Moses' reply was that the matter cannot be delayed if completion of the work is desired by 1939, year of the World's Fair. Protestors are making efforts to have Commissioner Moses reconsider.

# American Recreational Equipment Association

By R. S. UZZELL

John T. Benson, of the wild animal farm, is a party to another innovation that has crashed the press of New England. This time he furnishes a lion's cage to a New England town in which are to be conveyed drunks of the city thru the streets for public inspection until the caged ones sober up. This does not let the inebriated women escape. It will be a great show but with what repercussions on the name of the city?

Once up there they put them in the stocks for public gaze, but that was in a far-off day. My pen has never spent itself in defending drunks, but I do think we should continue to be human. It's a great ad for Benson's animal cage and the farm, but I fear in no good purpose will it serve the city. It will be interesting to watch. We have seen places where the cage could easily be filled, but your author would be the last one to help load the soggy freight. Benson has just returned from abroad and expected to attend the New England meeting in Boston.

## In San Francisco's Lap?

A man from Winnipeg the other day told us he suffered more with cold in New York than any time at home. He (See RECREATIONAL on page 43)

## Long Island

By ALFRED FRIEDMAN

### How About Them?

While only one more official move remains before Park Commissioner Robert Moses' plan to scrap heart of the present Rockaway amusement center, at a cost running close to \$10,000,000, becomes operative, it might be worth while to give thought to the 2,000 persons ordinarily employed at tasks in the about-to-be demolished region each spring and summer.

Game operators, refreshment people. (See LONG ISLAND on page 42)

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Public Liability Insurance

There are many pools operating without liability insurance because owners feel premiums are too high. If ever there were proof of the adage "Penny wise and pound foolish," this practice is it. Regardless of how cautious a pool man is, an accident may happen at any time. Too many are exposing themselves to great financial danger by disregarding insurance. Some operators feel that because they maintain a first-aid booth they are completely protected, which, of course, is untrue.

A patron may sprain an ankle, take a bad dive off side of the tank or slip on a walk. And while a first-aid man may bandage the swimmer perfectly a damage suit may result. Leaving oneself without insurance is like being wide open for a so-called "Kelly right." Rates for aquadrome insurance have been high, but a joint insurance plan is being offered members of the National Association of Amusement Parks, Pools and Beaches. Under this plan premiums are, of course, much lower and complete protection is available.

## Spring Cleaning

With spring approaching open-air pool operators give thought to clean up and paint up chores. It might be a (See POOL WHIRL on page 47)



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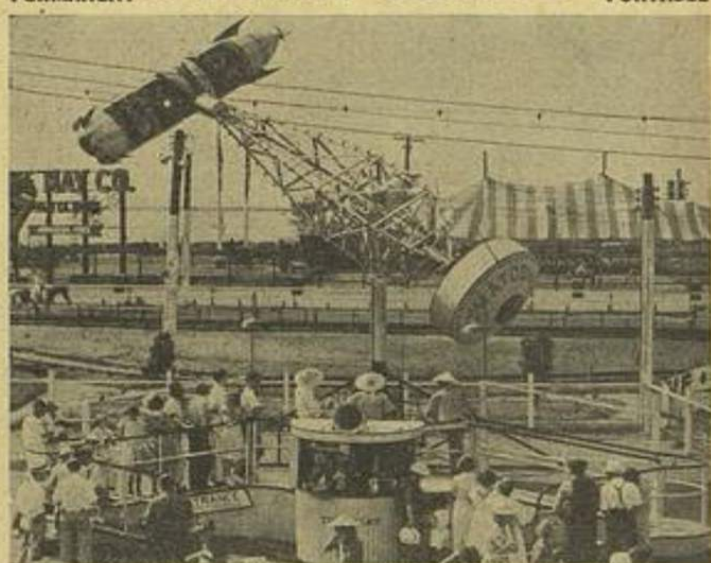
Copy for the Park Department must reach us by Friday, March 18.

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Park Department must reach us by Wednesday, March 30.

# PERMANENT STRATOSHIP PORTABLE



MODERNIZE YOUR MIDWAY WITH THE NEW AND SPECTACULAR SKY RIDE. Nine Devices in Successful and Profitable Operation During 1937. Mechanically Perfect. Beautiful in Appearance. Easy and Economical To Operate.

With the Improved 1938 Loading Arrangements, 250 to 300 Passengers Per Hour Are Easily Carried, Insuring Satisfactory Earning Capacity.

A tremendous success on the Royal American Shows at the Florida Fairs, R. E. Hany of the Johnny J. Jones Shows has placed an order for his second machine. Rides for Long Beach, Calif.; Kenwood Park, Pittsborough, and Glasgow, Scotland, were recently delivered. Several good locations open to concessioners.

ORDERS NOW BEING BOOKED FOR APRIL AND MAY DELIVERY.

Lowered manufacturing costs due to quantity production methods have enabled us to make a substantial reduction in price. Do not delay. Order now. Be ready for the early and profitable part of your season. Write or wire for full information.

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WEST ORANGE, N. J.

Swimming Pool, 125 ft. by 175 ft., equipped with Filtering Plant, Chlorinator, etc., Merry-Go-Round, Aeroplane, Whip, Swings, Boats, Canoes, a number of Refreshment Stands, a Pavilion and 2 Concessions Operating. Penny Arcade and Cat Game FOR RENT. This spot in West Orange, possesses natural beauties which has attracted people and still attracts people for their picnics, outings, etc. RENT REASONABLE. Apply at once to

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The Park Would Welcome More Concessions.

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## N. Y. World's Fair Head Enlists Trade Press for '39 Success; To Utilize Radio and Motorcade

NEW YORK, March 12.—Called by special request to fair offices in the Empire State Building, about 100 representatives of trade publications listened on Wednesday to President Grover A. Whalen and associates describe plans for the 1939 World's Fair preview on April 30 of this year.

President Whalen voiced the fair-management's desire to receive as much cooperation as possible from trade papers in making the event a success. He said that it would be to the interests of all industry to have the World's Fair a tremendous success and that the first step in a huge advertising and promotion campaign will be the April preview. John Young, fair's director of radio, described how network broadcasts and television demonstrations will be utilized to promote the fair in the eyes of the

nation. A large motorcade, featuring floats executed by industrial exhibitors at the fair, is being planned, altho it has received opposition of downtown merchants and the park commission. Park Commissioner Robert Moses has refused use of Tri-Boro Bridge.

### New Homestead Marks Set

HOMESTEAD, Fla., March 12.—Paid attendance at Homestead Fair on February 28-March 5 was given as 45,000, considerably larger than in previous years. Opener was called the biggest first day in the 11-year history of the annual. Exhibits were in two 300-foot and one 100-foot tops, furnished by MacFarland Tent Company. "Eady Bros." Shows on the midway were reported to have broken gross records. Officials of the Chamber of Commerce, sponsor, praised the management of J. M. Croft. Woland, high wire, was a free attraction.

DAYTON, O.—Contest board, Central States Racing Association, in annual meeting here, elected Ray Farmer, of Cadillac, Detroit, and Mel Moore, of Chrysler, members. George Souders, La Fayette, Ind., winner of the 1927 Indianapolis 500-mile race, was elected to an official post of the executives.

### Donaldsonville Preparing For Much Wider Publicity

DONALDSONVILLE, La., March 12.—James Roosevelt has been invited by officials of South Louisiana State Fair here to speak on opening day of the 1938 annual. Charles E. Schwing, vice-president, having received word that the President's son may visit South Louisiana next fall. Finance committee, which has stressed the value of advertising in *The Billboard* and other publications, has voted to spend a considerably larger amount in selling the 1938 fair than was expended for the Silver Jubilee last year.

Harrison J. Young, new secretary-manager, has promised to work intensely in behalf of the fair. Charles E. King, board member, in asserting that half the population of the State lives in the area of the fair center, urged efforts to obtain increased appropriations from the Legislature. President L. A. Borne said a bill has been prepared appropriating \$12,500 for the State Fair, Shreveport; \$8,000 for South State Fair and lesser amounts for parish fairs. The bill if passed, he said, will enable the local association to reduce admission from 50 to 25 cents.

Paul English, of the governor's publicity staff, proposed numerous innovations for midway and grand-stand attractions. President Borne named a publicity committee headed by Kenneth E. Taylor, New Orleans newspaper man.

### Kahn Secy. for Three Years

WAPAKONETA, O., March 12.—Secretary Harry Kahn was re-elected for three years at annual meeting of Auglaize County Fair Association. During his several years' incumbency he perfected a plan for nightly change of grand-stand shows, which has made the annual unusually successful. Among 1938 bookings are X-Bar-X Rodeo, WLW Renfro Barn Dance, Pine Ridge Follies Band, Henry H. Lardens unit; American Legion Zouaves, Jackson, Mich., and five Barnes-Carruthers acts, with three days of harness and running races. E. W. Laut was re-elected president and J. H. Frische treasurer.

### Barbs for Barbary

SAN FRANCISCO, March 12.—Announcement that at east end of the fun zone at Golden Gate International Exposition there may be built a reincarnation of the Barbary Coast that was brought a storm of protests from club women, followed by opposing views from more proponents of the idea of Dr. Charles H. Strub, general manager of Santa Anita Race Track. Dr. Strub said he had submitted an elaborate plan of his "Barbary Coast" concession to expo authorities. Bella Unson, Red Mill, U. S. Cafe, Spider Kelly's Hippodrome and the Thalía will seek patrons again if the idea gets across. Frederick W. Weddleton, head of expo concessions, has little to say of the plan except that it's great publicity. Proposed spot would be largest concession on Treasure Island, planned to cover about seven acres.



PERCY O. BENJAMIN, new secretary-treasurer of Louisiana State Association of Fairs, succeeding R. S. Vickers, Donaldsonville, who resigned after 25 years in the office. Mr. Benjamin has been secretary-manager of Louisiana Delta Fair, Tulalaha, since 1925 and it has grown each year of his incumbency. He is secretary of Madison Parish Police Jury, treasurer of Police Jury Association of Louisiana; finance officer of Post No. 100, American Legion, and superintendent of construction and maintenance of all public roads in Madison Parish.



TAKEN AT GREENBRIER VALLEY FAIR, Roncoverts, W. Va., those in the photo, left to right, are: Jake Shapiro, Triangle Poster Printing Company; Jed Blake, publicity, and Edwin Boone and Jasper Boettig, directors of the fair.

## There IS a Difference in World's Fairs' Departments of Concessions

By WALTER K. SIBLEY

Business made it necessary for me to visit the administration building of Golden Gate International Exposition. In a pretentious Romanesque or Grecian-style structure up the hill on Bush street, San Francisco, its government-building aspect and the fact that it is a World's Fair administration building sort of gave me the feeling about entering that one has when he is outside the door of his dentist or probably more like Daniel must have felt when he was about to enter the lions' den. Even tho my visit was to be a money-spending one—I was there to buy concession space, if possible—I remembered my experience at other world's fair administration offices, none of which was as impressive looking as this one.

Memory traveled back to gruff uniformed guards, to a sharp, "Who do YOU want to see?" of a young "lady" at an information desk, to the passing of buffer after buffer before arrival at the office of the secretary of the secretary of the "great" man with whom I desired to converse. Then to cooling of heels in a stuffy office, sometimes for hours, waiting, waiting, endlessly waiting, until finally the "great" man condescended to

see me. Usually the "great" man was horribly miscast (playing the villain when he should have been in the ballet), and after talking awhile, you got his number and, with tongue in cheek, you bullied and lied and he soaked it up—maybe. Or perhaps you were virtually thrown out on your ear, he not understanding your language.

### Graphs Indicate Progress

Finally I screwed up courage and, not seeing anyone who might bar my entree, I passed thru the massive doorways. At a desk immediately within sat a smiling young woman who directed me, with a most pleasant intonation of voice and a "glad-to-meet-you" look on her face, to the office sought. No uniformed guard to bar my way or say me nay. In the lobby I noticed a number of easels spread across the width of the building. Before going to the concession chief's office I found that these easels are graphs denoting progress in building a world's exposition. They were of such simplicity that one could tell at a glance just what progress every department had made. Being especially interested in the

(See *THERE IS A* on page 42)

## Entry Record In Ft. Worth

Parade opens show and attractions are varied—exhibit space is sold out

PORT WORTH, Tex., March 12.—At opening of Southwestern Exposition and Fat Stock Show and Rodeo, March 11-20, general admission was 25 cents and 10 cents for children. Usual price is 50 cents and 25 cents for children. No general admission was charged on rodeo tickets Friday night. Show opened with downtown parade Friday afternoon in which 200 rodeo contestants, rodeo and city officials, Rainbeau Garden entertainers and six bands took part.

Entry records were broken with 5,897 animals entered, against 4,808 last year. New feature acts in the rodeo include Francisco Aparicio, champion trick roper of Mexico; Luke J. Pasco, Pawling, N. Y., and his sheep dog, Jean, and Jeff Reavis, Big Spring, Tex., with his Liberty horse, Danger. Captain Irving O'Bay, Taos, N. M., here last year, is announcing again.

Members of Kathryn Duffy All-American Revue, furnishing floor show in Rainbeau Garden, night club in merchants' exhibit building, are Dale Taylor, Gayle Robbins, Wann Lee, Diane Scott, Reggie Roth, Sheri Mann, Dorree Page, Dorris and Dale, Jue Fong, and Estes, Angel and Dean. Anson Weeks' Orchestra plays for dancing. John M. Hendrix, formerly with West Texas Chamber of Commerce publicity department, is director of public relations for the show, having charge of special day events and handling the square-dance contest in connection with the show. E. D. Alexander is getting a good showing as new publicity director for the expo.

All merchants' exhibit space was sold before the show by A. T. Lowry, in charge of concessions and exhibits. Concessioners were slower in coming in this year because of Houston Stock Show's closing date being so close to opening date here, said Lowry, who handled concessions for the 1936 Frontier Centennial here.

Modernistic in a pleasing manner are the Bill Hames Shows, on the midway again. Rides and shows are painted silver, with new ideas in fronts and new electrical equipment. R. W. (Tommy) Stevens, formerly with J. George Looe Shows, was here for the opening, doing publicity for the shows. Owner Hames has about 50 concessions on carnival and entrance midways.

## Thrills and Stock Show Set in Atlanta

ATLANTA, March 12.—Mickey Martin, "King of Dare-Devs.," has signed a contract with President Mike Benton, Southeastern Fair, here for four days of his "Hell Riders" at the 1938 fair. After Martin staged his thrill show on the grounds last spring at a still date President Benton arranged for a substitution of the show at the fair instead of auto races.

President Benton plans to feature the National Live Stock Show at the 1938 fair, stock to be housed in one of the concrete exhibit buildings. Rubin & Cherry Exposition, wintering on the grounds, will again be on the midway. Gus Sun's Periscope Follies Revue will be presented nightly, this being the third year that the fair has featured a free grand stand. Tony Vitale has the fireworks contract.

Traffic and parking problems are expected to be greatly reduced with installation of turntables. Plans are again to have broadcasting studios in the National Live Stock Show with pick-up by the National Farm and Home Hour.

DES MOINES—Humboldt and Hancock (Ia.) fairs contracted for free acts, revue and radio stars unit thru WHO Artists' Bureau here, each fair to have complete change, with each of two units playing two days in each spot.

SPARTA, Ga.—John L. Hains, president of Hancock County Fair Association, has been elected mayor.



**Rules Changes Reported By Contest Board of CSRA**

DAYTON, O., March 12.—Changes in 1938 rules and regulations were adopted by contest board, Central States Racing Association, here last week in conjunction with the third annual convention. New speedways and fairgrounds sites were granted 1938 franchises, said Norman Witte, executive secretary. To encourage foreign entrants motor limitations were changed.

Registered drivers must pass periodical physical examinations before becoming eligible for sanctioned contests and before any race of 100 miles or more. Territory will include new courses in the West and in New England. It was reported. Hammond, Ind.; Detroit and St. Joseph, Mo., were granted speedway licenses. Representatives from Ord (Neb.) and Belleville (Kan.) fairs attended. Speedways where racers will be in action this year include Greenville, O.; Du Quoin, Ill.; Dayton; Winchester, Ind.; Jungle Park, Ind.; Fort Wayne, Ind.; Sharon, Pa., and Altoona, Pa., where two international events will be held.

Minimum of \$1,000 per race was set, with additional purse of \$400 for first 20 fastest qualifying cars in each meet. Season opens in Jungle Park, Rockville, Ind.

**York Official Recovering**

YORK, Pa., March 12.—Jacob F. Pickett, midway superintendent of York Interstate Fair, is recovering from a fractured vertebrae sustained when he was struck by an automobile on December 26. After weeks in a hospital he was sent home and now is able to go for short walks on crutches. He has had many callers and letters from concessioners and other trouperers from all over the country. Mr. Pickett has been in the employ of York Fair 23 years. His father, John Pickett, has been in the mechanical department of a studio in Hollywood almost from inception of that film center. Mr. Pickett expects to be on the job at the 1938 fair.

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MARCH 26 ISSUE WILL BE  
THE MONTHLY LIST NUMBER

Copy for the Fair Department must reach us  
by Friday, March 18.

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Fair Department must reach us  
by Wednesday, March 30.

**More Than 170**

OLNEY, Ill., March 12.—"Any secretary of a fair or organization wanting a show won't have any trouble booking one if he will place an ad in *The Billboard*. I received more than 170 replies to the advertisement of Richland County Fair placed in the issue of February 26. *The Billboard* really covers the field and does the work you want it to do. More power to old Billyboy! I have been reading it more than 20 years. Incidentally, the carnival we booked will not make a mistake playing Richland County Fair in Olney, in heart of the new old fields. Things are really on the boom here."—PHIL H. HEYDE.

**Houston Show Is Big Draw**

HOUSTON, March 12.—Houston Fat Stock Show and Live Stock Exposition, which closed a nine-day run on Sunday, had attendance in excess of 150,000, said J. W. Sartwell, president. Show several times had crowds that taxed capacity of the Coliseum. On the midway officials of Bill Hames Shows reported satisfactory business. Executives praised the Club Internationale Reue, presented twice daily in the Gay Corral, night spot set up on the Coliseum stage. Kathryn Duffy Show entertained some 5,000 O. crowds.

Officials estimated that nearly \$1,000,000 worth of stock was shown.

**Timonium Makes Changes**

TIMONIUM, Md., March 12.—John T. McCaslin, Baltimore, has been re-engaged as midway director for the 1938 14-day Timonium Fair, his 1937 services having been praised by officials. This year all buildings will remain open until 10 p.m. and a better late midway play is anticipated. Only merchandise concession games will be permitted. Pure Food Exhibition, Poultry Show and building for draft and riding stock will be new features. There will be special attractions on last four days and advertising budget has been doubled.

**More Young Shows Booked**

CHICAGO, March 12.—Young Production and Management Company here reported thru Ernie Young that in the past week grand-stand shows have been contracted by Tulsa (Okla.) State Fair and Missouri State Fair, Sedalia, and that the Young Eastern representative, Jayne Jarrell, contracted Cambria County Fair, Ebensburg, Pa.

**Fair Elections**

YORK, Pa.—Halbert Baylor was elected treasurer of York County Agricultural Society, operator of York Interstate Fair, to succeed D. Eugene Fry, resigned.

PEMBROKE, Ga.—Chandler County Fair Association re-elected Walter Harts, president; H. C. Bussey, treasurer; H. C. Bowen, secretary and general manager; Col. James L. Means, board chairman.

JEFFERSON, Wis.—William D. Hoard Jr. was re-elected president of Rock River Agricultural Association; John Gruel, vice-president; Ernest Nass, secretary; William Triloff, treasurer. A balance of \$928.71 is in the treasury.

CHATHAM, N. B.—Miramichi Exhibition Association, sponsor of Chatham Fair, re-elected J. Mac O'Brien, president; W. C. Galloway, D. S. Creaghan, vice-presidents; H. B. McDonald, secretary-treasurer.

JACKSON, O.—Ralph D. Littler, Wellston, was elected secretary of Jackson County Fair to succeed the late Charles E. Ramsey.

ZANESVILLE, O.—Putnam Amusement Company, which will stage its 21st annual Pumpkin Show this year, re-elected R. R. Robinson, president; C. A. Goetz, P. A. Bowen, George Popp, vice-presidents; H. G. Curtis, treasurer; George M. Wageman, secretary.

COLUMBUS, Miss.—J. A. McCrary was elected president of reorganized Columbus Radius Fair; W. G. Evans, vice-president; W. J. Satterwhite, secretary-treasurer; Farmer Kelly, William Propet, members of executive committee. New board is composed of one member from each of five districts of Lowndes County.

Civic groups promise support to the new organization.

SPARTA, Wis.—M. P. Bright was elected president of Sparta Fair Association; P. H. Wendorf, vice-president; J. F. Nicol, secretary; A. N. Wall, treasurer. Association increased stockholders from 12 to 40 and voted to purchase property for \$4,000.

CAMBRIDGE SPRINGS, Pa.—Cambridge Springs Community Fair directors elected Carl Waterhouse, president; E. W. Perkins, vice-president; Roy L. Whipple, secretary; B. A. Boyland, treasurer. The 1937 fair made a good profit.

**Fair Grounds**

SWEETWATER, Tex.—Business men here have voted to re-establish Midwest Exposition, a show probably to be held in the fall.

CHARDON, O.—Believing the action will increase exhibits, Geauga County Fair board announced removal of special entry fees in poultry and pet departments.

MANITOWOC, Wis.—Receipts of 1937 Manitowoc County Fair were \$26,348 and disbursements \$25,180. It is reported to the county board. Gate receipts were \$8,646 and grand-stand admissions \$3,999. Finances are \$645 better than a year ago.

MADISON, Wis.—Dane County board on March 3 voted 56 to 16 to submit to a referendum in April the question of whether county should purchase the fairgrounds and operate the fair at county expense.

BOWIE, Tex.—A fair is being planned here this year, with group headed by Lum Lovette, president, and Ned Horton, secretary.

CHIPPewa FALLS, Wis.—City council voted to pay Northern Wisconsin District Fair Association \$500 for rental of fairgrounds for 1937 and 1938 with the understanding that the association pay the city for all services rendered by the latter.

WASHINGTON, Ga.—Fairs will be discontinued and grounds here converted into a tourist camp, said officials of Wilkes County Agricultural Society. Buildings were damaged by fire in February.

GAINESVILLE, Tex.—Directors of Cooke County Fair here voted construction of a \$2,500 Home Demonstration Club building and will incorporate the annual as a non-profit corporation.

PEMBROKE, Ga.—Chandler County Fair Association is planning a WPA project for grounds improvements and probable enlargement of grand stand, now inadequate, said General Manager H. C. Bowen, who reported nearly \$2,000 profit last year. Fairs have been successful each year since the association was organized.

GREENVILLE, O.—Charles Gordon, secretary-treasurer of Ohio Colt Racing Association, said it has arranged a 1938 season "with seven big fairs and a real short ship circuit." Fairs in the loop have boosted the ante from \$200 to \$250, which hikes value of stake events to between \$450 and \$600, with an average of more than \$500.

REGINA, Sask.—Baron Tweedsmuir, governor-general of Canada, will be invited to open the 1938 Regina Exhibition, as he is expected to be in Western Canada at the time. Royal American Shows

will again be on midway and grand-stand attractions will be by Ernie Young. A change may be made by not having an afternoon grand-stand show, in other years performers having filled in between races. Proposal of Saskatchewan Historical Society to present a pageant was turned down by the board because of expense.

LINCOLN, Neb.—In Kansas and Nebraska territory most fair boards are reported slow in booking acts. Nebraska State Fair board here has not made any buys as yet, partly due to Secretary Perry Reed having been in a hospital for some time.

CORSICANA, Tex.—Secretary R. W. Knight reported that Navarro County Fair board lacks only \$1,700 of a fund of \$20,000 being raised for buildings and grounds improvements.

CHATHAM, N. B.—At annual meeting of Miramichi Exhibition Association it was reported that because of infantile paralysis and ban on participation by children, receipts suffered at the 1937 fair here. S. D. Heckbert and A. G. Dickson have been co-managers five years, this being the only annual exhibition in the maritime provinces with joint managers.

**"AS OTHERS SEE US"**

(Fifth of a Series of Testimonials Which Speak for Themselves.)  
**Quebec "Sees"**

Your feature attraction was one that proved of advantage to us in many ways. It increased our attendance for this (1937) season and added to our prestige for another season.

JOHN PETERS,  
Stanstead Regional Fair,  
Stanstead, Que., Can.  
Thank you, Mr. Peters  
and Stanstead.

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SOUTHERN OKLAHOMA FAIR & EXPOSITION, ARDMORE, OKLA.

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## THERE IS A

(Continued from page 40)

concession department I studied that graph and here is about the way it read: "Deposits paid, 29 per cent; contracts in transit, 32 per cent; contracts pending, 17 per cent; still available for sale, 23 per cent." This policy of taking the public into confidence and of letting prospective exhibitors and concessioners know what is going on is certainly good business and inspires confidence.

On my way to the office of Fredrick Weddleton, chief of the concessions division, I have no difficulty in locating this department, each room having glass doors thru which one can see. A smiling young woman in the outer office announces me and in a jiffy I am in Mr. Weddleton's sanctum. He has been in show business nearly all his life, is thoroughly familiar with the subject we are about to discuss and has almost unlimited authority.

## No Red Tape; Figures

Red tape usually found entwining everything at world's expositions is conspicuous by its absence. Mr. Weddleton understands my language. He's one of us. He is there not only to sell concessions and book devices and shows that will make a fitting midway for a \$50,000,000 World's Fair, but to assist you in determining whether it is feasible to book your attraction. He takes his pencil and, by rapid calculations based on probable attendance of 20,000,000, your cost of building, operation, maintenance, ground rent, percentages to be paid, etc., whether it will be possible to make a fair return on your investment. If this analysis, based on your probable attendance percentage of main-gate tickets sold, does not show a reasonable chance for you to make a profit on the 288 days of the exposition, you are so informed and your application turned down. Mr. Weddleton's experience has taught him that it not only is bad for a concessioner to lose money on his investment but also is not good advertising for a world's fair to have courts cluttered with liens, judgments and other actions against concessioners.

It has been decided that it will be mutually advantageous for you to be a part of this great exposition, your application is accepted and you are placed in charge of one of Mr. Weddleton's assistants who will accompany you in one of the exposition's private automobiles for a trip to Treasure Island, site of the fair, where you are to be assisted in selecting a location.

Ray Maxwell, in charge of the restaurant division, and myself make a tour of the grounds. I am much surprised at the size of the site, which looked much smaller from the top of Yerba Buena. We marvel at cleverness of the layout, with exhibits that have "draft" placed in strategic positions so that they will draw patrons thru "weaker" avenues. This is an evidence of showmanship very seldom seen at a world's fair.

## Pay Attractions Limited

We look over the midway site and find that expo patrons, once they get into it, as there is only one way out. Here again is showmanship to the nth degree, every location a good one. Mr. Weddleton's experienced hand and brain is evidenced on every side, even to layout of parking space, which makes it necessary for every car passenger to pass thru the midway on entry to and exit from grounds. Mr. Maxwell explained that shows and rides are being laid out so as not to conflict, noisy devices being placed so as not to interfere with quiet shows and powerful shows placed where they will not harm smaller attractions, and so on. He also said Mr. Weddleton is limiting the number of pay attractions; that after a survey of money spent

per capita by patrons of other world's expositions for amusements he has been able to figure out about the right number of attractions to profitably divide the amount to be spent among them. I guess other concession chiefs never thought of this before or, if they did, they did not know how to figure it out.

A book could be written on the difference in operation of Mr. Weddleton's department from similar departments at other world's fairs. It is a pleasure to do business with people who know the way and the why of it. For once, at least, showmen will get a break at a world's fair because the man at the helm knows how to steer the ship. It's the difference between the man who knows and the man who is guessing. It's the difference between having the amusement department under supervision of a skilled showman and a political appointee. It's the difference between being received in the concession department's office as a gentleman of equal standing. There is a difference, and I know it.

## O'MALLEY ASKS

(Continued from page 38)

nection with the beach and pool section of our program. It is the consensus of those from whom we have heard that instead of devoting a large part of one session to subjects and beach and pool operation, there should be several papers of general interest spread over our program session.

"It seems to be the general feeling that in addition to the program time allotted and round-table luncheon discussions, there should be one or more special sessions to cover topics of a technical nature relating solely to bathing. It is the purpose of this letter to obtain the majority opinion on the time for a special session which would be most suitable and convenient to you. The suggested times are as follows: (1) On the afternoon of the first day of our convention known as Exhibitors' Day; (2) One or more sessions starting at 10 a.m.; (3) One or more evening sessions."

## GIBSON RENAMED

(Continued from page 38)

bor situation and excessive early rains, did a fine job," said Mr. Wagner. "Phenomenal growth of new Jefferson Beach tells its own story of public approval of Manager Gibson's policies."

"Because of his idea of providing clean fun in an atmosphere of safety and refinement, he has been endorsed by leading citizens, churches, schools, lodges, unions and other industrial organizations."

## NAAPPB USES

(Continued from page 38)

but we feel that confidence must be re-established if a speedy recovery to normalcy is to be obtained. Following is a copy of a letter recently received from the Greater Detroit Association, parts of which have been modified:

Detroit, February 14, 1938.

"Secretary, NAAPPB,

Chicago, Ill.

Dear Secretary:

"Recently a Washington politician, discussing new legislation harmful to business, said: 'Our business men are at fault. They shout a lot, but in the wrong places. They should write more and talk less.'"

"Would you help in a movement to get thinking people all over the nation to write immediately to their congressmen and senators? Reason, rightly directed, will help us all. Intelligent effort on the part of a lot of thinking people can offset some of the theories so destructive to business revival in the United States. Many radical ideas are sprouting in the legislative garden right now. The problem is becoming more serious. What hurts business hurts you. I am therefore asking if you will: (1) Write your congressmen and senators immediately and urge them to vote against all legislation which may further throttle or impede business revival by imposing impractical or unfair financial or labor restrictions—and to sponsor or enact only that legislation which will tend to promote or revive business. (2) Write a letter (similar to this one) to at least 10 people asking them to write their congressmen and senators. (3) (Important!) Ask these 10 to write to at least 10 others, repeating the same procedure on down the line. 'Surely the end justifies this means. The movement will spread rapidly to all

parts of the country if each person will include in his list several names in other States. Women should be included in each list. Chambers of Commerce, post offices or local newspapers in any town can furnish the names of congressmen and senators to those who want this information. It's time for all of us to wake up before it's too late. It's worth trying. Will you do your part?"

Sincerely,  
"JOHN W. CHANDLER,  
"Secretary-General Manager."

## NAAPPB RISK

(Continued from page 38)

nation of the additional 25 per cent ordinarily charged for contingent liability, plus participation in profits accruing from the operation of the plan, many operators have reported most gratifying savings. The plan is now available to all operators of parks, piers, pools and beaches and concessioners therein thru-out the country, who may enjoy these same savings except in cases where no deviations are permitted from minimum rates as fixed by certain State laws.

## Agency for Ohio

"However, membership in the NAAPPB is one of the requisites to participation in the plan and it is recommended that everyone interested in solving public liability insurance problems for 1938 communicate immediately with the secretary of NAAPPB, Suite 295, Hotel Sherman, Chicago.

Mr. Campbell, insurance representative of the NAAPPB, has completed arrangements with George H. Lauerman, Chicago, to join with him in handling this business. NAAPPB officials say that the connection of Mr. Lauerman, well known in the amusement industry, will undoubtedly result in increasing largely the number of park, pool and beach owners and operators who will be brought to realize the tremendous advantage of joining with fellow members under the plan. For Ohio the agency representation is vested in the Cleveland Insurance Agency. Operators under the plan say inspection and claim service has been unsurpassed in their experience and that this is gratifying in view of the large saving.

## Two-Year Growth Big

Insurance committee is made up of N. S. Alexander, chairman, Woodside Park, Philadelphia; Leonard B. Schloss, vice-chairman, Glen Echo Park, Washington, D. C.; Richard F. Lussé, Lussé Bros., Inc., Philadelphia; A. B. McSwigan, Kenwood Park, Pittsburgh; Herbert F. O'Malley, Playland, Rye, N. Y.; Fred W. Pearce, Fred W. Pearce & Company, Detroit; H. P. Schmeck, Philadelphia Toboggan Company, Philadelphia; Edward L. Schott, Coney Island, Cincinnati.

"These men have worked incessantly for almost three years in developing this plan in co-operation with the company and Mr. Campbell and seeing it thru the early stages of its development," said Secretary Hodge. "In two years its growth has been phenomenal and it is expected that before long a vast majority in the industry will be covered under the association's plan."

## LONG ISLAND

(Continued from page 39)

ride folks and bathing pavilion attendants, as well as those from other lines of amusement trade, are to be victims of a situation they had no part in creating.

During pencil and paper work by engineers much has been said of square feet necessary for the new park space, but not a word has been said regarding square meals for the many who will be thrown out of employment. Many in the amusement zone have been at their tasks one, two and three decades and have established good will and followings that many other business men would eye with envy.

JAMESTOWN, N. Y.—Business men are considering taking over the steamer City of Jamestown, last of a fleet of Chautauqua Lake boats, operating between Mayville, Jamestown, Celeron Amusement Park and Chautauqua Assembly grounds. A drive to purchase the ship failed last year but revival of interest in the Chautauqua and improvements in Celeron Park cause the belief that ferry service can again be made to pay.

DETROIT—In Eastwood Park preparations have started for the season. General Manager Henry Wagner said opening will be about April 16.

## Atlantic City

By W. H. McMAHON

ATLANTIC CITY, March 12.—There is much activity on the amusement front, with everyone in a rush to get set so as to take a shot at Easter biz. With city press bureau going full tilt and a general pick-up, movies have gone back to full-time schedules. Steel Pier is again talking about flesh and Million-Dollar Pier is readying for its Easter net-haul opening. Garden Pier may be scene of roller skating this summer. Murray Rosen, who had a coin-operated machine arcade on Million-Dollar Pier last summer and in Auditorium this winter, has a Boardwalk downtown spot set for a roller rink and expects to be ready by Easter.

Dog Show, the 19th annual, moves up town, with Steel Pier getting it on April 9. Cash awards total \$4,000. Plans are on for a Palm Sunday fashion parade tie-up. Sea Gulls, after two weeks' absence due to teachers' convention, which brought 12,000, will come home this week to wind up ice season in the Auditorium. Humored Joe Quittner will return with burlesque this season. Japanese shops on the "Walk are now "novelty shops."

Eddy Morgan did a swell job of subbing for Alex Bartha at Steel Pier this week-end. . . . Charlie Seel, back from the South, is interested in a couple of downtown concessions. . . . Frank B. Rubin reopened his Boardwalk place. . . . Frank Fiore returned from the South. . . . Larry Crowley, head of A.C.L.B.A., took a late Southern trip. . . . Al (Million-Dollar Pier) Hill and wife returned from a trip, which included Havana.

## Part of Staff for Capitol Beach Is Named for Season

LINCOLN, Neb., March 12.—Part of the staff to operate Capitol Beach Amusement Park is set for the 1938 season. Harry King, who has been operating the ballroom all winter, will continue during summer, running three or four nights weekly except on special picnic nights.

Ralph Beechner will again manage the pool and be assistant park manager, keeping an eye on concessioners. Art Rogers, who took over the old ballroom and had a good 1937 season with it as a rink, will bring in 400 pairs of skates for summer operation.

Hoyt B. Hawke, as in the past several years, will be head of operation, under Owner R. L. Ferguson.

## A. C. Boosts Bally Fund

ATLANTIC CITY, March 12.—Resort publicity and advertising fund for 1938 will get a \$2,000 increase, it is shown in the new city budget, total to be \$98,000. But the press bureau does not know as yet whether the increase is for direct publicity or additional advertising. One item of the amount is \$11,000 for municipal Station WPG, altho it showed a profit last year. Louis F. Cunningham is in the publicity post.

## Late D. H. Scott Inventor

CLEVELAND, March 12.—Death of Dudley Humphrey Scott, 50, reported in the Final Curtain in this issue, marks passing of a nationally known figure in the amusement park field. A nephew of the late D. S. Humphrey, founder of Euclid Beach here, he had long been identified with that park and was active in invention and design of much amusement equipment.

CANTON, O.—Glen Mains, vet caterer in Meyers Lake Park here, remodeling his Penny Arcade on the midway, reports he is spending more than \$3,000 for a new floor, interior alterations, new appointments, redecorating and modernized front. He plans to install several new vending games for opening late in May.

DETROIT—Sammy, problem elephant of Detroit Zoo, was shot to death on March 5, first execution of an elephant in Michigan. Henry T. Morris, zoo superintendent, decided that shooting was more humane, plus the precaution of strangulation facilities if necessary. Sammy, before coming to the zoo, had been with circuses until he became dangerous in behavior toward other elephants and his keepers.

WANT MORE REVENUE  
for  
YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the  
WHOLESALE MERCHANDISE  
Department

THIS WEEK and EVERY WEEK

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

RINK operators intending to send contestants to the national amateur speed roller-skating meet in Cincinnati on April 2 and 3 should send entry blanks immediately to Manager William F. Sefferino, Rollerdom, 2227 Gilbert avenue, Cincinnati, declared Secretary Fred A. Martin, Roller Skating Rink Operators' Association of the United States, Arena Gardens, Detroit.

"I cannot emphasize too much the importance of sending contestants' entry blanks direct to Manager Sefferino in Cincinnati and not to this office," said the official of the RSROA, under which organization the meet has been sanctioned.

"Referring to visiting operators who are association members and who desire to take their best dance teams to demonstrate various dance steps before the dance committee at the Cincinnati convention on the night of April 4, there have been so many inquiries that I would like to make it plain that this event will not be a contest. The demonstration has been requested thru the association so that the dance committee may select steps to be standardized throughout the United States and so that a visiting skater may go anywhere later and be able to fall right in line with any dance steps in any rink, for the steps will all be similar. This important feature will be discussed at the convention."

March 27 has been set as deadline for receipt of all entries. Manager Sefferino said, so that they can be listed in the program. He requests that photos of entrants in racing costume be forwarded immediately, as he wishes to give them all possible publicity.

NEW Madison Gardens Rink, Flint, Mich., is under same management as Madison Gardens, Detroit, with Elden Godfrey in charge. It is larger than the Detroit rink, with a new floor and an attractive sweet shop in the building. A new electric organ furnishes music. Rink has nightly sessions and Sunday and Saturday matinees, with attendance of about 500 each night.

BILL HOLLAND, recently connected with Earl Van Horn's Mineola (L. I.) Rink, has been appointed manager of Great Leopard Roller Rink, Chester, Pa., controlled by Dalton Enterprises, which also operates Olympia Roller Rink, Lancaster, Pa. Leonard Harwood is organist in Chester rink.

THREE WHIRLING BEES, Buddy, Betty and Bob, played Hassler's Restaurant, Allentown, Pa., on March 4.

BUSINESS has been good the past winter in Krug Park Roller Rink, Omaha, reports Manager Robert Hamilton, attendance averaging 275 nightly. Skaters are taking unusual interest in waiting and racing, he said. His old Omaha roller hockey team has been reorganized.

ARCADE Roller Rink, near Dallas, was opened on March 5 under management of John Deuback. Rink has been equipped with 200 pairs of skates, indirect lighting and band organ. Supervisors and instructors are in charge of sessions six nights weekly, and first-aid room, with nurse in attendance, is maintained. Lunchroom is operated in connection with the rink. Mrs. Helen Young does press work.

RECENTLY returned from a successful tour of Eastern rinks, Mr. and Mrs. Umbach left Cincinnati on March 3 for a second trip to Boston and will demon-



VICTOR J. BROWN, president of the Roller Skating Rink Operators' Association of the United States, is one of the veterans of the game. He has operated Dreamland Park Rink, N. J., many years and has the respect and esteem of operators all over the country. Under his guidance the new association has made great strides. His rink is one of the best equipped in the country, always kept in first-class condition.

strate Cincinnati steps in several other Eastern rinks not in their previous trip. They will return to take part in events on April 2-4 in the Rollerdom, Cincinnati.

T. L. KELLER, who operates in Salem, Ore., and who inspected Eastern rinks with his family last spring, advised they will be on hand for the Rollerdom meet and will arrive in Cincinnati about March 31. His two talented daughters, who will give exhibitions of figure skating and dance steps, just completed a tour of Pacific Coast rinks in the interest of the Roller Skating Rink Operators' Association of the United States and obtained some membership applications in that territory.

WINNERS of city amateur waltz contest in Fred Leiser's Armory Rink, Chicago, and who will compete in a State championship contest, were Ralph Miller and Lorraine Fehlber, first; Lloyd Krohler, Elts Nieser, second; Lowell Petersen, Lois Love, third; Leroy Monnesen, Josephine Bender, fourth; Walter Miker, Virginia Paipke, fifth; Emil Burke, Jane McKenzie, sixth.

A \$20,000 roller rink, said to be largest of its kind in Delaware, is under construction on DuPont boulevard, about four miles south of Wilmington. It is expected to be completed about April 1. A one-story structure of cinder block and structural steel, 100 by 150 feet, it will be known as Delaware Roller Rink, with Edward Scrumm, Wilmington, president, and Albert Briscoe, manager. Sound will be installed. Site is that of the old Shrine Club, destroyed by fire in January.

ROLLERDROME, opened at 52d and Sandy boulevard, Portland, Ore., has large skating space and 1,500 fiber-wheel skates. It is air-conditioned and music is by an electric organ. Night admission is 10 cents and skates 25 cents; matinees, 15 cents, including skates. Gala opening brought big crowds. A neon sign 60 feet high and new beacon 129 feet high, outlined in red, blaze the way to the new rink.

## POOL WHIRL

(Continued from page 39)  
good idea for indoor pool operators to give consideration to a good spring house cleaning, too. A recent bulletin from the Janitex Swimming Association, Portland, Ore., discusses this. After a year or two of operation exposed metal in dressing rooms, shower rooms, etc., may require touching up where rust spots show. Rust is one of the demons of bathroom destruction. Red lead is said to be an effective reducer of the hazard of loss thru rust.

Pool owners are reminded to look over all lockers. Continuous hoisting and washout of locker rooms, with the wet condition when rooms are in use, tend to give rust a chance to accumulate. Legs of lower portions of lockers usually are affected. Scrape all exposed portions

with coarse sandpaper and apply red lead, followed by a coat of enamel of the same color as the lockers. Locker companies probably can furnish enamel if it cannot be purchased locally. Other items that require attention include locks on dressing rooms and window sashes and locks. All hardware should be inspected regularly. Perhaps walls need new paint and floors and benches may need attention.

In the mechanical plant condition of filters, valves, gauges, chemical pots and chlorinators should be investigated, as well as condition of filtering media and height of free-board area. Pumps and condition of shafts, impellers and motors should be inspected at regular intervals, especially at this time of year. Perhaps a good paint job would help beautify the entire plant. Now is the time, before the summer rush.

## Water Performers

A letter from Viola and Ken Blake, Chi high divers, from San Antonio, Tex., advises that they are doing well. He recently built a 110-foot rigging. He also has a rolled tank, five feet in depth and 13 1/2 feet in diameter, which he says is the "smallest in the world." They are working with Western States Shows, Georgia Coleman, former Olympic diving champ, is rapidly recuperating from a recent ailment under Miami skies.

## Dots and Dashes

Jack Layer, former praise agent for Park Central indoor tank, New York City, is handling some swimming activities in Florida. . . . New stunt at St. George enclosed matatorium, Brooklyn, N. Y., this week is a gala fashion show of bathing styles.—Ed Wiener, former N. Y. U. football ace, is beating ballyhoo drums for Park Central pool, New York. . . . New chemical, making ice skating possible in summer, has hit the market.—Talk of Jack Dempsey opening a swim pool in connection with one of his restaurant interests in the New York area.

## RECREATIONAL

(Continued from page 39)

was on the dock in a strong draft of damp, cold wind. In his home town it's cold but dry. He tells us the good price for Canadian wheat, with a ready market, should put money into circulation for a good summer at Winnipeg Beach. Southern California has suffered enough flood damage to crimp amusements for a summer, but the place is always rebuilt after a calamity. This puts money into circulation immediately on starting the work. Like Florida, they never stay down. The big damage was in Southern California, so the San Francisco Fair will not be interrupted.

If the New York World's Fair adheres to its present policy it will throw a lot of attractions into San Francisco's lap. The city by the Golden Gate has buses and autos now to bring crowds which were unknown at its last fair. They tell us New York will see the light and come to life before it is too late.

Congress is sure to know that we have two organizations that know what they want when they want it. The protests against adverse legislation proposed and some enacted into harmful laws are going into Washington as we have never made ourselves known before, and we have plenty of company from other industries.

## Activity in Wildwood

The story is out that Rockaway Beach is done as an amusement center because the city of New York will take it over. Like Coney Island, it has not been done yet. Rockaway may be taken over completely before Coney Island sings the swan song, but these larger undertakings are not put thru in a day. Herbert F. O'Malley, Playland, Rye, N. Y., would, if he did not know the situation well, think he was in for a monopoly of New York City amusement business, to be divided only with Palisades (N. J.) Park. Coney Island and Rockaway will sell hot dogs, turn Merry-Go-Rounds and dip the Coaster dips for a time yet.

At Wildwood, N. J., spring activity is much in evidence. In fact, some work has been under way since first of the year. P. B. Ramagosa is making more room at his place by moving the largest building out on the building line of the street to provide additional space in the park for about three more flat rides. He is aggressive, but says no more Florida operation for him. He tried it with one of his devices, which, he says, he will bring back to his park and leave there.

## On Winter Seasons

A lot of us are still willing to be convinced but are patiently waiting to see someone make an amusement park go in Florida. About once in five years someone makes the venture. They all start off well but soon lose their speed. We years ago thought we had a go of it in Jacksonville, but in less than a year it was all over. All make the mistake of playing for the visitors. It is only the native whites that can be counted on and there are not enough of them. Just forget the tourists and the colored people. Southern California makes a better showing because of the much larger permanent population. Yet if one closes on October 1 and remains closed until May 1 there are better chances to succeed. Take a winter's rest in Florida or California, if you will, but use it for building up vitality for summer operation in the North. Witness Kelly, of Eye Beach, New York; Neville Bayley, of Roson Point, Conn.; Rex Billings, of Montreal, and Fred Pearce, of Detroit. Ask any of them about Florida operation and get it from these men who have not been there once but many times.

An all-year operation sounds good and carries that impression until one gets first-hand knowledge. Long seasons are also not what might be expected. We tried that in Mobile, New Orleans, Galveston and Dallas. A few days before Decoration Day with closing on the Sunday following Labor Day is, after all, our season.

## The CIRCLE WALTZ

is all the Rage. Everybody is doing it on

## "CHICAGO"

WHITE SHOE SKATES

For both MEN and WOMEN

Trade Mark "VELVET-TREAD" on every Tongue

The Prize Winners prefer this outfit. They are Serviceable and Classy.

Order Yours Now at Your Local Rink.

Instruction Book "HOW TO WALTZ", 35c ea.

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No. 386

## ATTENTION RINK OPERATORS! KILN DRIED HARD MAPLE WHEELS

With new self-drying camouflaged steel linings, with racing cone layer, interchangeable on Chicago or Richardson Skates. Complete Set of 8 Wheels, 75c. SPECIAL—Your old 2-piece Bushings from Fibre or Maple Wheels rewooded for 60c per Set. Sample Set with new Bushings sent prepaid for \$1.00.

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Established 1884.

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The Best Skate Today

## Hilderbrand Opens Per Schedule; Breaks In New San Gabriel Lot

LOS ANGELES, March 12.—Hilderbrand's United Shows, not being in the flood district, opened their season March 8, as scheduled, at San Gabriel, on a lot never before used by a carnival. Located at North Mission road and King street, lot is ideal. American Legion Post 442 is sponsoring the show.

Messrs. Hilderbrand and Coe have made good their promise to put out a show with a lot of flash. It is the best looking of all Hilderbrand shows seen thus far, although they have been flashy in the past. All physical equipment is resplendent in new colors. New marquee and sidewall are khaki and all concession tents are of same material. The lighting system is splendid—batteries of

floodlights, two 48-inch searchlights, myriads of lights strung over the lot, show fronts of neon lights, all rigging of three high acts brilliantly lighted and in various colors.

Visitors were much interested in the new massive caterpillar tractor. On this is carried the light plants and it is also used to drag other equipment in emergencies. The new cockhouses of E. J. Lahay are especially noticeable because of the set-up and upholstered chairs. New kitchen trailer, 26 feet, has modern time-saving equipment, instantaneous gas heaters, aluminum grills. The club car of Danny Callahan and Jerry Mackey (See HILDERBRAND OPENS on page 55)



**JOHN R. CASTLE.** He needs no introduction to the carnival world, however, he has been in the business about 25 years as owner-manager. He was former associate owner with Milton M. Morris in the Morris & Castle Shows, then with Castle-Ehrlich-Hirsch Shows, followed by association with William R. Hirsch and R. L. Lohmar in the ownership and operation of the United Shows of America, which was sold to Orville W. and Harry W. Hennies and became Hennies Bros.' Shows season 1937. Following over a year's rest in California and other States Castle recently formed a co-partnership with Tony Martone and bought the Great Sutton Shows' property and launched the Heart of America Shows, which will take the road from Kansas City in April. Tony Martone has been in the business some 20 years and last season was associated with Noble C. Fairly in the Fairly-Martone Shows. He sold out his interest this winter to Phil Little and the title became Fairly & Little Shows. Castle and Martone plan innovations for the Heart of America Shows and are now conditioning and adding to the Sutton property to meet their conception of a modern carnival.

## International Assn. of Showmen Complete Arrangements for Ball

ST. LOUIS, March 12.—The first annual ball of the International Association of Showmen will be held here March 26 in the Grand Ballroom of the DeSoto Hotel.

At a meeting of the executive committee, consisting of Tom W. Allen, chairman; Charles T. Goss, George Jacobson, Arthur Sands and Leo Lang, the full co-operation of the organization was pledged and the following subcommittees appointed: Reception, Charles Goss, chairman; Dee Lang, Crawford Francis, Carl Byers, James Laughlin, Mel Dodson Sr., Warren Wright, Charles DeKreko, Dick Wayne Barlow, Harry Beach, Ray Colvin and Sam Solomon. Floor, Tom Allen, chairman; Matt Dawson, Francis

Dean, Mel Dodson Jr. and Bert Miner. Door, Leo Lang, chairman; Claude Newcomb, Micky Farrell, P. E. Waughn and Barney Williams. Entertainment, George Jacobson, chairman; Elmer Brown, John Sweeney and J. O. Gordon.

Publicity, Frank Joerling, chairman; Dave Carroll and Vernon P. Korhn. Music, Arthur Sands, chairman; C. D. Todd, Harold Barlow, William Luck and Frank J. Hauss. Refreshments, Euby Cobb, Emil Schoenberger, Dannie Boughe, Ralph Boughe, Edwin Deal and Bruce Barham. Prize, W. M. Dobson, Arthur Giuliani, E. O. Goodwin, Mike Shapiro and Phil Becker. Decoration, A. G. Wilson, William H. Baker, Alois P. Bauer, John N. Hoffman and J. W. Winters.



**CURTIS J. VELARE** as he looks today after passing his 42d consecutive year in show business, which event he celebrated in Tampa Christmas Day. He is one of three owners of Royal American Shows. Others are his brother, Elmer G. Velare, business manager, and Carl J. Sedlmayr, general manager. Velare Brothers were tumblers in the late '90s as boys and later became flying trapeze performers with circuses. They entered the carnival business as concessioners and after several years they acquired a number of concession units under their joint management. It was around these early investments that the Velare Brothers bought riding devices and later show equipment, which led them into prominence in the carnival world as partners in the operation and ownership in what is now rated as the largest portable amusement organization in midway history. Photo and text by Jack E. Dadsweil.

## Strates Books Meeker's Band

Show requires more electrical current—train crew in white uniforms

WELDON, N. C., March 12.—Managing Director James E. Strates announced this week that he contracted Frank Meeker's All-American Concert Band of 12 pieces to furnish music for Strates Shows this season. Meeker is one of best known band leaders in outdoor business and for eight straight seasons had band on Melville-Reiss Shows, where he earned quite

(See STRATES BOOKS on page 57)

## Harris Has Model Shows Set To Open

MACON, Ga., March 12.—Manager W. R. Harris returned to quarters last Saturday from Florida and issued orders for full speed ahead. Thirty-six men began putting finishing touches on work nearly completed by the winter crew. City authorities granted permission for show to exhibit on city park property a few blocks from downtown. New canvas will house many and varied show offerings, and all show fronts have been rebuilt. Caterpillar and Octopus have been added. All have new lighting. All flat cars and other railroad equipment have a two-tone paint job. Wagons are painted with many midway scenes and pictorial subjects replacing old-style letter slogans. Sam Serlin arrived with corn game. Freddie Newman and Jimmy Davidson are building new concessions. Several motorized units are finished, including new transformer wagon. W. R. Harris has two shows, the Model Shows and No. 2 show, Modern Exposition Shows. Reported by Tom Terrill.



PERSONNEL OF SMITH'S SUPERBA BAND booked with Johnny J. Jones Exposition for season at both still and fair dates. Hugh M. Smith, of Gastonia, N. C., in white uniform, is manager and conductor. This musical organization has had many years' experience playing fairs. Director General W. C. Fleming of the Jones Exposition rates this band as a valuable addition to the show for playing concerts and for free attraction programs on the midway.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

En route to interior of Mexico. Week ended March 5, 1938.

Dear Red Onion:

As far as real news is concerned there is none. But the bosses demand a weekly story in *The Billboard* regardless of its news value. Pete Ballyhoo once said, "If the fair managers and committees do not read about us they soon forget about us. It is the most valuable publicity in the world." So at this writing we will merely mention the unusual move and our people's activities.

After spending three days on the high seas the Ballyhoo Brothers and the world's largest congress of winter tour-

ist (Vags with an alibi) arrived in the port of Tampico, Mex. Two hours after the passengers arrived the 20 freighters loaded with our wagons steamed into the harbor. Then the bosses mounted their public-address systems and started directing the big task of unloading and reloading on system cars. By Thursday morning everything was on top of the car decks. The privilege car was well stocked with chili peppers, beans and tamales. Our performers were resting in the berths of chartered Pullman cars and our workmen, who were well tucked out, were enjoying their much-

(See BALLYHOO on page 57)

## Crowley's Shows Bow in Austin

Weather favorable — attendance and business good — free acts well received

AUSTIN, Tex., March 12.—Crowley's United Shows opened the season here Saturday, March 5, under the auspices of the American Legion. Weather was favorable and business very good. The large crowd of Austinites came early and stayed late and seemed to enjoy the amusements provided. Free acts came in for special mention from the audiences.

The neon-illuminated entrance attracted attention. Bud Gross' Cavalcade of Wonders is the only show on the midway that was not with Crowley last season, and he has an all-new frame-up and attractions. Blossoms of Dixie is a completely new frame-up and the equipment is new from front to back. Mizer Willis has a nice girl show and very fine settings and illumination.

Visitors were Mr. and Mrs. Herbert Hall, Mr. and Mrs. Otis Vaughn, Michell Schaffer, Ed Stretch, Bill Galvin and Carl Martin from Valley Shows, Mr. and Mrs. Jack Edwards from J. George Looe Shows, Eddie Davis from Western Shows (See CROWLEY'S SHOWS on page 59)

## Michigan Showmen's Assn. Launches Bingo Parties

DETROIT, March 12.—Michigan Showmen's Association launched a series of bingo games here in its clubrooms March 3. Games will continue for four weeks and will be open to public at 25 cents for the 25 games.

Proceeds will go to the club's fund for sick. Help is donated by members, equipment is furnished gratis by O. A. Baker. Detroit game manufacturer, and merchandise is furnished at cost by Louis Rosenthal, local merchandise jobber. Many applications for membership in club are received weekly.

### Heth Opens Good In Birmingham

BIRMINGHAM, Ala., March 12.—The L. J. Heth Shows opened season here Saturday, March 5, on Vanderbilt road, with fair weather. Good crowd came out and spent freely first night.

The show just out of quarters made a nice appearance in new paint and decorations and many new fronts and tents were set up for the first time. Hopper Dent's Minstrel Show took top money for shows and two Big Eli Wheels topped rides. Charlie Wrenn scored with Motor-drome and received many compliments for his riding.

Show moves from this stand to Fairfield, Ala., which town has been closed to all carnivals for past 14 years.

Many local showfolk were in attendance. One of familiar figures on midway nightly was John McMath, of Birmingham Police Department, who has policed lots for this show for past 12 years and kept crowds orderly. Reported by Joe J. Fontana.

### Carrell and Merrill Again With C. & W.

MIAMI, Fla., March 12.—Leo Carrell, animal trainer and owner of Carrell's Animal Circus, announced here today his intention to remain with Cetlin-Wilson Shows. Carrell stated that he had some thought of going elsewhere but had changed his mind. Carrell and wife, Della, have also booked Caterpillar and Auto Skooter besides their circus. He is owner of Susie, famous chimpanzee. It

was Susie that took top honors at the New Jersey State Fair at Trenton last fall after making a moving picture short for Fox Movietone News.

Cetlin and Wilson both said they were pleased that Carrell had made his decision in their favor.

Leo Carrell had his circus in Funland Park last winter. Speedy Merrill, of Motor-drome fame, announced his intention of rebooking his drome, titled Wall of Death, once more with the shows. "Both my wife, Hazel, and myself are satisfied to be with John W. Wilson and I. J. Cetlin again. Fact is we have been with their show so long it makes us feel we are going home," said Merrill.

Speedy Merrill had one of top-money shows with Cetlin-Wilson last season and during past winter was also in Funland Park.

### Jack Lyles Hurt in Truck Collision

MACON, Ga., March 12.—Jack V. Lyles, general agent Art Lewis Shows, was seriously injured Thursday night near here when a truck collided with his car. He was immediately rushed to the Macon Hospital and physicians say he has a good chance for recovery.

Lyles suffered a broken left leg, several broken ribs, concussion of the brain and possible internal injuries. He was unconscious when admitted to the hospital but rallied several hours later. At time this was filed for The Billboard he was reported as resting as comfortably as his condition permits.

### Dick O'Brien Reports Progress for Modern Midway

FORREST CITY, Ark., March 12.—Work progressing nicely at quarters, not a hustle and bustle but a steady grind that is putting property out in good shape. All will be ready for opening in April of Modern Midway Shows.

W. C. Eddleman, of Springfield, Ky., booked cookhouse. John Denton, Knoxville, Tenn., has corn game. W. C. Lowry, Galesburg, Ill., target shooting gallery. D. C. Bogus, Overland, Mo., peanuts and pop corn. Harry Hunter, penny pitch. J. B. Cayour booked two Kiddie Rides.

J. T. McClelland, owner of Royal Midway Shows, a visitor. Charles Allen placed in charge of paint crew. Allen designed several show fronts. Fred Cullin back for one day then out again booking. Reported by Dick O'Brien.

### Mystic Craig Visits New York on Business

NEW YORK, March 12.—Mystic Craig, assistant manager and part owner of Penn-State Shows, spent a couple of days here this week in interest of his show. Purchased neon lighting equipment for midway's main entrance and contacted prospective concessioners and supply people.

Craig advised that he operates the show in partnership with Stewart Wachter, who is due back at quarters in Bethlehem, Pa., this week from Cleveland, where he purchased two rides. Craig left here for Cleveland.

### Tom Hasson Books With Oscar C. Buck Shows

RICHMOND HILL, N. Y., March 12.—Tom Hasson, well-known Philadelphia museum operator and former carnival owner and agent, will operate side show on O. C. Buck Shows this season. Hasson was in New York one day last week and conferred with Manager Buck, also visited the clubrooms of the National Showmen's Association, Piccadilly Hotel. Hasson adds another well-known outdoor showman to list that will operate shows on the Buck midway.

### John F. Reid States Happyland Shows Are Ready for Road

DETROIT, March 12.—John F. Reid, manager of Happyland Shows, states work is completed and everything in readiness for opening of season. Show will open in Wyandotte in April under sponsorship of American Legion. New Ro-Lo Funhouse has been purchased. Second stand will be at Lincoln Park, Detroit, westside suburb. Reid states every week of season is booked and a successful season is anticipated.

### RIDEE-O RIDE - 12 and 18 cars, Sells on its merit



Facts from Ridee-O Ride Owners' "We have all that can be desired in a good ride." "I found the ride to be all and more than you claimed for it. It topped all rides, and grossed more than any two rides on the midway."

To date there are 35 rides sold and not one new ride has been placed on the market.

SPILLMAN AUTO SPEEDWAYS Seven cars showed \$11,300.70 over a period of fourteen weeks.

HI-DE-HO Funhouse and Ride Combined For Parks and Traveling Shows. Get in on these proven money makers. World's Largest Builders of Amusement Rides. North Tonawanda, N. Y.

SPILLMAN ENGINEERING CORPORATION,

### CONTINUED POPULARITY ON ALL MIDWAYS



The Time-Tested TILT-A-WHIRL Flashy - Reliable - Money Getter For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

### UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P. CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST. Send for Used Tent List. LEADERS FOR OVER 40 YEARS. Chicago, Ill.

### BOOMERANG

THE NEW SENSATIONAL RIDE ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA BOOMERANG MFG. CORP. HARRY WITT, Sales Mgr. 140 13th St., Brooklyn, N. Y.

### New Ride-Funhouse "RO-LO"

Made an Enviably Record at the Recent Tampa Fair The Perfect Device for every Midway, Parks, Wagons, Trucks or Gypsy Shows. Practically operates with two people ordinary business, three people during peak periods. Loads on one large wagon or trailer. Seats with four men in four hours—down in half the time. Without question has the strongest public appeal and most beautiful front of any Fun House yet produced—big reputation—certain to remain popular for years. Indirect illumination—all new features. ALLAN HERSHELL CO., Inc. North Tonawanda, N. Y.

### URN BURNERS. COOK HOUSE MEN!

BUY AT WAXHAM'S AND BE SURE "HOT DOG" Griddles and Complete Griddle Stoves, Gasoline Burners for Griddles, Coffee Urns, Popcorn, Loads on Machine, etc. Also Tanks, Pump, Hollow Wire, Gasoline Lanterns, Macaroni Dip, Waffle Muffin, etc. We do REPAIRING, also BUILD SPECIAL EQUIPMENT to order at large Make Orders, etc. Order direct from Advt., or write for Catalog. TERMS: Cash with Order, or 1/2 Cash, Bal. C. O. D. 3 Gal. Tank... \$5.95 WAXHAM LIGHT COMPANY, 6 Gal. " " 6.50 10 Gal. " " 7.95 Telephone: Mod. 2-5686. 18x36 Griddle... 8.95

### LAST CALL!-ELITE EXPOSITION SHOWS-LAST CALL!

ALL PEOPLE CONTRACTED REPORT AT ONCE. OPEN HERE APRIL 2. Drive-It-Yourself Cars and Penny Truck write. We have the following Rides: Merry-Go-Round, Ferris Wheel, Tilt-A-Whirl, Mix-Up, Loop-o-Plane, Kiddie Auto, Blackie Pike wants Mending Act and one to feature for Fun Show. WANT Fun House, Illusion, Monkey Drome, or any Show worth while. 25% with own transportation and profit. Count Zains write at once. WANT Special Agent with car that can put out advertising and work banners without heat. Salary guarantee. We carry Free Act, 50 Galts. All Riding Devices in Art Show and not work. Join a Show with reputation of Fairs that are already booked in proved territory. Fairs start at Trenton, Neb., August 1, booked sold. Write BOX 309, Independence, Kan.

### B. & V. SHOWS

OPENING APRIL 23 IN NEW JERSEY. WANT Bingo, Apples, Grind Stores and Stock Wheels. SHOWS—Monkey, Illusion, Drome, Animal, Minstrel, Hawaiian, Snake, Athletic, Revue. WANT Acts for Side Show, Married Couple, Tattooer, Ticket Sellers, Mind Reading Act, Added Attractions. Address SIDE SHOW MANAGER. WILL BOOK, BUY OR LEASE Ridee-O, Whip, Octopus, Loop-o-Plane, Small Skooter, Kiddie Rides. Ride Help and Foremen wanted, also Electrician. Write or Wire 193 PASSAIC STREET, CARFIELD, N. J.

### 4 FOR 10c OPERATORS

HERE IS A NEW 2 1/2 x 3 1/2 x 1 1/2 LAMP SENSATION Silver Reflector inside of Lamp with No. 2 filament, guaranteed six hours, and to give three times the light of an ordinary No. 2 Photo Flood. Two Reflectors necessary. Regular \$4.00 Seller. \$7.20 Per Dozen. Money refunded if not satisfied. We handle every type in this and globe made. We will not be undersold. Send for globe price list and save money. Reference: Dna's & Bradstreet. Terms: 25% Deposit, Balance C. O. D. JACK D. FINK & CO. 8 North 8th St., ST. LOUIS, MO.

SHOW TENTS and TRAILER CANOPIES Fulton Bag & Cotton Mills Manufacturers Since 1870 Plants in St. Louis, MO., Dallas, TEXAS, New York, N. Y., New Orleans, LA., Kansas City, MO.

WANT RABBIT GAME Will Pay Cash. BEN SHIFFOFF, 28 Bay 26th Street, Brooklyn, N. Y.

"MAC" McNALLY Formerly Allentown, Pa., Now With CHUCK SAUTER, Selling CHEVROLETS. SOUTHLAND MOTORS, Inc. Miami, Florida.

WANTED CANDY BUTCHERS FOR CARNIVAL. Sober and reliable men only. Good proposition. Must have cash bond or be bonded. PAUL BOTWIN, Columbia, S. C. 627 Gervais St.,

TRUCKS AUTOMOBILES — MOTORIZE YOUR SHOW Write CHARLIE T. GOSS With STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

## Patrick

(Motorized)

SPOKANE, Wash., March 12.—Show will open April 15. Fifteen men are working in quarters. Rides and ticket boxes are being painted white and new show fronts are being built, with W. H. Olsen, show artist, doing work. New transformer truck for new transformer is under construction. Merry-Go-Round will be in charge of Ed Neiderman; Wonder Wheel, Pappy Miller; Chairplane, Mickey McVary; Loop-o-Plane, Eira Starke; Funland, Bill Hove. Celebrations booked: Omak Stampede, Omak, Wash., International Fair, Oroville; Dayton Days Celebration, Dayton; Pioneer Picnic, Weston, Ore. Mrs. W. R. Patrick will be in charge of office, and Mrs. Monroe Eisenman, main gate. Monroe Eisenman, general agent, and W. R. Patrick returned from booking trip. Letter is undergoing an operation on his throat. Newcomers to the Spokane group of showfolk are George and Harold Phillips and George Raymond. Staff: W. R. Patrick, owner and manager; Mrs. W. R. Patrick, secretary and treasurer; Jack Ritter, press; Clinton Williams, promotions and contests; Al De Porter, mechanic; Les Fee, electrician; Don Meredith, ride superintendent; Alex Fox, concessions superintendent, and Richard Fitzgerald, watchman.

MONROE E. EISENMAN.

## Bullock's

SUMTER, S. C., March 5.—Work is progressing. Everything is being overhauled and repainted. New canvas ordered, and Manager Bullock purchased another new truck. Jimmy Anderson is in charge of quarters. K. E. Lambert has charge of paint department and has made Big Eli Wheel seats very attractive in white enamel with maroon upholstery. Agent E. A. Murray is back in quarters. Mrs. John H. Harris will have popcorn concession. Concessions in quarters are: Mr. and Mrs. Joe P. Scott, cookhouse and country store, assisted by Ben West; Mr. and Mrs. Jack Simpson, photo gallery; Mr. and Mrs. Harry C. Gross, pan game and hoop-la; K. E. Lambert, fishpond; Alma Lee Murray, cigar gallery; Louise Anderson, penny pitch; Mrs. J. S. Bullock, bingo, and Clarence Poplin, ball game. M. H. Baker arrived to take charge of mechanical department. Writer is press representative.

CLARENCE L. POPLIN.

## T. J. Tidwell

SWEETWATER, Tex., March 12.—Nine rides and three shows were sent to Abilene, Tex., for pre-season showing at Abilene Rodeo and Stock Show. Most of rides were new and rest freshly painted, making an impressive sight in the air. Harry Howard, who will have his Cinderella ponies with show this season, played Sweetwater Stock Show to good business. Howard's animals will get heavy billing when show goes out. New Scooter ride has been erected at quarters for experimentation before taking to road. Mr. and Mrs. Harry Craig joke that they've gone down in trailer wheel-power, their new Palace housecar having only three wheels compared to old four-wheeler Craigs formerly used. Mrs. L. J. Heth, sister of Mrs. T. J. Tidwell, and Mrs. James L. Sparks, Mrs. Tidwell's mother, recently spent two weeks here visiting Tidwells in their new home.

ROY E. STEIN.

## Clint &amp; Clark

WASHINGTON, Pa., March 12.—Quarters moved from Canton, O., to Washington, Pa., March 1. White Hunt, Frank Kopcha and Spider Linsenbiger arrived. Mr. and Mrs. Clint Roberts arrived from Tampa. Rides are receiving repairs and paint. Trucks and equipment are getting a new coat of red and white. Dave Harris, Billy Morgan, Ted Meadows, Guy and Lil White, Tiny and family, J. B. Teter and wife, Mr. and Mrs. C. M. Wertman, Sam McMaster and family are due to arrive soon. Agent Charles C. Huntley has been making numerous trips.

RAE ADELE CLARK.

## W. E. West

(Motorized)

CHERRYVALE, Kan., March 12.—W. E. West is speeding up work in quarters. Move on lots to open April 2. Jane White announced that a piano accordionist has been contracted. Mrs. White will handle Lovers' Lane this season.

## Spring-Quarters News and Gossip

As Reported by Representatives for the Shows

SHOW LETTER WRITERS, ATTENTION! Many Spring-Quarters News and Gossip letters had to be left out of this edition owing to late arrival and carelessly prepared copy. NOTE! All matters submitted for publication should be written on a typewriter, double spaced. Not with pen or pencil, nor all capital letters typed. Kindly have copy reach *The Billboard*, Cincinnati, by Thursday morning of each week, no later. Your co-operation will be appreciated.—Carnival Editor.

Mrs. Koffer and Hillbilly Revue will arrive soon to start rehearsal. Writer has charge of Side Show and plans several innovations and will have all new acts. Local picture show, owned by Mr. and Mrs. Lee, are ready for carnivals. Invites them in. It is work in barn in daytime and relax in theater at night. Visitors: Mr. and Mrs. Sid Meyers.

BETTY-JOHN.

## Cetlin &amp; Wilson

GREENSBORO, N. C., March 12.—Everything progressing nicely as opening date draws nearer. Showfolk Village is getting more densely populated, as there are new arrivals daily. Mrs. John W. Wilson and Mrs. I. Cetlin arrived from Miami. Mr. and Mrs. Sam Serlen in town for a few days. James Odell arrived from Miami, but left to take his parents home to Missouri. Norman Y. Chambliss a visitor to quarters past week. Harry Bentum arrived to start building his new water circus, free attraction for season. Hilton Hodges booked with his Jungle Show. Mrs. Cetlin and Mrs. Wil-

son (no dead man) loop. Roy Henderson has been added to painting department. Color scheme is light green and tangerine. New desk being built in office trailer. Card from Taylor Miller and wife saying they will be back with show this season. Paul F. Ebersole contracted three concessions. Jack Carroll, of Warrensburg, Mo., will furnish Athletic and Snake shows; Irene DeMars, of Minneapolis, will have Girl Revue ready for opening; Joseph Sherman and company, Hawaiian Show, and Sugar Leaf Balton, Minstrel Show. Sam Tyus, ride foreman, writes that he will be with show after an absence of two years. William H. Russell will have charge of Big Eli Wheel; Fred Scott, Tilt-a-Whirl; Shorty Bouden, Baby Ferris Wheel. Mrs. May Bourbor writes she will arrive before opening. Has a ball game. City Board of Charleston voted sidewalks out to quarters, which will be laid this summer. Mayor Oliver and Police Department, sponsors of opening this season, are frequent visitors. Local theater 100 per cent for show. New organ for Merry-Go-Round arrived. Sound system



MR. AND MRS. ERIC B. HYDE, of the Eric B. Hyde Shows, which show is now entering upon its second season of progressive activity. The organization has been developed to its present size and standing from a Big Eli Wheel and Tilt-a-Whirl owned and operated by Hyde with several carnivals prior to season 1937, when he launched his own organization. It might be well to note that the Hydys have working men and help on the show that have been with them for many long years, which is a concrete compliment to their methods of doing business and the handling of men.



son will leave soon for New York to purchase new wardrobe for Paradise Revue, which will be under their management again this year, with Art Parent as producer and stage manager. David Hosenberg signed contract as billposter. Edward L. Eger will be special agent. L. C. Miller passed thru on way to New York from Miami for a consultation with managers. He will start to work in two weeks as publicity director for season. Staff for season will be, J. W. Wilson, general manager; I. Cetlin, assistant manager; Harry Dunkel, general representative; George Hirschberg, secretary; Ed L. Eger, special agent; L. C. Miller, publicity; Fred Utter, electrician; Neil Hunter, trainmaster; Ray Meade, lot superintendent; Frank Massick, general superintendent, and Toney Lewis, mail and The Billboard agent.

GEORGE HIRSCHBERG.

## Barker

(Trucks)

CHARLESTON, Mo., March 5.—Work is being pushed. Indications are everything will be ready two weeks before opening. New sidewalk arrived for Minstrel Show. New truck being constructed for transformer by Electrician Arthur O'Neal. Coleman Lee, thru an advertisement in *The Billboard*, sold his loop (dead man style) and purchased an-

has been arranged for ticket boxes on all major rides, under one control.

EUGENE C. COOK.

## J. F. Sparks

(Motorized)

LAWRENCEBURG, Tenn., March 12.—With opening definitely set for March 26, work in quarters is being speeded up. Bert Gyer, scenic artist, completed work on trucks and trailers. Mrs. J. F. Sparks returned from Bloomington Springs, Tenn., after a week-end with her children. Manager Sparks completed a booking tour and is optimistic about 1938 season. Princess Mowlee Springwater, who is playing in Magnolia Gardens, Charleston, S. C., says she is ready for opening. Mrs. E. Trivady with cookhouse is due March 15. Visitors: Mr. and Mrs. Douglas Wright, of Alexandria, Tenn., and Al Nelson, of Columbus, O. Personnel was sorry to learn of death of H. G. Buchanan, general agent of T. J. Tidwell Shows. Buchanan and Sparks were friends for years.

BILL WHITAKER.

## L. J. Heth

NORTH BIRMINGHAM, Ala., March 5.—Show now ready for opening. All rides repainted. Two new show fronts completed, also transformer wagon.

Show will be well equipped with music with both white and colored bands and two organs. Ray Daley will operate Side Show, Peasing Show and Girl Revue. Peck Goodwin will again have Athletic Show, Charlie Wrenn, Motordrome, Hopper Dent, Cotton Club Frolics, with George Spaulding on front. Milt Hinkle contracted Wild West and Rodeo. Vincent Bellamo will have white band. George Kelley will handle lot. Leon Elliott, chief mechanic and electrician. Manager L. J. Heth has been busy all winter and deserves credit for taking out best looking show of his long career in carnival field. Mrs. L. J. Heth and mother returned from a visit with her sister, Mrs. T. J. Tidwell, of Tidwell Shows, Sweetwater, Tex. A change along concession row will see C. A. Bain operating bingo. George Spaulding will handle mail and *The Billboard* sales.

JOE J. FONTANA.

## Zimdars

JACKSON, Tenn., March 12.—Final touches completed. Zimdars Shows are ready for opening. Trailer City is growing. Showfolk coming in every day. Some attractions are: Gene Padgett's Girl Revue, also Paristan Models, Chief Deerfoot's wild animals, Clyde Curran's *Across the Pacific* and grind show, Sailor Harris' Side Show; Slim Davis' show, featuring three fat girls; Jack Sampson's Athletic Arena, with K. O. Frost, boxer, and Harry Nixon, wrestler; Max Wilson's Variety show and new Funhouse, Highland Fling, built on a semi-trailer. Artie Zimdars and C. R. Crysel finished new transformer wagon, including installation of transformers and tower. It is equipped with floodlights and new-style switches. Ben All, magician, visited past week. Jack Smith writes from Texarkana, Tex.-Ark., he will be here for opening with concessions. Concessions now on hand are C. R. Crysel, E. F. Thorner, Oss Daniels, Trus Daniels and Frank Stokkie Broussard and wife and Frank Blockie and wife, W. Terry Martin completed a promotion in Union City, Tenn., and with his staff left for Paducah and Henderson, Ky., and Dyersburg, Tenn. Charles Setp has given up his job with press in order that he can devote his time to sale of *The Billboard*.

BUDDY MUNN.

## Modern

(Baggage Cars and Trucks)

FORREST CITY, Ark., March 12.—Activity in building, repairing and remodeling. Sign and pictorial painting is noticeable in quarters. Contracted to be on midway: J. B. Gayour, Kansas City, with kiddie rides; John Benton, Knoxville, corn game, and Sid Preston Infos from Joy Theater, Oklahoma City, where he is producing, will have a girl show. Charles L. Hollowell, Little Rock, promoter, cousin of writer, and family, and George Roy, wife and son, spent several days at quarters.

DOC WADDELL.

## Johnny J. Jones

(Railroad)

AUGUSTA, Ga., March 12.—Carpenter department completed work on an additional miniature house for stage of Royal Russian Midgets. Only a few wagons remain to be painted. Ground at quarters is filled with newly painted ones. Wagons are red with aluminum gears. Lettering is aluminum trimmed in black. Mr. and Mrs. Bill Holt arrived. Bill is superintending a few changes to be made on Rhumba Show stage. Mr. and Mrs. Charles Larkin reported. Charlie to put few needed touches to Ridee-O. Mr. and Mrs. Sol Wassermann in from Tampa to check over their concessions. Mr. and Mrs. George Davis in from St. Louis. Most popular of independent eateries remains Lipsey & Paddock Concessions, dining hall where Mrs. Boots Paddock's culinary art continues to be a successful temptation. Visitors: Mose Eberstein, Arthur Campbell and Jack V. Lyles. Letter en route to Art Lewis Shows in Florida.

RALPH LOCKETT.

## R. H. Miner's

PHILLIPSBURG, N. J., March 12.—Miner Show will open April 30 and will play in and around Philadelphia early part of season. Arthur Mead, of Newark, with concession and sound car; John Parker, of Buffalo, new cookhouse and grab stand; H. G. Brown, of Buf-

also, corn game; Vincent Nocerino, frozen custard; Louis Light, bird wheel, pitch-till-you-win and hoop-la; O. J. Tarbox, of Berwyn, Md., cigaret gallery; B. Crimi, of Sulphur Springs, Wis., pop corn and candy apples; Meyer Pimentell, with juice stand; Louise Kauffman, now in Florida, will be lot man and will also have concessions. Leroy Krauss informs that he will be on concession row again. Johnny Eck has signed with his new show and Adolphine Kunde with his sex show. New kiddie ride and new lighting fixture for Eli Wheel have been purchased. R. H. MINER.

**Smith's**

AUGUSTA, Ga., March 12.—Everything is nearly ready for opening. Jack Smith and wife are getting their chairplane and concessions in shape. Peggy Ewell has his Neoma Show with big python ready. Assistant Manager K. P. Smith Jr. has 10-in-1 ready. Writer, who has been attending fair meetings and doing booking since January 3, returned to quarters to confer with Manager K. P. (Brownie) Smith. Annie Lee and Luke Lee have arrived. Blackie Gumeil will have illusion show. Dot Smith and Bill Penny will be on concession row. Bert Bergan, electrician, is ready. Dutch Basquin arrived to work with Fred Barrett's concessions. Harry O'Hair will have cookhouse. Show has all new fronts and banners this season. HERBERT WIGGINS.

**Dixie**

MOBILE, Ala., March 12.—Work is moving rapidly under direction of Felix Scott, superintendent construction. Another week will find show in excellent shape for opening at Bay Minnette, Ala. A new funhouse will be added. Shows are being remodeled and reconditioned and will have uniform panel fronts and new descriptive banners. Manager C. D. Scott purchased Tilt-a-Whirl, which is being operated on lots in Mobile with minstrel show and concessions. Minstrel show is feature attraction, 30 people, including band and orchestra. Will be presented in a new 40x80-foot green dramatic end top. Scenic artist finished decorating Merry-Go-Round. Big Eli Wheel repainted and equipped with new entrance arch and star lighting system. Loop-o-Plane repainted, equipped with

new lighting system and illuminated boat. Chairplane completely overhauled and a callaphone added. Kiddie Autos ride reconditioned, repainted and new top. New Hawaiian show is being built, with stage and lighting effects, panel front and new top. Athletic show, new thruout, top, ring and panel front. Alleen-Alken show will again be one of features with new interior and modernistic front. Pop and Mom Birchman again have side show. A. P. McCampbell, chief electrician, rewired transformer truck. Mrs. A. P. (Virginia) McCampbell will again have charge of Mrs. C. D. Scott's fishpond.

Visitors from Wallace Bros.' Shows, Mrs. C. D. Scott's stepmother, Mrs. Pearl Shroyer, of Dayton, O., a Mardi Gras visitor and remained for an extended stay. Arthur and Kathleen Scott are still operating Rendezvous night club. Gus Litts and wife operating concessions in the suburbs of Mobile. Writer returned from a successful two months' booking trip. JACK DE VOE.

**M. B.**

BEVTON, Mo., March 12.—With several men working at quarters, opening preparations are advancing. A new truck and a new trailer coach purchased. Color scheme on trucks is black and white. Manager Leo Bortz has new corn game. Cookhouse will be on a trailer this season. TEDDY SHANNON.

**Blue Ribbon**

PHENIX CITY, Ala., March 12.—Art Alexander is building some new concessions. Opening of season drawing near. Manager Roth ordered full speed ahead in all departments. Improvements make it necessary for entire crew to work Sundays and late evenings. Sixteen workmen keep Mrs. Roth busy from early morning to late at night in kitchen seeing that all have plenty to eat. More work has been done this winter than any other year on Blue Ribbon Shows. Perry Chester and crew completed four 24-foot semi-trailer bodies, which will be the pride of Mr. and Mrs. Roth's fleet of trucks. Another new truck purchased this week is to be used for street parading and advertising. Page's Kiddies' Band has been contracted for the entire season as a free attraction. Jerry Burrell's Rodeo and Wild West is due in quarters soon. Dot and Nell Massaro booked frozen custard. Art and Mary Ann Alexander added two ball games, making four, and bought exclusive. Pat Brady, new chief electrician, arrived and is busy getting transformer wagon and towers in shape. Raleigh Lawson, foreman of Merry-Go-Round and scenic artist, is doing good job of painting and redecorating. Lamor Morgan started work on the Rides-O, of which he is foreman. Being all motorized this year, fleet is painted in three-color scheme. Red and black cabs; semi-trailers, orange trimmed in black. Mom and Pop Wheeler have pop-corn concession newly painted. Pat and Earl Spicer will have a new attraction this year. Mike Rosen and crew arrived. They have been repairing and painting their concessions. Edward K. Johnson is doing a fine job of booking. JACK GALLUPPO.

**Buckeye**

LAUREL, Miss., March 12.—One hundred people working. Recent arrivals are Bee Kyle, high diver and troupe, free attraction. Her first carnival appearance since returning from Oriental tour; also Andy Gump with his attractions; Mr. and Mrs. Fred Rainey, corn game; Mr. and Mrs. Ed Sikes, two concessions; Mr. and Mrs. Ben Pointeus take over cookhouse; Bert King and wife, banners and publicity. Eloise Lowry and brother, Harold, arrive. Lowry will handle The Billboard again. Count Zaino here with his attractions. Tate Roberts has Ten-in-One. Harry Starbuck has concessions. Mrs. Fran Baggett in charge of art department, with Mrs. Lorain Roberts and Mrs. Rosalie Harris as assistants. Visitors: Mr. and Mrs. Charles Stanly with their death car attraction, which was on exhibit here for two days; Homer Olliland, special agent Hennie Bros.' Shows; Billie Bowen, of Hughy Bros.' Shows; H. Kuchler, of WAML radio station. Joe Gailer, manager, and J. A. Gentch are out booking. Gentch has been very successful. Mrs. Lois Gentch, wife of show's agent, returned from local hospital, where she was confined with serious illness. She is now on way to recovery. All show equipment re-

paired and repainted. Many comments from local merchants and other business people about amount of work accomplished. Whole personnel of show are very thankful for co-operation that local business men and city officials have given. KENNETH WYNNE FRANKLIN.

**West Coast**

SEATTLE, Wash., March 12.—Twenty men are working at quarters. Billy Williams, master builder, arrived from Los Angeles and is rebuilding Dodgem. Chet Sanders is painting Merry-Go-Round; other rides are also being painted. Joe Glacy, who will have side show, will arrive soon from Los Angeles. Clark Willey will have Motordrome and has arranged to have girl riders. Ed Flynn is readying his cookhouse. Gurney Treman, secretary, will be in quarters soon. Red Roberts, auditor, will head Mrs. Huggins' bingo game. Rides and shows and some concessions will be neon lighted. Joe de Mouchelle, special agent, will arrive soon from the South. D. Newland will be concession superintendent; Jimmy Kling, lot superintendent; Billie Williams; ride superintendent; Frank Hatfield, electrician; Harry L. Gordon, general agent; Walter Cotton, sound truck and calliope. HARRY L. GORDON.

**Elite**

INDEPENDENCE, Kan., March 12.—Manager Charles Rotolo opened quarters March 1 and work is going full blast. Everything getting new paint and some fronts are being built. Blackie Pike will have pit show and is now building a front for it. He will also have La-Zora. Larry Reed will have mechanical show and it will be new from front to back. Ernest Ray, Hawaiian, and Jack Taylor, Athletic Show. Big Eli Wheel is owned by M. C. Bondurant; Swing, Loop-o-Plane, Mixup, Tilt-a-Whirl and kiddie autos, owned by management. Dave Reese, pop corn and peanuts; Sam Day, long-range gallery; Wanda Day, milk bottles; Charles Sinclair and Harold Freeman, photos; Boss Poltz, cigaret gallery and also will handle The Billboard and mail. Mr. and Mrs. Jack Conway arrived with new cookhouse. White Sanders has scales; Dwight Cooper, corn game, and Francis Cooper, penny pitch; Mrs. Gale Cresch, penny case rack. Madame Florence contracted for free act. Show will have pay gate. Writer will furnish a new sound truck. General Agent Buton secured some fair contracts. Show will open in April. DON FOLTZ.

**Heller's**

SWAINSBORO, Ga., March 12.—Free attractions this season will be Charles Seigrist's flying act and the Lady on Swinging Bar. Slim Harris contracted to present high net-diving act. Others signed are Art Eldridge, for side show; Mrs. Eldridge; Jungle; Carroll Lee, mid-girts; W. Stack Hubbard; sex, nudist colony and girl, and Kid Symmonds, athletic arena. Jepplet, known as Jap boy from Bayonne, N. J., has wheels contracted. Ten men are working in quarters. FRANK TURNER.

**Ellman**

MILWAUKEE, March 12.—Things at quarters are nearly ready for opening. New fleet of trucks are being painted aluminum with red and black letters and all show fronts are painted and relettered. Henry Ellman built new front for Loop-o-Plane. Ray Swanner purchased candy floss machine, adding to his concessions, each of which has new canvas. Ray will be lot superintendent. Mickey Stark remodeled photo gallery. Ralph Johnstone's building two concessions. Capt. George Collins will be with show with his museum, for which 70-foot front is being made. Frances Ellman returned recently from Florida and Charles Ellman returned from a booking trip. FLORENCE FRANKLIN.

**K. G.**

FORT SMITH, Ark., March 12.—C. C. Hutchison, who is in charge of quarters, reports that rides and shows are nearly ready for opening in April. Manager K. G. Clapp returned from a booking trip and while away purchased the Bullard Bros.' Shows, which were shipped here March 1 for painting and overhauling. Additional transportation equipment has been purchased for Bullard Bros.' Shows. Tom Hamilton is painting

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Copy for the Carnival Department must reach us by Friday, March 18.

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Carnival Department must reach us by Wednesday, March 30.





**Reynolds & Wells**

TEXARKANA, Tex., March 5.—Work is being speeded up getting ready for opening date in April. Manager Reynolds and General Agent Burns away looking after spring dates. H. Norman has new Motordrome completed. Press Agent Louis Pringle is due with sound truck from Rio Grande Valley. Al Kish and wife arrived from New York to get Girl Revue ready. Pop Neal and family arrived from San Antonio. Tex Baker and Blackie Harrison, wheel operators, are in quarters and have Big Ellis ready. All mobile equipment is getting a new coat of paint. New light truck with searchlight system is creating comment and praise from all who visit quarters.

JACK LINDSAY.

**P. J. Speroni**

ROCK FALLS, Ill., March 12.—Opening date announced by Manager Speroni as April 23. All ride foremen are reporting to give rides final touches. Mrs. Roy Warr is in charge of dining hall, and all boys have given their approval of her as a cook. Roy Warr is painter. Patsy, watch dog, seems bubbling over with enthusiasm for getting show in shape. Jack Troy, agent, sent in contracts for some late fairs. Writer received letter from Pearl Howard, who is wintering at Springfield, Ill., that she will be with Jack Duane Shows out of Peoria this season. Mrs. Carrie Day, who has concessions and a free act and resides in Rock Falls, has been called to Clinton, Ill., to bedside of her mother, who is seriously ill.

ESTHER L. SPERONI.

**Weer**

CASSOPOLIS, Mich., March 12.—Work will begin at quarters three miles out of Cassopolis April 1. Feature this season will be Old Plantation Show. Joe Fredricks will have penny arcade, Octopus and Crime shows. Joe Hilton will have big snake. Van Zile has pitch-till-you-win, cracker-jack and cigaret shooting gallery. M. Bowman has lead gallery and pitch. Mr. and Mrs. Weer gave a dinner party for friends March 4.

FRANK MCKAY.

**Gruberg's**

MONTGOMERY, Ala., March 12.—Opening two weeks off. Veterans of Foreign Wars, auspices, have done a lot of publicity work, newspapers and radio are announcing. Shows are ready to open. Mr. and Mrs. McKwan arrived to join Silvin Side Show. Louis Firpo, with Mrs. Firpo, came in. Louis is again trainmaster and lot man. Mr. and Mrs. Earl Morris, who operated Wax Show, are putting finishing touches to exhibit. Madame Elsa De Loupe has been equipping French Casino with new curtains and decorations. Morris G. Stokes, wife and son drove in from Chicago; he will again take charge of billposting. Joe B. Mannheim will be in next week. Jimmy Van will take charge of Mrs. Gruberg's ball games. Emily Godwin is here and will be featured by Morman Wolfe. Lillie Dawn is due from Boston to complete Casino artists, who are now rehearsing under direction of Madame De Loupe. Bingo has been built for Mrs. Gruberg. Dan Benning will have charge of it for office. Mr. and Mrs. Van purchased a new Buick car. Louis Firpo a new trailer and William Silvin a new Dodge.

DICK COLLINS.

**World of Mirth**

(Railroad)

RICHMOND, Va., March 12.—With opening of World of Mirth Shows only a few weeks away work at quarters is being rushed forward rapidly. Night crew of 15 men has been added to blacksmith and wagon shops under direction of Frank Bergan. Thirty new wagons are now under construction. All rubber-tired equipment will be used. Tommy Regan arrived and is feeding 100 men. "I am looking for a year that will be as great as any I have ever had and perhaps better," answered General Manager Max Linderman to queries of reporters, and added, "In my countless trips over territory that I am going to play this summer I have observed a slight recession in business from last summer, but people are not afraid as they were in past depression and therefore this slight recession will undoubtedly lift." Linderman revealed

some of things that were taking place at quarters now. He said that Wally Cobb, show's trainmaster, with help of 15 men, had nearly completed steel flat cars in compliance with new ruling of the Master Car Builders' Association and was completely renewing three state-room cars. Charley Kidder is working on a new marquee and when completed will be one of finest ever seen on an outdoor amusement. Harry Hawky has completely overhauled tractors. Maybelle Kidder is building new illusions for her Temple of Mystery that will be an innovation. Three new modernistic fronts designed by scenic artist were nearly completed. These fronts will be ornamented with chromium and lumite. In concluding interview Manager Linderman stated, "My trip to Hot Springs, Ark., has put me in pink of physical condition to carry on a successful season for '38. World of Mirth Shows will go out on 35 cars." General Agent L. Harvey Cann was reported busy in opening new spots for still date season.

A SHOW EXECUTIVE.

**New England**

(Motorized)

FORTY FORT, Pa., March 12.—Work is in full swing at quarters. There will be practically an entirely new electrical set-up on all rides, personally supervised by P. S. McLaughlin. W. J. (Billy) Giroud has been visiting and interviewing showfolk. He placed orders for a new marquee, a new front, also new ticket boxes, all electrically equipped. Upon return from a week's tour of Eastern States he says he was very favorably impressed with prospects of a banner season. Conditions thruout New England States appear to be sound financially and working conditions are on uptrend. Ross Manning, general representative, was on tour with Giroud and found committees to be very receptive to idea of sponsoring carnivals. Mr. and Mrs. John D. Kilonis stopped over two days, during which time some new ideas were discussed for coming season. Visitors at New York office: Freddy Phillips, Gerard Greater Shows; Max Linderman, of World of Mirth, and his general agent, L. Harvey Cann; Billy Dauphin, of Long Island Amusement; Jimmy Hurd; Al C. Grill, of the Grill Shows, and Mac McGarry.

ALFRED P. YOUNG.

**Sheesley**

SAVANNAH, Ga., March 12.—Slate Parker, assistant trainmaster, is busy getting new decking on flat cars and looking after running gear on show train. Ernest Murray is new manager of Minnie Pounds' cookhouse, with Frenchy Charest doing carpenter work on same. Clarence Pounds and Hilton Hodges came in from Miami to get their outfits in shape. George Dorman and wife, promoters, are taking it easy awaiting opening. Al Renton has side show ready and illusion nearly ready. Al Jr. will run latter show. Jimmie Austin, midway custodian, is looking after steel box car. Jack Wisalow has monkey circus in shape for road. R. G. Kokomo Sykes has electrical wagon overhauled.

WARD (DAD) DUNBAR.

**De Luxe**

LANCASTER, S. C., March 12.—Sun is still shining and paint brushes flying. Office trailer has been completely renovated inside and out, as well as painted with official show colors of blue and white. It is to be furnished with modernistic chromalium furniture. New-comers to quarters are Mr. and Mrs. H. H. Homer, who are building a new set as well as unique illusion show; Matthew Slayton, Al Rice, Harry Fox, James Martin, David Lee Davis, Al Bonenberg, Shorty Preston, James Kennedy and Joe Hollander, all being connected with show last season. S. E. Prell receives daily report of how work is going in quarters under C. J. Franco, general manager, and William T. Hassen, assistant manager.

MRS. CHUCK SIMMONS

**Winters**

BEAVER FALLS, Pa., March 12.—With return of Mr. and Mrs. Winters, work at quarters will be doubled from now on. Decorating and painting work is under direction of H. L. Sawyer, formerly of Curtis L. Bockus Shows. New fronts for Bob White's Streets of Baghdad and Jim Wilson's Sunny South are now under

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**MARKS & FULLER, Inc.**

DEPARTMENT B-20

ROCHESTER, N. Y., U. S. A.

**CALL! CALL!**  
**JOHNNY J. JONES**  
**EXPOSITION**

**OPENING SATURDAY APRIL 9th, Greenville, S. C.**

then playing the cream of still dates, followed by one of the country's BEST route of fairs starting in July—Anderson, Muncie, LaPorte and the Indiana State Fair, Indianapolis, Indiana; Salem, Ill.; Kentucky State Fair, Louisville, Ky.; Tri-State Fair, Chattanooga, Tenn.; Cleveland County Fair, Shelby; Catawba District Fair, Hickory, and the North Carolina State Fair, Raleigh, N. C.; Georgia State Exposition, Macon, and Exchange Club Fair, Augusta, Ga.

**— WANT —**

HAVE OPENING FOR ONE GRIND SHOW OF MERIT! Must be in keeping with our standard and worthy of our route. Can place experienced Minstrel Show Performers. Opening for Lithographer and Biller on advance. Two experienced, capable ORATORS.

All people engaged kindly acknowledge this call. Show train leaves AUGUST 7TH, THURSDAY, APRIL 7TH. Address

**WM. C. FLEMING, Director General**  
P. O. BOX 239. AUGUSTA, GEORGIA.

construction. As in past years, policy of strictly legitimate concessions and clean shows will prevail. Earl Burkert will operate new cookhouse which is being framed. M. Anderson writes he rebuilt two shows, No Name and Adams and Eve, and will open with new canvas and banners. General Manager Curtis L. Bockus will be here for a business conference with owner Harry Winters and to go over plans for new office wagon. General Agent H. H. Howard announces bookings. James Nelson, of advance staff, is commuting between his home, Saco, Me., and general offices of show at Lynn, Mass. Whitley Pelley left Blue Ridge Shows in Georgia last week and returned to his home at Carbon Glow, Ky., to get his concessions ready for opening. Mr. and Mrs. Roy Lollar are

**Central States Shows**

OPENING APRIL 2  
Can place following Shows—Mickey Mouse, Midget, Snake, Wax Drive, Carrolls Brown waxes Girls for Girl Shows. Will book Seales, Candy Flare, Snow Cone, Pop Corn and Peanuts, American Mid-Camps. Have good proposition for Corn Game Operator. Have Grand Jinks for Sals. Will look same on show. Want Foreman for Merry-Go-Round and other side bets. P. M. MOSER, Mgr., Box 244, Ellsworth, Kansas.

visiting Mrs. Lollar's sister, Noel, at Burlington, N. C. Sorry to hear of death of William Mildenberger (Reading Bill), who for many years had concessions with the M. J. Lapp and Bockus shows. R. Crandal put in a day as guest of Harry Winters. Other callers were Eddie Smith, George Walsh, Bill Sims, Jack Roberts and H. Hersey.

CARL O. BARTLETT.

## Full Date Carnival Show Letters

As Reported by News Representatives for the Shows

### Heth Bros.

Luperc, Ala. Week ended March 5. Downtown lot. Auspices, American Legion. Weather, cold. Business, fair.

Due to whole-hearted support and co-operation of postmaster and commander of this post and all members, under direction of Commander Moore, this engagement was good in view of recession and short cotton money. T. P. Littlejohn, of Troy, Ala., was a welcome visitor several times during week. Reports conditions and prospects far better for his circuit of 36 fairs in Alabama than they were in '37. Scotch McRae, in charge of Merry-Go-Round, brought it out of quarters and getting first coat of paint, plus complete overhauling. Idaho Smith, of novelties fame, left to join a Western circus. Lot Superintendent Lyle Barrett busy moving tents and fronts from quarters and making all preparations for big show's opening. Mrs. Paul Crizer returned from visit with her folks in Louisiana and is helping Paul complete their new living trailer. General Agent M. J. Drensen doing excellent work.

FLOYD R. HETH.

### White City

Monrovia, Calif. Six days ended March 5. Location, East Huntington drive at Shamrock. Auspices, L.L. Business, nil. Weather, worst storm in 60 years in this section.

Great many showfolk visited opening of Hilderbrand's United Shows in San Gabriel. Lucille King, special agent, and Arthur Hockwald, general agent, in company with Charles Walpert, spent week in Bakersfield on business. Visitors: Teddy Leavit, of New York; Mr. and Mrs. Joe Krug, owners of 29th Century Shows; Frank Downie, of Downie Bros.; Max Bernard, manager of World's Fair Shows; Mr. and Mrs. H. A. Grove, Juanita Grove, Betty Corey, Joe De Mouchelle, Stamese Twins; Johnnie Cardwell and Kenyon Taylor, noted for their gals—concessions—gals; Mr. and Mrs. Hunter Farmer; Billie Farmer, of Tom Mix Circus; Hazel Fisher and Verna Seeborg, of Hilderbrand's United, and Will Wright, of Will Wright Golden State Shows. Among housecars holding drop-in parties during storm were Mr. and Mrs. C. F. Corey, Marlo and LeFors, Bud Cross, Myles Nelson, May Collier and office of writer, Lawrence LaLonde, manager of Ten-in-One, added several new attractions and also took over management of a similar show on another organization. Floyd Bassie will manage one on other organization while LaLonde will remain with this show. Mr. and Mrs. Herb Usher were marooned at their apartment in Venice and were unable to reach show until the night. Virgie Miller Martin managed to commute with difficulty each night from her apartment in Los Angeles. Clarence H. Alton, owner of Loop-o-Plane, added a novel lighting display to his ride, thus enhancing color scheme. Bud Cross received many offers to place his Octopus from shows in Middle West. Among concessioners receiving fair patronage while show was in operation were Suede Olson, Ted LeFors, Chester Martin, Myles Nelson and Pa and Ma Slover.

WALTON DE PELLATON.

### Silver State

Pecos, Tex., March 1-5, inclusive. Auspices, American Legion-Fire Department, combined. Location, heart of town. Pay Gate. Weather, fair. Business, poor.

Pecos a disappointment. Fire Department and American Legion gave whole-hearted support. Radio Station KIUN broadcast show features three times daily. Customers did not seem to have an overabundance of cash to spend; consequently, show suffered. First blessed event of year: Birth of 6½-pound daughter to William Ferguson, foreman of Big Eli Wheel. Omar Murad joined with a really imposing magic and illusion show; Flying Willards, as free act; Floyd Barnes; Mr. and Mrs. Hoffman, and Bill Sutherland, with concessions. Rides: The Octopus, Carol Cook, foreman; assistants, Leland Wright and Harold Kintner. Merry-Go-Round: Foreman, Don Brumley; assistants, John Edwards and Alvin Duncan. Big Eli Wheels: William Ferguson and Harry Muller, fore-

men; assistants, Ter Oshea and Donald Workman. Tilt-a-Whirl: Louis Books, foreman; assistants, Dick Muller and Harley Whaker. Pony Express: Willie Wellman, foreman; assistant, Roy Best. Drive-It-Yourself Cars and Bicycles: E. O. Rogstad. Glider: Jack Radford, foreman; Don Morton, assistant. Baby Rides, Tony Springer. Loop-o-Plane, J. S. Jones, foreman. Entire personnel of Silver State Shows were shocked to hear news of H. G. Buchanan's death. Nearly every person on show knew Buck, as he was familiarly known to his pals. Some had worked with him, while others had relied on his judgment as a first-class advance agent and followed him from town to town, knowing that Buck would always do his best. It is with deepest regret and sorrow, as our season gets under way, that we think there will not be Buck's friendly smile and cheerful disposition to welcome them at fair meetings and other gathering places of show people. All we can say is, and this comes from whole Silver State Shows, is "Good luck, Buck and the very best season you have ever had."

BILL STARR.

### Lauther's Museum

MOBILE, Ala., March 12.—For week ended March 5. Two weeks in Mobile during highly touted Mardi Gras proved most disappointing engagement of this season's winter tour. Thousands of people thronged streets during festivities. Altho centrally located in midst of merriment, an absence of legal tender seemed to be prevailing reason for the lack of customers and plus fact that two museums had previously showed same location this winter. Director General Roy B. Jones severed connections with museum to take up his duties with Hutton's whale enterprise, where he will be active for the season. Perfect co-operation was given by Fred Miller, who handled legal details and did everything possible to try to make engagement a success. Show moves into Atlanta from here to open an extended engagement in a downtown location. Carl J. Lauther busy with plans for many changes and improvements he is going to make on his three shows, which will embark for third season under flag of Johnny J. Jones Exposition. Visitors: Walter B. Fox, C. D. Scott and Mrs. Fred Miller, whose pleasant personality made her a great favorite with entire personnel.

SAILOR JOE SIMMONS.

### CROWLEY'S SHOWS

(Continued from page 44)  
Shows, and Leo Simmons, high diver, of T. J. Tidwell Shows.

#### Personnel

Staff: G. C. Crowley, owner and manager; Mrs. G. C. Crowley, secretary and treasurer; George Cabell, special agent; Fred Webster, head billposter; G. P. Barnhouse, trainmaster; Myron Cleveland, electrician; G. (Jerry) Voelker, in charge of neon; Jewel Sloan, ride foreman; James Owens, night watchman.

Free acts: Victor A. Drumb, contortionist novelty; Captain George Webb, high net diver.

Rides: Doc Cropley, owner; Twin Big Eli Wheels, Ralph Raily and Bill Mack, foremen; Octopus, Clarence Cave and Jim McCormack, foreman; Tilt-a-Whirl, S. D. Hand, foreman; Merry-Go-Round, Johnnie Hines, foreman; Merry Mix-Up, Walter Dale, foreman; Loop-o-Plane, Bulldog Martin, foreman; Pony Ride, Chic Dumont, foreman; Auto Ride, Billie Moore, foreman; Baby Eli, Arnold; Skooter, Dinty Moore, owner, and Bill Gordon, foreman.

Shows: Motordrome, George Pureur, manager and rider; Mr. and Mrs. E. Slavin, riders. Rodgers International Rodent Show, Bert Rodgers, owner. Blossoms of Dixie, George Harris, manager; Charles Raymond, front; Juanita Williams, Ophelia Williams, Evelyn Horner and Dorothy Mack, chorus; Stump Dawkins, Buck Williams, Eddie Moore, comedians; Band, George Harris, director and slip horn; Howard Williams and James Ward, trumpets; Chappie Harris, sax; Buck Williams, slide; LeRoy Williams, snare; John Morton, bass. Congo, Bud Gross, owner; George D. Barrett, manager; Burnham Fallwell, front. Casino Show, D. E. Pence, owner. Four-in-One, Pop Nelson, manager. Sahara Rose, Whittie Austin, manager. Gross' Cavalcade of Wonders, Stanley Gross, owner and manager; Baby Lee, fat girl; Richard King, magic; Charles Price, human ostrich; Lady Loray, mentalist; Captain Monafay, iron eyelid act; George Hersey, fire king; Margaret Purser, sword and hoop rolling; Margaret Purser, sword and hoop rolling; Bulah May, floating box and electric chair; Bulah May, floating head; B. A. Bryant, human pin cushion; Larry Leuthold, Scotch bag-piper; Elsie Von Ritter, Annex No. 2; Dr. Hiram Beckett, Stanley Graham, inside; Mattie Scott, cookhouse. Fan, Sammie George, manager; Eve, dancer. Miss America, D. E. Pence, owner; Ruth McFarland, Sonny Handing, Lorain Bass, dancers. Athletic Arena, John Ellis, manager and wrestler; Book Pender, wrestler; Wildcat Sweeney, boxer and wrestler; K. O. Brown, boxer. Hawaiian Nights, P. Willis, manager; Mary Campbell, Earline Taylor, Fay Mizer, dancers; Art Miller, accordionist; Joe Kula, Hawaiian guitarist.

Concessioners: Blackie McLemore, owner and manager—Corn game, Mrs. V. McLemore, manager; R. L. Hall and B. G. Stricker, agents. Blower, Paul Kline; knife rack, Mrs. Pepper and Mrs. Wells; ham and bacon, John Guinn; watches, Jimmie O'Day; groceries, Mrs. J. O'Day; fishpond, Mrs. T. Conner and Mrs. Bill Wilson; cigar shooting gallery, Mrs. R. Guinn; bottle pitch, H. T. Washburn; radio, Doc James; slub skillo, Tommie Conner; string game, Binger McCord; roll down, G. Raymond; hoop-la, Mrs. Doc James. Cookhouse, Branda Brothers, owners; Robert Elording, cook; Chester Coomer, Lloyd Brightbill, waiters; R. Cooma, C. Martin, counter. Pop corn, Myron Cleveland, owner; Mrs. Cave, agent. Frozen custard, Mr. and Mrs. C. Whitehead, owners; snow cones, Mr. and Mrs. Barnhouse; ball game and cane rack, Mr. and Mrs. Art Hassen. Ball games, Capt. Webb, owner; Lois Collins, Mrs. Lee Carrier and Mary Gibson, agents. Scales, Lee Carrier; Eric Diggers, Dinty Moore. I. H. Wolfenbarger has photo gallery, cane rack, bowling alley and cigar wheel.



## National Showmen's Association

Piccadilly Hotel, New York

NEW YORK, March 12.—If the current rate of renovation continues the new home of NSA, on the sixth floor of the Palace Theater Building, will be ready for occupancy by the next meeting date, Thursday evening, March 24. As this is being written no less than 14 men are laboring furiously next door to The Billboard offices. House Chairman Sam Rothstein is on hand daily to supervise and advise RKO carpenters about this and that and other house committee members keep in close touch with activity.

Visitors to the new home are frequent—sometimes almost reaching the steady stream point. Among showfolk noted on the premises during the past couple of weeks were Rothstein, Fred Phillips, Max Hofmann, John Kelly, Arthur Hill, Leonard Traube, Lew Dufour, Frank Shean, Max Linderman, Irving Udowitz, Dorothy Packman and other members of the Ladies' Auxiliary, Frank Miller, Ben Rosen and Mack Kassow. House committee says everybody connected with show biz is welcome to visit the rooms until such time that the club officially moves in, when access will be limited to members and guests.

A wire from Art Lewis this week advised that the cemetery fund benefit on his show February 22 netted more than announced at last meeting and that additional contributions were on the way. Lewis sent a check for \$458 from the benefit a week ago.

It is urgent at this time to inform all members who have pledged furnishing contributions to have their articles—chairs, tables, desks, etc.—prepared for immediate delivery to the Palace Building. Immediately following completion of renovation house committee will send out a call for delivery and prompt response important. The Ladies' Auxiliary has already ordered material for window drapes and aims to have them completed and hung by March 24.

Auxiliary has also purchased a large American flag to adorn the rostrum and that, too, will be on hand by the 24th. H. Helfand, Brighton Lamp Company, indicates that his lighting facilities will be contributed in time and Bill Block advises his contributions will be in the building for the next meeting.

House committee is now planning to celebrate the opening of the rooms with a bit of a "blowout" at the next meeting. Nothing elaborate is being considered—refreshments and possibly outstanding speakers.

President George A. Hamid announces from Florida that enthusiasm in the NSA has spread to all parts of the nation as indicated by the interest shown him in Sarasota and Miami. Hamid is doing valuable missionary work in that territory and promises to have plenty of new members upon his return next week.

Applications continue to roll into Secretary Arthur Hill's offices and paid-up subscriptions arrive in almost every mail. Treasurer Jack Greenspoon, currently in warmer climes, is expected back shortly, and Max Linderman, first vice-president, has returned to the city from Hot Springs.

### Ladies' Auxiliary

By the time this is read the bingo party at Rosoff's restaurant will be history and, according to Dorothy Packman's prediction, the evening is set to augment the organization's treasury by a plentiful lot. Most of the proceeds, it is understood, will be devoted to contributions to the Cemetery Fund and house furnishings. Ladies have indicated excellent fund-raising ability by already planning to follow the bingo bust with a card party, proceeds of which will also be deposited in the auxiliary's coffers.

Ticket sale of bingo party has been encouraging and contributions to the prize list have been remarkable, officers report. No less than five members have donated prizes since the last meeting. A complete list of contributors, together with names of participants in the party, will be published in The Billboard.

Lower two rooms of the Palace suite have been set aside for auxiliary meeting rooms and will be available within a few weeks. Rooms, connected with the men's quarters by a short ramp, can accommodate 50 to 100 women.



INTERIOR VIEW OF MORRIS MILLER'S MUSEUM taken in Columbus, O., during recent engagement in that city. Standing bottom row, left to right, Morris Miller, Mrs. Louis Schlossberg, Louis Schlossberg and Robert Winchell. Sitting and standing on platforms, left to right, Professor Disco and Oscar; Zola, bearded woman; John Williams, alligator man; Captain Lewis, rubber man; Rosa Lee, armless girl; Zombazi and Bill, pygmies; Frank Zoda, emcee; Bob Wallace, pop eye; Buck Phillips, human pin cushion; Tex Monroe, knife thrower; Jean and Martina, Filipino midgets; Soda and Vic Anderson, spotted sisters; Art Hubbard, human bellows, and Mrs. Art Hubbard, illusion worker. Doc and Mrs. Waters were standing in rear and were not in the photo when taken by the Orr-Kiefer Studio, Columbus.

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, March 12.—President J. C. McCaffery was away on another business trip, so Second Vice-President Frank P. Duffield officiated at Thursday night's meeting. Seated with him were Secretary Joe Strelbich, Past Presidents Sam J. Levy and C. R. Fisher.

Entertainment committee announced a well evening of fun for March 17, which will be known as Walter F. Driver night.

Brother Doolan advises that the Showmen's home committee is making extensive plans to co-operate with Brother Carl Sedlmayr's committee in the drive for funds.

Brothers Tom Rankine and Theo Schlemmer are still confined in American Hospital and resting as well as can be expected. Brothers Colonel Owens and Bob Miller still confined in their homes. No late news from Brothers Dave Mulvie and Harry Mazie, who are under a doctor's care.

Applicants elected to membership were Robert E. Hickey, Oswald Lenach and Billy Adams.

Brother William Carsky and wife are touring the South on business.

Walter F. Driver, who is busy arranging for the big spring festival April 4, reports that the ticket sale is going along at a merry clip and the event is certain to be a sellout. Nat Green is doing a good job of handling the publicity.

Membership committee reports that total applications to date are four short of last year.

Treasurer Al Roesman and Al Cohn, still in Florida, letter that they expect to take a trip to the Keys but hope to be here for the spring festival.

Past President Edward A. Hock is out of town on business.

Things have been quiet for the concession boys at National Bowling Congress and a number of them decided that the best thing to do was to quit. So that's that.

Next two weeks will find a number of

the boys on their way, all seem intent on being in St. Louis for the opening.

Dave Tenryson is still around and making arrangements for his summer's work. John O'Shea and Ben Rosenzweig busy at their location on North Clark street.

Each day finds some brother recalling the fact that he has not paid his dues (See SHOWMEN'S LEAGUE on page 57)

## 15 Years Ago

(From The Billboard Dated March 17, 1923)

A proposed bill adverse to owners of outdoor shows in Michigan was greatly modified after Thomas J. Johnson, legal adviser to Showmen's Legislative Committee of Showmen's League of America, conferred with governor and members of the Legislature, who were pleased to learn of committee's aims and purposes to clean up circuses, carnivals and all outdoor amusements. . . . An influx of contracted attaches began streaming into Rubin & Cherry Shows' Savannah (Ga.) quarters. . . . American Legion of Edina, Mo., contracted Earlrow's Big City Shows for a week's engagement there beginning August 6. . . . Francis Marion Shows completed their 14th week of exhibiting in Georgia to satisfactory business.

Northwest Fair, Minot, N. D., contracted Lachman Exposition Shows to furnish midway attractions week of July 4. . . . Professor James Astolfo booked his band with Narder's Majestic Shows for forthcoming season. . . . L. E. Duke was still hibernating in Houston. . . . Billy (Uphigh) Klein, business agent of World at Home Shows, was vacationing with friends in Suffolk, Va. . . . Billy Gear and wife (Great Denora) were wintering in Dunn, N. C. . . . Walter Lankford booked his American Concert Band with L. J. Heth Shows for second consecutive season. . . . Martin Reeb forsook concession business to go into painting and decorating business in Buffalo. . . . Carleton Collins returned to World at Home Shows at Alexandria, Va., after spending winter working on a newspaper in Atlanta.

Tommy M. Allen joined L. J. Heth Shows in Birmingham as lot superintendent. . . . Patey Reia was again press-agenting ahead of K. G. Barkoot Shows. . . . Knickerbocker Shows, a new organization, were rapidly rounding into shape for spring opening. . . . Taylor Brothers signed their big aerial act as one of feature free attractions with Macy Exposition Shows. . . . Executive staff of Virginia Exposition Shows included Manager Leesman; C. L. Powers, general agent; Douglas Walsh, special agent; Jack Sparks, secretary and treasurer; John H. Hewitt, ride superintendent; W. H. Strickland, show superintendent; J. B. Wilson, concession superintendent and lot man; Dewey Ellison, trainmaster, and Red Reilly, electrician.

ROCHESTER, N. Y., March 12.—The matter of railroad transportation cost has loomed to great proportions as the result of the Interstate Commerce Commission having granted a \$270,000,000 annual increase in freight rates on March 8.

Railroads had requested a flat 15 per cent increase and indicated that they were disappointed when given a 5 per cent increase on farm and forest products and a 10 per cent increase on virtually everything else. These increases, however, are inclusive of increases granted on steel, coke and many other heavy commodities last fall, so that on some of these items upon which rates were increased last year there will be virtually no additional increase.

A number of commissioners who wrote concurring opinions warned the railroads that their difficulties were due in part to a much-needed corporate and financial housecleaning and suggested the same as a means to helping in the attainment of sound operations. Commissioner Miller called for consolidation of all railroads into a single system.

Some of the other opinions are of interest, as the Commission itself was not too optimistic about increasing the rates. Commissioner Atchison predicted that the increase would hurt business recovery, and the majority opinion emphasized that the increased rates would be offset somewhat by a decreasing volume in traffic.

Commissioner Joseph B. Eastman, the administration's former co-ordinator of railroads, estimated that the increase would amount to \$270,000,000 per year and would be sufficient to compensate the railroads for increased wages and other costs to meet expectations.

It is significant that the general attitude of the Commission was not too favorable to the railroads' views, as the Commission postponed action on the request of the Eastern railroads for an increase in passenger fares from 2 to 2½ cents per mile.

Significant language of the majority opinion of the Commission indicated: "The present revenues of the applicants are adequate under honest, economical and efficient management, to provide in the public interest adequate and efficient

# Geek, Grease Monkey or Owner

## HE'LL USE A SCHULT TRAILER

The majority of folks who work with carnivals and fairs use Schult Trailers for the conveniences of home while traveling. The ease of living and the money they save means more comfort and a larger roll at the end of the season.

A popular item among the nine Schult models is the combination house trailer and concession vendor pictured here. Comfortable quarters for 2 persons. Over 22 feet of awning covered counter space makes it ideal for a lunch wagon, skill game, etc. Hundreds of these jobs are bringing easy money with less work to owners all over the country. Investigate now. Take along this trailer when you join your show this summer.



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## SCHULT TRAILERS, INC.

DEPT. 203, ELKHART, IND.

OUR QUALITY IS HIGHER THAN OUR PRICE

# NOTICE!—A. G. Hodge Shows, Inc.

WILL OPEN SATURDAY, APRIL 2, in TERRE HAUTE, IND., AUSPICES GROTTO PATROL  
All those holding contracts acknowledge this ad and report to Crown Point, Ind. Winter Quarters soon as possible or Terre Haute, Ind., March 31.  
W. M. TUCKER, Manager.

<b>LAST CALL</b>	<b>PATRICK SHOWS</b>	<b>WANTED</b>
ORVILLE, OMAK, DAYTON, WASH., and the Biggest Fourth of July in the West. All Big Celebrations. Opening up a town that has not been played for fourteen years.	OPENING APRIL 15, SPOKANE, WASH.	
	WANTED — RIDES — BABY RIDE.	
	SHOWS—Ten-In-One, Fun House, Monkey Show, Unborn, Gams, all kinds of Grand Shows.	
	CONCESSIONS—Billboard, Bowling Alley, Fish Pond, Siosa Wheel, String Game, Scales, all 10¢ Concessions. ONE MORE FREE ACT — MUSICIANS FOR BAND.	
	Address: RED PATRICK, Winter Quarters, 1023 N. Hamilton, Spokane, Wash.	

## American Carnivals Association, Inc.

By MAX COHEN

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Some of the other opinions are of interest, as the Commission itself was not too optimistic about increasing the rates. Commissioner Atchison predicted that the increase would hurt business recovery, and the majority opinion emphasized that the increased rates would be offset somewhat by a decreasing volume in traffic.

Commissioner Joseph B. Eastman, the administration's former co-ordinator of railroads, estimated that the increase would amount to \$270,000,000 per year and would be sufficient to compensate the railroads for increased wages and other costs to meet expectations.

It is significant that the general attitude of the Commission was not too favorable to the railroads' views, as the Commission postponed action on the request of the Eastern railroads for an increase in passenger fares from 2 to 2½ cents per mile.

Significant language of the majority opinion of the Commission indicated: "The present revenues of the applicants are adequate under honest, economical and efficient management, to provide in the public interest adequate and efficient

railway transportation service at the lowest cost consistent with furnishing such service." And the Commission pointed out that the request for a 15 per cent increase was larger than reasonably necessary and to have granted it would have stifled traffic.

The chairman of the Commission, W. M. Splawn, said the new rates would average about 5 per cent higher than existing charges and could be put into effect on 10 days' notice by the railroads but that the new rates must become operative by July 31.

We are still very much in doubt as to whether these increases will have any effect upon railroad shows, for there is ample precedent to believe they will not. It will be recalled that several years ago when the emergency freight rates were put into effect railroad shows were not included by reason of their movement being governed by private contracts with carriers and not subject to public tariffs under jurisdiction of ICC. We anticipate that the same attitude will be taken in connection with the new rates and are hopeful that the precedent formerly established will be observed.

## Hi-De-Ho Via Panama On Way to Seattle

NORTH TONAWANDA, N. Y., March 12.—On Atlantic Ocean, headed south for Panama Canal, en route to Seattle, is one of new Spillman Hi-De-Ho Funhouses consigned to W. C. Huggins of West Coast Shows.

Following closely behind will be another Hi-De-Ho going to J. W. Conklin at Brantford, Ont., for Conklin Shows to augment its features this season. It will also be at Canadian National Exhibition, Toronto.

Bill Hames, who recently received his new Hi-De-Ho Funhouse, wired Spillman from Texas: "In 30 years I have been in show business I believe this new Funhouse to be one of soundest investments I ever made."

## Mrs. E. R. Bruer Injured

PORT WORTH, Tex., March 12.—Mrs. Edward R. Bruer, who fell and sustained several painful injuries to a leg and hip, is confined to her hotel here.

She is the wife of Edward R. Bruer, who has been special agent for Dodson's World's Fair Shows for the past several seasons. The Bruers wintered here.

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190-10200-10210-10220-10230-10240-10250-10260-10270-10280-10290-10300-10310-10320-10330-10340-10350-10360-10370-10380-10390-10400-10410-10420-10430-10440-10450-10460-10470-10480-10490-10500-10510-10520-10530-10540-10550-10560-10570-10580-10590-10600-10610-10620-10630-10640-10650-10660-10670-10680-10690-10700-10710-10720-10730-10740-10750-10760-10770-10780-10790-10800-10810-10820-10830-10840-10850-10860-10870-10880-10890-10900-10910-10920-10930-10940-10950-10960-10970-10980-10990-11000-11010-11020-11030-11040-11050-11060-11070-11080-11090-11100-11110-11120-11130-11140-11150-11160-11170-11180-11190-11200-11210-11220-11230-11240-11250-11260-11270-11280-11290-11300-11310-11320-11330-11340-11350-11360-11370-11380-11390-11400-11410-11420-11430-11440-11450-11460-11470-11480-11490-11500-11510-11520-11530-11540-11550-11560-11570-11580-11590-11600-11610-11620-11630-11640-11650-11660-11670-11680-11690-11700-11710-11720-11730-11740-11750-11760-11770-11780-11790-11800-11810-11820-11830-11840-11850-11860-11870-11880-11890-11900-11910-11920-11930-11940-11950-11960-11970-11980-11990-12000-12010-12020-12030-12040-12050-12060-12070-12080-12090-12100-12110-12120-12130-12140-12150-12160-12170-12180-12190-12200-12210-12220-12230-12240-12250-12260-12270-12280-12290-12300-12310-12320-12330-12340-12350-12360-12370-12380-12390-12400-12410-12420-12430-12440-12450-12460-12470-12480-12490-12500-12510-12520-12530-12540-12550-12560-12570-12580-12590-12600-12610-12620-12630-12640-12650-12660-12670-12680-12690-12700-12710-12720-12730-12740-12750-12760-12770-12780-12790-12800-12810-12820-12830-12840-12850-12860-12870-12880-12890-12900-12910-12920-12930-12940-12950-12960-12970-12980-12990-13000-13010-13020-13030-13040-13050-13060-13070-13080-13090-13100-13110-13120-13130-13140-13150-13160-13170-13180-13190-13200-13210-13220-13230-13240-13250-13260-13270-13280-13290-13300-13310-13320-13330-13340-13350-13360-13370-13380-13390-13400-13410-13420-13430-13440-13450-13460-13470-13480-13490-13500-13510-13520-13530-13540-13550-13560-13570-13580-13590-13600-13610-13620-13630-13640-13650-13660-13670-13680-13690-13700-13710-13720-13730-13740-13750-13760-13770-13780-13790-13800-13810-13820-13830-13840-13850-13860-13870-13880-13890-13900-13910-13920-13930-13940-13950-13960-13970-13980-13990-14000-14010-14020-14030-14040-14050-14060-14070-14080-14090-14100-14110-14120-14130-14140-14150-14160-14170-14180-14190-14200-14210-14220-14230-14240-14250-14260-14270-14280-14290-14300-14310-14320-14330-14340-14350-14360-14370-14380-14390-14400-14410-14420-14430-14440-14450-14460-14470-14480-14490-14500-14510-14520-14530-14540-14550-14560-14570-14580-14590-14600-14610-14620-14630-14640-14650-14660-14670-14680-14690-14700-14710-14720-14730-14740-14750-14760-14770-14780-14790-14800-14810-14820-14830-14840-14850-14860-14870-14880-14890-14900-14910-14920-14930-14940-14950-14960-14970-14980-14990-15000-15010-15020-15030-15040-15050-15060-15070-15080-15090-15100-15110-15120-15130-15140-15150-15160-15170-15180-15190-15200-15210-15220-15230-15240-15250-15260-15270-15280-15290-15300-15310-15320-15330-15340-15350-15360-15370-15380-15390-15400-15410-15420-15430-15440-15450-15460-15470-15480-15490-15500-15510-15520-15530-15540-15550-15560-15570-15580-15590-15600-15610-15620-15630-15640-15650-15660-15670-15680-15690-15700-15710-15720-15730-15740-15750-15760-15770-15780-15790-15800-15810-15820-15830-15840-15850-15860-15870-15880-15890-15900-15910-15920-15930-15940-15950-15960-15970-15980-15990-16000-16010-16020-16030-16040-16050-16060-16070-16080-16090-16100-16110-16120-16130-16140-16150-16160-16170-16180-16190-16200-16210-16220-16230-16240-16250-16260-16270-16280-16290-16300-16310-16320-16330-16340-16350-16360-16370-16380-16390-16400-16410-16420-16430-16440-16450-16460-16470-16480-16490-16500-16510-16520-16530-16540-16550-16560-16570-16580-16590-16600-16610-16620-16630-16640-16650-16660-16670-16680-16690-16700-16710-16720-16730-16740-16750-16760-16770-16780-16790-16800-16810-16820-16830-16840-16850-16860-16870-16880-16890-16900-16910-16920-16930-16940-16950-16960-16970-16980-16990-17000-17010-17020-17030-17040-17050-17060-17070-17080-17090-17100-17110-17120-17130-17140-17150-17160-17170-17180-17190-17200-17210-17220-17230-17240-17250-17260-17270-17280-17290-17300-17310-17320-17330-17340-17350-17360-17370-17380-17390-17400-17410-17420-17430-17440-17450-17460-17470-17480-17490-17500-17510-17520-17530-17540-17550-17560-17570-17580-17590-17600-17610-17620-17630-17640-17650-17660-17670-17680-17690-17700-17710-17720-17730-17740-17750-17760-17770-17780-17790-17800-17810-17820-17830-17840-17850-17860-17870-17880-17890-17900-17910-17920-17930-17940-17950-17960-17970-17980-17990-18000-18010-18020-18030-18040-18050-18060-18070-18080-18090-18100-18110-18120-18130-18140-18150-18160-18170-18180-18190-18200-18210-18220-18230-18240-18250-18260-18270-18280-18290-18300-18310-18320-18330-18340-18350-18360-18370-18380-18390-18400-18410-18420-18430-18440-18450-18460-18470-18480-18490-18500-18510-18520-18530-18540-18550-18560-18570-18580-18590-18600-18610-18620-18630-18640-18650-18660-18670-18680-18690-18700-18710-18720-18730-18740-18750-18760-18770-18780-18790-18800-18810-18820-18830-18840-18850-18860-18870-18880-18890-18900-18910-18920-18930-18940-18950-18960-18970-18980-18990-19000-19010-19020-19030-19040-19050-19060-19070-19080-19090-19100-19110-19120-19130-19140-19150-19160-19170-19180-19190-19200-19210-19220-19230-19240-19250-19260-19270-19280-19290-19300-19310-19320-19330-19340-19350-19360-19370-19380-19390-19400-19410-19420-19430-19440-19450-19460-19470-19480-19490-19500-19510-19520-19530-19540-19550-19560-19570-19580-19590-19600-19610-19620-19630-19640-19650-19660-19670-19680-19690-19700-19710-19720-19730-19740-19750-1

Hennies and Mr. and Mrs. Orville W. Hennies visited and in their party were Jack Lucas and Denny Howard."

J. A. SCHNECK wired from Cheyenne, Wyo.: "Jack Ruback obtained contract for Cheyenne Frontier Days. I signed for it March 3. Last year the business was the best in history of this event, and the buildings are being enlarged again. Ruback is making Western States Shows the best he has had in all his career in show business."

MR. AND MRS. ART HINNANT card from Valdosta, Ga.: "Will have six concessions with Brown Novelty Shows, same organization we closed with last season. Spent winter at Blue Springs, near Valdosta. We enjoy Red Onion's department each week."

JOSEPH M. HOVEY cards from Onieda, N. Y.: "Will have a brand-new musical production with O. J. Bach Shows this season. Mrs. Hovey and Lynn Webb, piano accordionist, will be with me. Going to try some novel ideas which I think will click."

HERBERT WIGGINS, general agent Smith's Greater Atlantic Shows, letters from Augusta, Ga., that he again visited quarters following another booking trip after being away since January 3. He reports that conditions are somewhat on the up.

MRS. LOUISE PFISTER (Louise Troy) letters from Aurora, Mo.: "Was married last fall to Dick Pfister. Will have three girl shows with Sunset Amusement Company when it opens here. Many people do not seem to know I married again and still call me Louise Troy professionally."

C. J. MARTIN cards from Waverly, O.: "Mrs. Martin and myself will again be with Winters Exposition Shows with photos. Garland Flowers, of Mechanicsburg, O., operator, will again be with us. We will remain on our farm near Sparquenville, O., until show gets ready to open."

Men on Pacific Coast are supposed to be big broadminded men and not to in any manner suffer from professional jealousy, but some do.—Unkle Jerk.

EDDIE GOLDMAN letters from New York: "Booked my frozen custard with W. J. Giroud's New England Motorized Carnival. This carnival looks to me as if it is going to be one of the outstanding ones in the New England territory. Have been with Art Lewis and Pine Tree State Shows in part."

LEE McDANIELS letters from Mountain Home, Tenn.: "Contracted my Athletic Arena with Kaus Exposition Shows for this season. Will feature Jack McDonald, masked marvel. He has been in the Veterans Hospital here for the past few months, but says he is okay now. We look for a good season."

F. E. GOODING, of Gooding Amusement Company, letters from Columbus, O.: "It seems that my business keeps me tied down almost 24 hours a day. I think *The Billboard* most heartily for



MR. AND MRS. WILLIAM HARTZMAN. Photo taken in Amsterdam, N. Y., last season on the lot of the Ideal Exposition Shows, of which he is the secretary. Shot snapped in front of the office wagon by Smoko, shows' staff photographer. Note how snuggled they look, a picture of contentment and anticipation.

the news story it carried in a recent issue. The help we receive thru *The Billboard* in general is very valuable."

EDDIE HUTTUNEN cards from Paris, France: "Watched showmen, ride boys and concessioners set up a big street carnival here recently. It was a big laugh to me as compared to the way it is done in the United States and Canada. Formerly with Eddie Madigan in his cockhouse with Goodman Wonder Show last season."

Dear Old Melbourne, Fla. Show that played there still needs a press agent, it seems, or a fixer who can fix. Moral: It will probably not happen again.

E. R. (SPARKY) WALKER letters from Atlanta: "Will handle West Bros.' Athletic Arena this season. Leading fighter will be Bobby Abbott, of Clinton, Okla. Had Athletic Show with Nipp Butts' All-American Shows past three seasons. I have been wrestling out of Atlanta steadily for some time and doing very well."

CARL J. SEDLMAYR lettered from Tampa: "Walter K. Sibley forgot to mention in his story of the Tampa Showmen's League fund benefit that Jess Clark, manager of the Sparks theaters, Tampa, donated the Victory Theater, lights and ticket sellers for our show. Think he should be given due credit for his part in making the event a success."

MRS. HARRY (FLORENCE) RUBIN lettered from Fort Pierce, Fla.: "Spent a delightful winter fishing and tramping with Art Lewis Shows. Leaving to join the Al G. Hodge Shows. Plan to visit at home in Evansville, Ind. My husband is building all new concessions, string game, pitch-till-you-win, ball game, penny pitch and bird store."

DANNY PEROUSON lettered from Malden, Mo.: "Mrs. Ferguson and I, after a long and much-needed rest at Hot Springs, Ark., are back home here. Was with Crowley's United Shows last season and found G. C. Crowley and V. McLemore to be fine people. Was employed by McLemore in the concession department."

I am beginning to think that there is a difference between self-confidence and egotism. It seems to me that those who are self-confident are more or less silent about their achievements, while the egotist is always talking out loud about what he has accomplished. Too bad.—Tillie Few Clothes.

JOHNNY LAMONTE letters from Tucson, Ariz.: "Engagement of Siebrand Bros.' Shows ended here Sunday, March 6. Good week but had a little rain. State Fair Shows from El Paso, Tex., followed in on lot Siebrand left, and on opposite side of city C. F. Zolgers Shows came in,

making two carnivals in Tucson the same week.

HARRY EDWARDS letters from Montreal: "Talked on Jean DeKreko's *Flaming Youth* show on Conklin Shows and did first openings on DeKreko's *Arabian Nites* at Canadian National Exhibition, Toronto, last season. Expect to again be under Conklin banner this season in a more remunerative position. A fellow has to get a break some time. Good wishes to all on *The Billboard*."

HAPPY WINTERS lettered from Beaver Falls, Pa.: "Will again be with Arena Shows out of Butler, Pa. Have not been to quarters yet as my wife had been ill for four weeks. Diets & Morrison, owners and managers, plan to open their quarters April 1. They plan a bigger and better show than last season and will build some new fronts and a main entrance arch. I will again handle *The Billboard* sales and show write-ups."

Some Fuss About Women General Agents!

C. W. COMPTON, who says he is the agent that is known from Coast to Coast, letters from Brazil, Ind.: "In *The Billboard* issue February 12 I noticed a write-up and picture of Janette Terrill as being the first woman carnival general agent. I would like to dispute this, as I have been an agent for a number of years. In Princeton, Ky., June 2, 1918, I met Virginia Grant, who was general agent for the Greenwood Shows. She was from Muskegon Heights, Mich., and I say that she was certainly a live wire and opened towns that several well-known men general agents could not land."

Editor's note: The story as above referred to stated that Janette Terrill was the first woman general agent of a RAILROAD carnival. In future read your copy of *The Billboard* more carefully, Brother Compton!

FRANK MEEKER letters from Indianapolis: "Band contracted with Strates Show will be composed of all ex-circus musicians. Will have a male vocalist for uptown concerts and radio broadcasting. Will feature 9-year-old Frank Meeker Jr. doing special numbers on cornet. He will also direct band at times dressed in white uniform. As a director he is quite a hit with the general public and profession as well."

Nude women on Florida beaches seem to be all right, but in a carnival tent all wrong. That attitude on the part of some local authorities seems to be all off out in the open, not within an enclosure. Difference seems to lie in the fact that they want the tourist to see nudity free of charge.

SIMON KRAUSE letters from Key West, Fla.: "Krause Coney Island Park is still open. Moving picture people have been taking pictures here for the past two months. They took some pictures in my park and the scenes will be in an early edition of the *March of Time*. Those who see this film feature will get a kick out of seeing the natives enjoying themselves on and in the various attractions."

BAND LEADERS: Why make so much fuss about bands you have if you cannot give names of those in pictures you send in for publication. In future no pictures of bands will be used unless name of everyone in band is written on a separate sheet of paper and sent along with photo at one and same time. Get this straight. Carnival Department has hundreds of pictures that are useless for publication because they are not properly identified. If your band is booked for season send in photo.

Red Onion tells me he may be a nut, but a Colonel never, and he does not want to be

addressed as Colonel, Major, Captain or any other military title. Further, he says he is not even a Kentucky Colonel, Major Demo, high diver, fice or animal trainer or ventriloquist as some in those lines title themselves.—Wesley Tif.

DICK O'BRIEN, of O'Brien & Cullin's Modern Midway Shows, letters from Forrest City, Ark.: "Doc Waddell is really a valuable man around a show. I was associated with him on Dodson's World's Fair Shows for years. Last year I brought him over on the Greater Exposition Shows. We are doing a lot of work in quarters and the show is being built from the ground up. I sure appreciate what *The Billboard* has done for me. It has always treated me fair. We figure on some Indiana territory and want the entire staff to visit us."

PA AND MA SHERMAN letter from Oneonta, N. Y.: "Buffalo Shows is not a regular carnival, but more of a bazaar playing under auspices of volunteer firemen. We are in charge of quarters and

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**BUFFALO SHOWS**

Playing some of best territory in Empire State. Highly sponsored events with strong local backing. WANT to book in on Merry-Go-Rounds in good condition. Not too big to set in downtown streets. WANT Local or Place. WANT chef or cook. WANT Big Bill Foreman, salary and p. e. or straight salary. All please write details.

**HOWARD POTTER,**  
 Box 800, Buffalo, N. Y.

**DYER'S GREATER SHOWS**  
 Opening March 28, Houka, Minn. Expose, Audiences Masonic Lodge, Following Week. Want any Show, Ride or Concession not conflicting. Must be legitimate and good appreciation. Concession Agents wanted. Address BOX 598, Oxtana, Minn.

**FRISK GREATER SHOWS**  
 3719 Emerson Ave., N. Minneapolis, Minn. SHOWS—Can use Parkhouse, Midgata, Illusion or any clean Shows with or without any outfit. "Lil-George" write. CONCESSIONS—Bumper, Fishpond, String, Pennants, Barts, any Legitimate Concession that works for stock (no racket). HELP—Need few Ride Men that can drive semi-trailers. New trucks—new equipment—fair treatment.



SHIRLEY JEAN WHITSCARVER when 18 months old, daughter of Mr. and Mrs. Buzz Whitscarver, concessioners with the Fred R. Stumbo Shows, a Western carnival. Shirley Jean is of such a disposition that her friends call her "sweetheart of the midway." Now she is going on toward three years old.

**OCTOPUS**  
 "World's Newest Ride Sensation"  
 LOADS ON ONE SEMI-TRAILER—UNEQUALLED FOR PERFORMANCE AND PROFIT.  
 "This Ride has been our TOP RIDE every week, practically all season, except in the South, where the Twin Wheels top the Midway."  
**BANTLY'S ALL-AMERICAN SHOWS**  
 STILL SELLING THE "LOOP-O-PLANE," World's Greatest Thrill Ride.  
**EYERLY AIRCRAFT CORP., Salem, Oregon**  
 ABNER K. KLINE, Factory Rep., LUSSE BROS. LTD., Blackpool, England, European Suppliers.

work is moving along well. Some people engaged and now on lot are Manager Howard Potter; Ma and Pa Sherman, managers of side show; Ray Campbell, concessioner; Paul L. Lang, manager of concessions; Lynn Porter, Big Eli Wheel operator; Henry Bergan, electrician; Harry Ward, carpenter. Many other people engaged but not on lot yet.

Note the Lost Battalion Shows have about finished their J., F. and M. tour in Florida, meaning January, February and March. Heard that weather, scarcity of money and tourist and the freeze hurt business; in fact, business was bad. Winter is the shedding time for some carnival owners. More tears are shed on a winter midway than hair in a dog kennel in the spring—Unklo Jerk.

HARRY WITT lettered from Brooklyn, N. Y.: "Very much pleased with fine way Boomerang circ was handled in The Billboard recently. Wording under it was new. Noted comment by Al C. Griffl in Our Midway about black beans and fried bananas in South America. It was funny and I had a good laugh. Sent a copy of it to Mark Witt, and I bet he and bunch in Argentine will have a good laugh, too. Our firm is now completing Racer, motorless competitive ride that I was to bring out some years back. However, it is a reality now and will be demonstrated on road this summer."

BILL RICE lettered from Savannah, Ga.: "Red Onion has a memory like an elephant. How he remembered Bathub Girls act is beyond me. John M. Sheesley engaged that young kid, Oscar V. Babcock, in place of Wilno as free act for this season. Am afraid Oscar V. has not had enough experience, as he has only been doing this act for some 36 years. I have always thought that his Loop-the-Loop was one of best free acts in the business. J. B. Hendershot is general agent for the Mighty Sheesley Midway. I am now just same as W. C. Fleming. On February 24, 15 years ago, I was sweating in Manila, P. I., with my winter circus. Only one of that troupe who is still active is that quiet kid, Helen V. Osborne."

"HERE IS A CHUMP if there ever was one," cards Margaret Tracey from Philadelphia. "He is a so-called side-show manager. Has five almost acts of dirt and trash. He pays 10 per cent of the take to each act. He should get wise to himself and get some acts that would not bore his patrons. Some so-called gilly side-show men should get wise as they have plenty to learn about show business. Oh, well! I suppose once a chump, always a chump!"

VIC DONNELLY cards from North Little Rock, Ark.: "Stopped here en route to join Crafts Shows on the Pacific Coast and visited Royal Exposition Shows. The manager is really improving

his attractions and making them modernistic. All those I met were optimistic regarding season 1938. The manager told me he was being careful in his routing and was endeavoring to book towns that would conform to the size show he will carry this season. Saw my old friend W. J. Dunne, who has booked his museum with this show. Also visited the Greater American Shows here and after a pleasant visit around quarters I left for Amarillo, Tex., and then on to the Golden West. Best wishes to A. C. Hartmann."

M. G. DODSON letters from Miami: "Mr. and Mrs. M. G. Dodson, of Dodson's World's Fair Shows, left here March 8 for quarters at East St. Louis, Ill., stopping off at Columbus, Ind., to visit the father of C. G. and M. G. Dodson, who is in business in that city. Mr. and Mrs. C. Guy Dodson will remain in Miami for two weeks to look after some unfinished business in that Florida metropolis before heading north. Ruby Dodson, youngest daughter of Mr. and Mrs. C. Guy, is attending Passifern Girls' School, Hendersonville, N. C. She will get her Easter vacation March 18 and will spend 10 days with her father and mother in Miami. Charles Clark, bandmaster for the shows, writes that he and his wife, Jessie, who are spending the winter in Louisville, Ky., will leave there for quarters March 15.

It is my opinion that some of the ranting lawmakers should take heed of unemployment situation when proposing or enacting laws that tend to hamper and retard legitimate commercial and business activities. The great outdoor amusements business employs thousands and thousands annually and pays any and all kinds of foolish and overlapping taxes now. What more do the lawmakers want? Is it possible that all that is taken in the future will have to go for taxes? What then will be the incentive to make an honest effort to labor and strive for rightful gains. I say to all lawmakers: Stop harassing show business and those in it. It is a legitimate business and helps keep up the morale of the people and prevents them from reaching the breaking point, if they get what I mean—Wadley Tif.

PAUL N. STOUT letters from Emory Gap, Tenn.: "Back after a business trip to Eric B. Hyde Shows, Columbia, S. C. Hyde is sparing no expense in completely conditioning his show. He is building new fronts with new ideas and effects, overhauling motor equipment, buying trucks and carrying out a complete new color scheme. He will have a really beautiful show. He has 14 men working and treats them fine. Mrs. Hyde personally supervises culinary department. Mrs. Stout and I plan to be with show as concession agents. We get The Billboard every week and would be lost without it. Hope it keeps up its plea

for cleaner show business. Ashland, Ky., my home town, was closed to carnivals some years back because of grift. It has always been known as a good show town."

**BIG FREE ATTRACTION:** Why not a big all-girl revue on a stage in the back end of the midway as a free attraction? Back of the stage have a long and high scenic cyclorama. If a Western girl revue have Western scenes and anyway let the scenery be consistent with the style of revue presented. Scenery of this kind will make the midway look bigger. Now you have your girl show with a direct front-gate draw. Get the idea? Think it over.

MRS. M. C. WHEELER letters from Columbia, S. C.: "Am at Eric B. Hyde Shows' quarters after a successful winter touring South Carolina. Work has started on a new and novel idea for a pit show. New front being built and illusions to be used on the ballyhoo. Webb's Side Show is going to try to make history this season on the open front show field. Johnny Webb, fat man, will have other fat people in the show. Sister Mary will again handle the front and writes from Tulsa, Okla., that she will arrive March 12. Everyone on the show is in better spirits since Mrs. L. H. Hardin's mother has recovered after a long sick spell. May-Joe will have the annex. Bill Shue will have ticket No. 1 and will handle electrical equipment. Floodlights on the front and new illumination effects inside. Marcus Wheeler and wife, formerly Cella Webb, is back with the show after being off the road 15 years. Mr. and Mrs. Ed Berry will also be with it."

## Roasts and Toasts From The Pacific Coast

By HOT POTATO

Of aerial rides of gyro type, the Butterfly of a few years back was a flash on any midway. Then there was the Frolic and old Ocean Wave. . . . Nomination for champion fog-horn voices: G. Arthur Blanchard, show printer, and Joe DeMouchelle, "wild bull" of midway promoters. . . . Among feminine voices on Western carnivals that make you stop, look and listen, are Ethel Krug, of Twentieth Century Shows; "dear big candy appul, just a nuckle, five zenec." . . . Ruth Korte, of Crafts Shows and low nasal grind of "Get a Ham Whut Am," despite the Puritan merchandise signs. . . . "Alright, boys, try the rings, better luck this time," Elva Rockwell, a 40-miler. . . . Lucile King's basic "what kinda banner you expect for 25 bucks?" . . . Mary Ludington, diminutive operator of the corn game on Crafts 20 Big Shows, shrill voice sounds above the loud-speaker when she yells, "Anyone else have a bingo this time," and Cecelia Kanthe, of athletic show fame, would win the prize in any husband-calling contest. . . . Billy Bozelle hired a magician recently on the Mexican border tour with Crafts to work in his Side Show. The magician was very clever and possessed one outstanding trick manipulated with a hard-boiled egg. Billy opened the Side Show one night for business and introduced the great mystifying man to perform the egg stunt. Whereupon Bozelle was told in a whisper it could not be performed this time, as the magician had got hungry before the show opened and ate his act. . . . Who remembers Prisco Exposition Shows that was organized in Texas and got within 50 miles of San Francisco before it folded. . . . Arky Risener is operating his attractions in Arizona and had a good season last year. Mrs. Risener was Mrs. Jack Greenburg and operated her husband's show a season or so after his death. . . . Tobe McFarland, former Western carnival manager, agent and promoter, reported to be living in Houston, Tex.

One year ago about this time a couple of bills were dug for a hearing in the State Legislature, both bills detrimental to circuses and carnivals and one in particular so drastic it meant the death knell for all tented attractions. Suffice to say, neither bill ever got out of committee to the floor. Only a very limited few of owners actually ever came across to share the expenses incurred in defeating these measures. Yet each year a number of shows have the pleasure of routing in and out of the Golden State. Some remain all summer. To those who now sup at the outdoor amusement table let them have knowledge that had it not been for those limited few who fought

## Your Humble Servant; Not Your Master!

By HENRY HEYN

CAIRO, Ill.—It has been some time since I let off steam or conversation. This is my 30th season on lots, and as always, not as the master of John Q. Public or customers, but as their servant.

New million-dollar bridge here is closing gap now over deep water, and two spans to go. Dedication about midsummer.

Nice suggestion recently by a show letter writer that everyone should, if convenient, visit the world's largest midway, but I believe the real reason that many do not do so, myself included, is that we really realize what a small speck we really are then in the amusement world.

A noted screen player said, after three years at Yale: "I decided to work in a coal mine." That is not like the ambitious hitch hiker who said: "After three weeks on a show I became superintendent of the midway and master of transportation."

Howard Bronson, of Mount Morris, Ill., recently elected president of the Army and Navy Bandmen's Association, is another boy from my home town who made good at large. Watertown, S. D., salutes President and Bandmaster Howard Bronson.

Seems like when you spill money out of your pocket these days there's always two or three cents in pennies too. That invisible tax man always by your side.

Hey, Mister! "All your tires are flat." Yeah, on the mix-up engine, now will you give those girls a ride.

It happened on Frank Pilbeam Show in 1925. It was not plugging for a laundry either. My Model T Ford was taking me to town and the neighbor's washline too, wash and all, and a horse crate for a marker. Just an oversight not seeing that the lines' terminals were the horse crate and Lizzie's bonnet.

An agent who puts the show on the wrong lot and then necessitates moving again should be big enough to take a little criticism and not unjustly class those critics as chronic squealers. That is the rub that irritates more than does the added task of rehandling.

Some small show managers seem to think that rides and shows that all titles book should convey to them all titles and surrender all property rights. They will be resentful for years because the owner took it to some other show or destination which he had a legal right to do.

and put up funds to defeat these proposed measures the circus and carnival business would have been in a sorry plight today in California. . . . What line of business contains so much professional jealousy as the carnival business, and why should the green-eyed monster play such an important part. . . . If one owner succeeds in building his show up, can play better territory, attract better crowds, why be jealous, knock or say petty things of slanderous nature. Some owners even carry a grudge all year instead of at least burying the hatchet in the winter and at club meetings. . . . In show business we have enough trouble battling the elements, adverse legislation, one hundred and one other things, instead of battling among ourselves over petty jealousies.

Who remembers George Donovan, the Irish Lord and principal talker, once with Con T. Kennedy and C. A. Wortham shows? Donovan once started a circus by just plain talk until he convinced two men to make the venture, Backman and Tinsch, and it was a success. Donovan is reported now to be in Australia, where he went to escape seeing this country go dry along about prohibition time, and now has no inclination of returning for fear of a repetition. Donovan had more gags to get the bartender to buy a drink than any living human. . . . a one-word description of W. T. Jessup, agent Kreko's Shows—vociferante.

AT LIBERTY FOR RELIABLE CARNIVALS, PARKS, FAIRS

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Marie Brunst Danzville, 5 People, 3 Acts, 2 High Aerial and 1 Platform Act. Featuring World's Youngest Aerialist, 2 years old. Write, wire. The Billboard, 64 West Randolph Street, Chicago.

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FOR ICE BALLS AND FRUIT JUICE STANDS

Before the season opens get our prices Fruit Concentrates for Ice Ball Syrups and Fruit Drinks. GOLD MEDAL CONCENTRATES have the real fresh fruit flavor, yet the price is probably less than you are paying now. Get started right this year. Don't handicap yourself with flat tasting flavors. Write us today for complete details.

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**WANTED OPENING APRIL 16th** JOHN H. DUANE SHOWS **WANTED OPENING APRIL 16th**  
RIDES: Will book TILT-A-WHIRL, Octopus, Bloop-O, Loop-o-Flann, or any Flat Ride with or without transportation.  
SHOWS: Any Show of merit with own outfit, except Girl, Side Show or Fun House. Want Penny Arcs.  
CONCESSIONS: Want first-class Cook House that will cater to show people. All other Concessions open except Corn Game, Photos, Ball Games, Lead Gallery, Garsnel Corn, Popcorn and Diggins.  
HELP: Want acts of all kinds for Side Show and useful people for sales. Write W. N. DANIEL, Tarpon Springs, Fla. Mrs. Danne wants Left Ball Game Agents. All address J. H. DUANE, WINTER QUARTERS, Mason City, Ill.

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**AL G. HODGE SHOWS, INC.**  
FOR BEST ROUTE IN OUR HISTORY. OPEN APRIL 2, TERRE HAUTE, IND. AUSPICED GROTTO PATROL.  
CAN PLACE Ball Games, Candy Flows, Fish Pond, String Game, Hoop-La, Pitch-Tilt-You-Win, Frozen Custard, Long Range Gallery and other legitimate Concessions. Will furnish complete outfit for Concessions of Fat People, Slight Shows, Illusions and Monkey Circus, or any other money-getting Show that does not conflict. Also Five Acts. Independent Shows write. WANT Organized Minutal Show, salary out of office. Long season guaranteed. Help in all departments. Committees and Fair Secretaries write us for liberal propositions. Address  
W. M. TUCKER, General Manager; T. G. McDANIEL, Manager, P. O. Box 22, Gary, Ind.

**WEST BROS. SHOWS**  
OPEN CAPE GIRARDEAU, MO., MARCH 31.  
WANTS Good Pit Show, Upright Show, Motorboms, Mechanical City.  
WANTS Stock Concessions. Will sell X on Photo Gallery, Candy Flows.  
WANTS Ride Help all Rides. Come on.  
WANTS Sensational High Free Act or Cannon Act.  
Sam Liberswitz wants Mike Man and Agents for Corn Game.  
Fair Secretaries Note—Have one open week in Minnesota.  
WANTED American Reader for Mitt Camo, worked out of office.  
BOX 67, Morley, Mo.

# Line o' Two of News

**LAUREL, Miss., March 12.**—Bee Kyle, internationally toured woman high diver, booked with the Buckeye State Shows as feature free act for the season, arrived here to make ready for opening.

**MANNING, S. C., March 12.**—J. J. Stebbins, general manager of the World of Fun Shows, arrived here with his family. He opened the quarters and ordered work started to enlarge the shows for this season, reports W. Davis.

**NEWARK, N. J., March 12.**—Louis G. King has signed again as special agent for Mike Centanni Shows, which take road annually from this city and are set to open in April.

**CABOTHERSVILLE, Mo., March 12.**—Frank J. Lee, last season with Rubin & Cherry Exposition, has been engaged by Sam Solomon as general press representative of Sol's Liberty Shows. He will report for work April 1.

**MONTGOMERY, Ala., March 12.**—Rubin Gruber was a visitor here this week at quarters of Max Gruber's World's Exposition and also visited friends in this city, which was for many years his permanent headquarters. He returned to Atlanta.

**GREENSBORO, N. C., March 12.**—George Hirschberg has re-signed as secretary of the Cetlin & Wilson Shows, making his seventh season. During that interval he has served in many capacities, not as secretary alone, but as special and press agent, billposter and general utility, aside from operating a ride or two.

**NEWARK, N. J., March 12.**—Mr. and Mrs. R. W. Rocco and son, concession operators, have signed with Dodson's World's Fairs Shows and will leave for East St. Louis, Ill., in time for opening of season. W. R. Rocco Jr., who suffered a stroke of infantile paralysis last winter, has been under doctor's care all winter but is now much improved.

**AMHERST, N. S., Can., March 12.**—Frank J. Elliott, owner of the shows bearing his name, has arranged to open Cumberland County Motor Show to be held here in April. Elliott organized this show eight years ago and has presented it each year since successfully.

**OSCEOLA, Ark., March 12.**—Frank M. Sutton, who recently disposed of Great Sutton Shows' property to John R. Castle and Toney Martone, has retired from the carnival business temporarily. His immediate future time will be taken up with his interests here and in preparation for launching of a mammoth minstrel show under canvas.

**AURORA, Mo., March 12.**—K. H. Garman, of Sunset Amusement Company, stated here Wednesday that O. R. Strohmader had arrived in quarters with concessions, corn game and cookhouse for sixth consecutive tour with this organization.

**QUAKER CITY, O., March 12.**—S. P. Dickson announced here yesterday that new cookhouse he is building is booked with Cavalcade of Fun, under management of Lloyd Reece, and will open season in Pennsylvania.

**COVINGTON, Ky., March 12.**—Carl Lents and Mell Elliott, clowns, have booked with Broadway Shows of America and will do street advertising and clowning and will also operate a photo concession on this midway.

**MIAMI, March 12.**—Samuel E. Prell, owner and general director of De Luxe Shows of America, arrived here recently from Newark, N. J., for a rest and on business mission.

**MACON, Ga., March 12.**—W. R. Harris, general manager of Model Shows, called a staff meeting here Wednesday for purpose of agreeing on a set policy for 15-car railroad show which he will operate this season. Jannete Terrill has returned to show as general representative. Others in attendance were E. B. Braden, business manager, and Tom Terrill, press and special agent in advance.

**MANCHESTER, N. H., March 12.**—Mr. and Mrs. John D. Kilons, of New England Shows, arrived this week from Miami and New York and started work

in quarters making ready for his opening.

**FORTY FORT, Pa., March 12.**—W. J. Giroud and Ross Manning, of the New England Motorized Carnival, were here at show's quarters this week and held a conference with P. S. McLaughlin, associate owner. They returned to their New York office.

**NEW YORK, March 12.**—H. Helfand, manager of Brighton Lamp Company, reported recently that he has sold lamps and electrical equipment to following shows this year: Tom Mix Circus, Sam Lawrence, Heller's Acme, World of Mirth, Reynolds & Wells and Greater Fairway shows.

**DETROIT, March 12.**—W. G. Wade Shows had preliminary showing this week auspices of American Legion. Cold weather, with snow, made this an inauspicious opening. Mrs. Wade was busy on Saturday managing a birthday party at home in Highland Park for her 13-year-old daughter.

**HIGH SPRINGS, Fla., March 12.**—Carl O. Bartels announced here this week that Harry Winters and his brother, Joseph, recently purchased 15 acres of land near here on which they will establish a camp and quarters for Winters Shows.

**NASHVILLE, March 12.**—Phil C. Travis, manager of the Tennessee State Fair, said to a reporter for *The Billboard* here recently: "There seems to be some confusion regarding some fairs in our State. The State Fair is held here and Royal American Shows booked for mid-way, Tennessee Valley Fair, Knoxville, has Hugh Faust as secretary and has booked Hennies Bros. Shows. This I hope will clear the somewhat misunderstood situation as to fairs and midways."

**LAWRENCEBURG, Ind., March 12.**—O. W. Patton has been engaged to handle the front of Mettler Bros. Wild Animal Shows, booked with the Royal Exposition Shows, R. S. Mettler announced here this week.

## HILDERBRAND OPENS

(Continued from page 44)  
attracted much attention, being newly refurbished in cocktail room style. Show has a pay gate with Mrs. George Coe on ticket box and C. C. Reinhardt assistant. Pictorial panels mounted on truck sides form the front—very colorful. Sound truck front and rear, neon lights, with clusters of lights in profusion. Show uses trucks for transportation.

### Attraction Line-Up

Incorporated under the laws of California, the show has the following staff: O. H. Hilderbrand, president; George Coe, vice-president; George Morgan, treasurer; Pierre Ouellette, general agent; R. P. Clarke, press and banners. The rides: Ed Wheel, James Heller, foreman; T. Cullen, assistant; E. Summers and Babe Gresham, tickets, Merry-Go-Round, Dave Harrison, foreman; Don Jordan, assistant; Ed Sellers, platform; Lucille Gresham, tickets, Octopus, Fred Thumberg; Allen Degeller, assistant; Sis Degeller, tickets, Merry Mix-Up, Ben Foster, foreman; Jack Kearns, assistant; Ellen Foster, tickets, Kiddie Auto Ride, Ed Summers, foreman; Betty Sayres, tickets, Chair-o-Plane, W. G. Poes, foreman; Arnold Webb, assistant; Clara Cardwell, tickets, Loop-o-Plane, Bill Smith, foreman; C. Wilson, assistant; Verna Williams, tickets. Shows: 10-in-1, with new top and banner line; Lawrence La Londs, manager; Captain Anzac, sword swallower; Rose Robert, half-and-half; two-headed baby; Nevello, electric marvel; Diabola, fire eater; Ruth Mix, sharpshooter; Mme. Di Salvo, illusionist; Mme. Zetella, mentalist; Za Beloa, human pincushion; John Wells and Grant Hodson, on front; Forest Denton, utility, French Casino, brand-new set-up, stage, dressing rooms, and all on wagons; performers do not have to get on ground at any time; brilliantly lighted (multicolored) outstanding job on front done by Hollywood artist and B. Williams; lavishly costumed; Claude Barie, manager; Mrs. Claude Barie, director of program. Performers, Ray Trio, Hawaiian steel and Spanish guitar and string bass; "Billie" Ritchie, Leona, Martine, Vallery Manyan and Kamak

# AL. C. GRILL SHOWS

Opening April 28th — Near New York City  
NOW BOOKING THE FOLLOWING:

**SHOWS:** Mickey Mouse, Illusion, Fun House or any clean Shows with own outfits. You hold 75% of gross.  
**CONCESSIONS:** Will guarantee tickets to well framed Cookhouse. Also will book Custard, Bingo, Candy Apples, Photo Gallery, Popcorn and any clean, flashy joints that work for stock.  
**FREE ACTS:** At least two. Please contact.  
— All Communicate —  
**AL. C. GRILL, STRATFIELD HOTEL ANNEX, BRIDGEPORT, CONN.**  
P. S.: Mrs. Scott, please contact me immediately.

# CETLIN & WILSON SHOWS, Inc.

Opening Middle April Near Greensboro, N. C.

WANT to hear from Joe Teska, Maybelle Mack and Homer Moore, also Slogers Riding Ponies. Merchandise Wheels that work for 5c and 10c wanted. Grind Stores to work not over 25c wanted. We will gladly place any worthwhile Attraction that will not conflict with what we have. Our Circuit of Outstanding Fairs starts in July and ends during November. All address P. O. BOX 787, Greensboro, N. C.

# FEATURE FREAK WANTED

FOR PALACE OF WONDERS, CONEY ISLAND, N. Y.  
Highest salary to right attraction. 20 weeks—1 spot—pay rain or shine  
State salary and enclose photo in first letter.

TALKERS wanted for No. 2 Show  
Write: DAVID ROSEN, 3730 Surf Ave., Coney Island, N. Y.

Ray, dancers; large cellophane posing cabinet, posing and replicas of ancient art; Jack Ripley, flagpole; Jo Judd, drums; Bud Foster, talker; Buck Ritchie, tickets; Bill Walsh, stage manager; Earl Branam, electrician; top 70x16; stage elevated, with settings and light effects; Illusions of Bagdad, Professor Mora, Ethel Martin and Bertha Kyle working in the Illusions, Athletic Show, Oscar Bird, manager; Young Gotch, wrestler; Al Johnson, boxer; Frank, French, wrestler; Bobby Tourrette, boxer; Mrs. E. Bird, tickets, Vaudeville on Parade, Max Williams, manager; C. C. Ellson, trained dogs; Murdoch and Starr, dancers; Eleanor Yawl, songs and simulations, Marimba Band, Ecores, Valette and Torrey; Maude Keith, acrobatic dances; Max Williams Jr. on front and Mrs. M. Williams, tickets, Snake Show, B. Dockery, manager; Chief Murney, inside.

### Concessions

Cookhouse, E. J. Lahey, manager; Mrs. E. J. Lahey, cashier; Red Howell, griddle; Mrs. E. Jeffers, chef; Buck Garland, counterman; Jo Bustany, kitchen help. Lunch No. 2, B. Brady and T. Linton. Tip 'Em Over, Art Anderson, owner; Stella Foster and Ben Geat, agents, Plaster Gallery, Bertie Epple and M. Peinhold, Candy Floss, Verna Seeburg and Hazel Fisher; Cigaret Gallery, Lester Harvey, Allen and Fundella Phelton. Long Range Gallery, Roy Wilson and Bob Warren. Blower, Jo Gates, Ben Stebler, Martha Renard. Roll-Down, Capt. Daniel Callahan, M. Finney, Ed Stirling. Radio Wheel, Manny Stillman, Ken Truman, B. Eppersdy, Hoop-La, Ken Taylor, Dick Reis, Ball Game, A. Anderson, J. Steinhart, Ruth McQuillan. Radio Wheel, Sammy Epple, Jo Thomas, Blower, George Deponi, Thomas McQuillan, Paul Pizzini, Mouse Game, C. A. Dawson, Jack Wilson, Hoop-La, Betty and Loretta Thumberg. Ham and Bacon, Jerry Mackey, Tommy Reed, Charley Tobin. Photo Strip, Margaret Balsom, Edith Kennealy, Mart Seymour. Short Range Cork Gallery, Ed Carl, B. Sweetman. Ball Game, Shirley Wesley, George Timmerman, Nail Store, Max Bloom, Irvin Self, Jerry Jackson, Frank Klunk, Cane Rack, D. Callahan, Inez Le Doux, Myrna Soules. Roll-Down, John Cardwell, Stub Ivins. Balloon Game, Jerry Mackey, Robert Hiner, Al Jackson, Fishpond, Major D. Callahan, Fern Chaney, Al Garbin, S. Walters. Clothespins, Walter Penny, Frenchy Jaques. String Game, M. Walter, Jo Cleveland. Cigarette Shooting Gallery, J. Bourdian, Harry Tally, H. Gustafson. Derby Race, Ned Mint, George Cummins, F. Pearlman. Palmistry, Princess Iolanthe.

The free acts are outstanding. The Smiths, South American diving horses, require much rigging and a specially dug basin. Boat horses work without command. The Huzrei Troupe, four men

and one woman, do a high bicycle act (75 feet) and with no net. The Four Sky Rockets work 92 feet up. Three men and one woman; also without net—standout act.

### Staff Men Hosts

Following usual custom the staff members of the show were hosts to invited guests Sunday, March 6. The No. 1 cookhouse was specially decorated and buffet luncheon and refreshments served. Guests that registered included Mr. and Mrs. Will Wright, Mr. and Mrs. Frank J. Downie, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. E. R. Bagby, Theo and Peggy Forstall, Mr. and Mrs. Ed J. Walsh, Ed Smithson, Roy Smith, George Tipton, Mr. and Mrs. Ralph Lacey, Mr. and Mrs. (Dutch) Steinhart, Mr. and Mrs. Fred J. Huebner, Mr. and Mrs. Frank J. Kennedy, Miss M. McDaniel, Charles Haley, Mr. and Mrs. A. E. Weber, Mr. and Mrs. Mark T. Kirkendall, Mr. and Mrs. Harry B. Levine, Clyde and Topsy Gooding, Harry Sussman, George Silver, Blue Valley Elm, George Haley, Ed Wolfe, Great Evangeline, Ted Levitt, Howdy Walker, George (Buddy) Kelly, Step Burke, Jimmy Abrahams, Harvey Leavitt, Dan Hicks, Red Kerins, Roy Barrett, Dan Stover, Harry O. Seber, J. W. Conklin, Capt. W. D. Ament, Jack Bigelow, Moyer Schlom, Nick Wagner, Charley Ehrart, Jack Davis, Frank Klunk, Jack Elhart, Val Vino, Charley Soderberg, Jimmie Powers, W. D. Corbett, Al Onken, Mr. and Mrs. Harry Hargrave, Mr. and Mrs. Earl Kelly, Moe Levine, Blossom Robinson, Joe De Mouchelle, Mr. and Mrs. Harry Rawlings, Mr. and Mrs. Charles Miller, Mr. and Mrs. George Morgan, Thomas (Skinny) Dawson, Mr. and Mrs. H. C. Stewart, Doc Rutherford, Mr. and Mrs. Joe Metcalfe, Nina Rogers, Rose Ogilvie, Harry Phillips, George Keenan, Minnie Fisher, Harry Fisher, Al Lindenberger, Sol Grant, Tony Whitesack, Speedy Phoenix, Johnny Branson, Mr. and Mrs. Leonard Synak, Mr. and Mrs. Wallace O'Conner, Joe Glacy, Mr. and Mrs. H. A. Grove, G. D. Young, George D. Drake, Mr. and Mrs. P. Wertheimer, Etta Haden, Mr. and Mrs. Johnnie R. Miller, Mr. and Mrs. Pierre Ouellette, Mr. and Mrs. Ed De Mirjan, Ed J. La Salle, Lew Keller, Doc Cunningham, George Youtsey, Jack Barber, Ben Goldfarb, Harry H. Hughes, Bob Mitchell, Rheba Clarke, Hunter Farmer, Joe and Peggy Steinberg, Mr. and Mrs. Jo Horwitz, Mr. and Mrs. E. L. Kennedy, George Keenan, Louis Ootfredson, Herb Usher, M. Kaplan, Irving Latimore, Arthur Martin, Bud White, Mr. and Mrs. C. H. O'Neal, Mr. and Mrs. George Dalbert, Mr. and Mrs. Fred Cerny, Eddie Tait, Mr. and Mrs. S. Goodman, Esther Carley, Mr. and Mrs. Harry Fink, John Le Vaggi, M. E. Arthur, Tommy Thornton, Ada Mae Moore, Gladys Forest, Mr. and Mrs. G. T. Mats, Jack Duggan, Mr. and Mrs. Milt Runkle, Mr. and Mrs. C. H. Alton.

## The Show That Built A Worth-While Reputation DEE LANG'S FAMOUS SHOWS

Can Place for 1938 Season  
GRAND OPENING SATURDAY, APRIL 2, ALTON, ILL.

And a Long Season of FAIRS and CELEBRATIONS  
Starting at Barnesville, Minn., June 23

22 FAIRS—4 BIG CELEBRATIONS—22 FAIRS

The Greatest Route in the History of This Show.  
CONCESSIONS—Can place legitimate Concessions only that do not operate for over 10 cents. No racket or grift wanted, as we do not tolerate it.  
CAN always place good sober and reliable Showmen and Ride Men. Ride Men who can Drive Big Eli Semi-Trailers given preference.  
CAN PLACE FOR "COLORED MINSTREL SHOW"—Performers, Musicians (all instruments), Chorus Girls and Novelty Acts. OFFICE SHOW. Salary and Percentage. FREE BOARD.

HAVE FOR SALE—2 Drive-Your-Self Autos or Pal Cars, 1 1936 Model and 1 1937 Model. Both in FIRST-CLASS SHAPE.

All Address DEE LANG, General Manager.

Mailing Address, 3820 McDonald Ave., St. Louis, Mo., Until April 2, After That, Alton, Ill.

## SPRING OPENING --- MARCH 26th, 1938 --- NASHVILLE, TENN.

WANT SHOWS—Also Reliable Show People of all kinds for outfits we furnish, especially Hawaiian Entertainers.  
RIDES—Kiddie Rides, Octopus, Loop-Loop, or Any New or Novelty Ride.  
CONCESSIONS—Legitimate Concessions of all kinds. Will sell exclusive Corn Cans, Photos, Gusterd, etc.  
Show booked solid for season. Route furnished to you now. Wire

ROGERS GREATER SHOWS

814 Clark Place,

Nashville, Tenn.

## CAN PLACE—FITZIE BROWN—CAN PLACE

AGENTS for Wheels and Coupon Stores.  
WAITERS for New and Modern Cookhouse.  
Experienced Buckley Digger Workers.

Show opens April 14 Norfolk, Va., and playing proven money route.  
All Communications to FITZIE BROWN, Fairfax Hotel, Norfolk, Va.

## P. J. SPERONI SHOWS

Tenth Annual Season En Route

WANT Guess-Your-Weight Scales, Merchandise Concessions. Will furnish outfits to reliable showmen for Ten-in-One, One-Ring Circus, Grind Shows. Ride Men, come to Winter Quarters. Want Foreman for Whip, Rock Falls, Ill.

## GIRLS GIRLS GIRLS WANTED

Native Hawaiian Musicians and American Musicians, Piano, Drums, Saxophone, Dancing Girls, Hula, Strip Tease, Rhythms, Fans, good Blues Singer, Comedian and Master Cards, mimes. Long season's work. Salary guaranteed. Address all mail until March 31,

ROBERT MANSFIELD, BOX 1641, ORLANDO, FLA.

Edy Bees. Shows Opens April 15, Goldsboro, N. C.

## WANTED FOR BARKOOT BROS. SHOWS

OPENING APRIL 16, TOLEDO, OHIO

High-class Shows of all kinds. Can place three more Rides, Tilt-a-Whirl, Chairplane, Octopus, also two Kiddie Rides. Can place Merchandise Concessions of all kinds. Would like to hear from Italian Bands and Free Acts. Reliable Ride Help. Address  
BARKOOT BROS.' SHOWS, 463½ Fourth St., Toledo, Ohio.

IF YOU ARE INTERESTED WE HAVE THE  
PRICE ON  
PENNANTS  
AS SOUVENIRS FOR CITIES, PARKS AND  
COLLEGES.

Also FLASH and DISPLAY Pennants for outside  
decorations. Plain mixed colors or your copy  
produced in any color. Stock ready for handling  
or fastened to sticks.

COMMERCIAL ART PRODUCTS  
7645 E. Jefferson Ave., Detroit, Michigan.

## TILLEY SHOWS

NOW BOOKING SHOWS WITH OR WITHOUT  
OUTFITS.

Fun House, Mechanical Shows.  
Bill Woodall wants Dancing Girls for Girl  
Show.

Concessions, Arcade, Candy Floss, Scales,  
Grind Stores, Wheels that work for stock.  
Address BOX 297, Ladd, Ill.

## READING'S UNITED SHOWS

OPENING MARCH 31

WANTS Shows, Monkey Circus, Freak, etc. Concessions—Photos, Hall Games, Bumper, Bowling Alley, Hoops, and good Stock Concessions. Will buy Tilt-a-Whirl. W. J. WILLIAMS, Mgr., 802 Joseph, Nashville, Tenn.

## ROGERS & POWELL WANTS

Cookhouse, Corn Game, Stock Concessions of all  
kinds. Shows with own outfits. Good proposition.  
Musical Shows, Ride Help. Write Harry  
Phillips—Oiler, writer, Opening Distant, Miss. April  
2, two Saturdays, Ketchikan, Lexington, Miss., In-  
forming Yarrow City, Miss., until March 31.  
ROGERS & POWELL.



## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, March 12.—Monday night was Conklin Night, honoring J. W. (Patty) Conklin, past president of PCBA and for two terms president of Showmen's League. Immense welcome cards at entrance to club and on rostrum, also a big bouquet of American beauty roses on his table. When he made his appearance he was given a rousing reception. "Patty" in his usual quiet way made a brief acknowledgment of the reception, awaiting a better opportunity later to respond with a talk.

First Vice-President Harry Hargraves presided, with Harry Rawlings, secretary, only other official present. Preceding the routine of business Chairman Hargraves read a telegram announcing the death of Brother J. Doug Morgan. Lights were lowered and silent tribute paid. New members: Ted Levitt and Harry McCullough, sponsored by Clyde Gooding and Harry Seber. Monthly financial statement read and got a big hand on the fine showing. Then came the introduction of Past President Conklin, who made a talk that was most timely, stressing the urgent need of a get-together spirit, of promoting better understanding and good will among the membership, pointedly referring to the manner in which the meetings should be conducted and as are done so successfully by other showmen's organizations. This was likely called for by his knowledge of the presence in some organizations of a few who are not actuated by any spirit of loyalty, who are anti everything that does not meet with the peculiar twist of their minds. "Patty" also talked entertainingly of things in general and received a tremendous hand.

The weekly award went to Hargraves and, being prohibited by rules to give the money back, he handed it to Seber to provide lunch next Monday night. A three-number floor show was staged in honor of "Patty," with Gertie Jacobs at the piano. Acts consisted of Eddie Hayes, harmonica, roping and eccentric dancing; Florence Roberts, dance number, and Ethyl Lyons, acrobatic dancer. Seber was emcee. J. Ed Brown came in for an impromptu bit that was a laugh getter—his usual quiet comedy—and closed with the remark: "All past presidents must die broke." This, of course, in a spirit of jest, but it was the occasion for the beginning of a lot of good-natured ribbing in which Joe Glacy, Harry Pink, Seber and Joe De Mouchelle joined Brown.

Hargraves talked of affairs important to the organization. Membership drive came in for suggestions to stewards on the several shows. Sid Wolfe, visiting, made a brief talk also. Report of board of governors' action on matters that had been taken up previous to the regular meeting was read. This body is functioning admirably, much to the benefit of the organization. Vote of thanks given to Hilderbrand's United Shows for the entertainment last Sunday. Plans for summer social activities being worked out by Hargraves, Dr. Ralph E. Smith and Ed Walsh.



## Heart of America Showmen's Club

Reid Hotel

Ladies' Auxiliary

KANSAS CITY, March 12.—Regular Friday meeting was held with Myrtle Duncan, president, presiding. After reports were heard Bird Briner, chairman of finance committee, made a motion to buy \$500 worth of Treasury Bonds, taking amount from regular checking account. It was unanimously carried and treasurer and another member from finance committee were appointed to buy them.

A committee was sent to men's club to ask them to be guests of Ladies' Auxiliary next Friday night, when a St. Patrick's buffet supper will be served them in small dance hall. Plans were then worked out, and it is expected that there will be plenty on hand next Friday to participate in home-cooked foods ladies will provide.

After usual award, which was donated (See SHOWMEN'S CLUB on page 84)



## NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for  
Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL  
(Cemetery Fund, Hospitalization,  
Relief Bureau)

Dues \$10 Initiation \$10

Piccadilly Hotel  
New York City

Until March 24, Then  
Sixth Floor, Palace Theater Bldg.,  
47th and 7th Ave.

## THE R. C. H. ENTERPRISES

FORMERLY HARVEY'S NEW DEAL SHOWS

WANTED — WANTED — WANTED

WANTED—Shows of all kinds with or without  
outfits. Would like to hear from Animal Show  
Men.

WANTED—Concessions of all kinds. Good propo-  
sition for Cookhouse, West Fishpond, Bowling Al-  
leys, Pitch-Till-You-Win, Candy Apples, Peanuts  
and Pop Corn or any other Legitimate Concessions.  
Good proposition for Bingo.

WANT—Help for Merry-Go-Round, Ferris Wheel,  
Swings and Addie Rides. Would like to hear from  
good Free Act.

This show is positively booked solid for 22 weeks  
in and around Newark, N. J.  
Write HARVEY ZARRA, Tel. Num. 3-2474, 131  
Governor Ave., Newark, N. J.

WANT MORE REVENUE  
for  
YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the  
WHOLESALE MERCHANDISE  
Department  
THIS WEEK and EVERY WEEK

## International Showmen's Association

MARYLAND HOTEL

ST. LOUIS, March 12.—Meeting was called to order Thursday by President John Francis with following officers present: Treasurer Dee Lang and Secretary Vernon F. Korhn.

Short business session in which topic of conversation was St. Patrick's Day party to be held in clubrooms, at which time Ladies' Auxiliary and men join in making it a gala event. Committee in charge of ball to be held in DeSoto Hotel Ballroom March 26 made its report. Tom W. Allen reported ticket sales were far exceeding expectations. Chas. T. Goss reported contracting Ernie Venuto and His Aristocrats, an NBC name band, to furnish the music.

Eight new members were voted upon and elected, bringing total membership to 312, which is far beyond expectations of officers, as club is strictly limited to show owners, managers, showmen, concessioners or employees in outdoor tented world. Club has had a healthy and steady growth.

Social calendar of club is filled until latter part of May. Each Thursday brings forth varied lines of amusement and luncheons for members.

At conclusion of meeting 67 members present adjourned to dining room and dance hall of club, where an elaborate Dutch luncheon, hot tamales and refreshments awaited them.

Alderman Harry Israel and son, Sanford, and Hotel Manager Adams and several hotel guests were invited in to participate in festivities and all reported it most enjoyable. Dancing was continued until near morning and as music faded out everyone voted it a grand day.

New Wuritzer Orchestration, which is a beauty, arrived and is highly enjoyed by the members during the card sessions. Reported by Vernon F. Korhn.



## Kassow Will Play More Wirth Dates

NEW YORK, March 12.—Mack Kassow announced that for the seventh consecutive year he has been awarded contract to stage concerts at Waterbury and Hartford (Conn.) Shrine circuses, directed by Frank Wirth. Advance ticket sales are 40 per cent ahead of last year, he reports.

Concert personnel, practically same as at recent Jamaica (L. I.) Hospital Circus, attendance of which exceeded by 2,894 last year's show, will include Diamond Ted Lewis, sharpshooter; Edna Blanche, human target, assistant concert manager and treasurer; Mr. and Mrs. Al Tomiani, strange married couple; Katie Sandwini, strong woman, and Major Mitte and Princess Margaret, midgets.

Kassow will announce and after close of the Hartford show will leave for Mecon, Ga., to assume management of Downie Bros.' Circus Side Show.

## Polls Gauge K. C. Fete

KANSAS CITY, Mo., March 12.—Third Annual Jubilees Celebration in Municipal Auditorium will not be planned until after city election on March 29. Event ran 10 days last fall and nearly \$100,000 was spent for acts. Outcome of election will determine amount to be spent this year, as a fusion ticket is attempting to beat the regular slate of candidates. If the slate wins again an even greater jubilee appears assured.

## Servas To Stage Chi Show

CHICAGO, March 12.—Chicago's annual National House and Garden Exposition, to be held in the Coliseum here for nine days, was planned and will be produced by John A. Servas who, in addition to conducting the last two Chicago home shows, staged and supervised similar expositions for the Federal Housing Administration and National Association of Real Estate Boards in Philadelphia, Baltimore, Miami, Houston and Fort Worth. Leading household furnishing and allied groups are co-operating. Last year's show drew more than 200,000.

## COMMITTEE MEN



### SECURE THE BEST

CARNIVALS  
ATTRactions  
CONCESSIONS  
SHOWS AND RIDES  
for your event  
through  
ADVERTISING IN

## The Billboard

MARCH 26 ISSUE WILL BE THE MONTHLY LIST NUMBER

Copy for the Sponsored Events Department must reach us by Friday, March 18.

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Sponsored Events Department must reach us by Wednesday, March 30.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## Keyes Present Acts At Indianapolis Show

INDIANAPOLIS, March 12.—Among acts in three-ring Shrine Circus in Butler University Field House here March 7-12, directed by Keyes Bros.' Indoor Circus Enterprises, were Jorgen Christiansen, Liberty and menage horses and burlesque animal act with dogs; Davenport and Hodgini, riding act; Cyse O'Dell, aerialist; Canestrellis, ladders; Flying DeVards, an Art Concello act; high Chinese troupe, 14 elephants, the Anteleks; Billetti Troupe, wire act, and Dorothy Carter, Bobby Patterson, Georgia Sweet, Beate Hollis, Violet Hansen and Morie Fridrickson.

Clowns were Jimmie Mooney, Donahue, LaSalle, Harry LaPearl, Roy Barnett, Eddie Keck and Pinkey Hollis. Victor Robbins directed a 12-piece band.

Hoot Gibson worked in the concert and Joe Hodgini was equestrian director. Pat Kramer handled press. A special performance was given Tuesday morning for automobile dealers.

## Big Crowds at Farmville

FARMVILLE, N. C., March 12.—Farmville show, under auspices of the American Legion Post, had attendance of 14,000 on six nights, reported producer A. J. Grey, opener being inaugurated by Governor Hoey. On the bill were Frank Does' Ponies and Dogs, Andrews' Bears, Mike and Mae Levine, Cress Troupe, acrobats; Houghton and Houghton, bicyclists; Al Smith's Dogs and Pigs; Oklahoma Blackie, shooting and whip-cracking, with Paul Jones and his band.

## Shorts

MEULI-KELEAN American Legion Post, Chippewa Falls, Wis., will hold a three-day celebration on fairgrounds and streets, reports Elmer F. Charland.

VOLUNTEER FIREMEN will hold an indoor circus and exposition in City Hall Auditorium, Chester, W. Va., soon. Merchants and manufacturers will have exhibits. There will be circus, vaude acts and band concerts, said Chairman Kenneth Hobbs.

SPONSORED by business men, Holland (O.) Strawberry Festival will feature shows, rides, concessions, parade and dancing, reports Helen Dunn, general chairman.

VAUDE acts and bands will entertain at annual Columbus (O.) Home and Flower Show in the Auditorium, sponsored by Home Advisory Council. Two-thirds of exhibit space has already been sold, said General Manager Hugh H. Chadbourne.

SPRING FIESTA, sponsored by Dramatic Order Knights of Khorasan, Tulsa, Okla., will feature shows, rides, concessions, baby show and popularity contest, winner to receive a free trip to the New York World's Fair, reports Chairman G. H. Cleveland.

NEWLY organized Warren County Shrine Club plans to sponsor a circus in Warren, Pa., committee being W. E. Lutz, Harold Ross, W. E. Yeager, Forrest Waite and Ben H. Mathis.

WHO Artists' Bureau, Des Moines, contracted for a celebration at Southern Iowa Fair, Okaloosa, Ia., first in three years there. Afternoon show will be a Thrill Day program, with unit show and fireworks at night.

AFTER presenting the Royal Canadian Circus for Toronto firemen Robert B. Garden, of Garden Bros.' Canadian Vaudeville Exchange, will produce a circus for Kitchener (Ont.) Lions' Club.

HELP This Department by Telling Committees About It.

with a third date planned in London, Ont.

ADVANCE SALE is large for the annual indoor carnival sponsored by Danville (Va.) Police and Sheriff Association, reports Lieut. O. S. Mayberry. Show will be larger this year and have added features, including contests and auto giveaway.

## STRATES BOOKS

(Continued from page 44)

a reputation as a bandmaster. Meeker has assembled a band that will consist of all young and thoroughly experienced musicians. They will play a daily uptown concert, radio broadcasts and furnish music for free attractions and also as an orchestra for Choc and Mona Phillip's gial production, *Folies de Nuit*, on mid-way.

Strates is leaving nothing undone to make Strates Shows outstanding in carnival world and is sparing no expense in furthering his ideas. Chief Klippinger is now serving 40 men in quarters.

Trainmaster Frank Walden has train crew busy decking and lining flat cars. Three additional berth cars bought will be thoroughly reconditioned in time for opening. Walden will carry an all-white uniformed train crew this season.

### Electrical Department Busy

Gifford Ralyea, chief electrician, added two men to his staff to take care of extra electrical duties added to show this season. Innovation in lighting for front entrance marquee has been devised by Ralyea.

Mrs. Gertrude Putnam will again be in office wagon as assistant to Secretary Harold G. English.

Johnny and Peter Carallis, nephews of Strates, arrived in quarters from their native Greece. Peter Christopher, of cookhouse, and his No. 1 chef, Johnny Masters, will arrive soon and completely rebuild cookhouse, making it 10 feet larger all around and 20 feet deeper for new kitchen.

Moe Eberstein and son, Dewey, arrived last week from Venice, Calif.

Fred Thomas, of Side Show fame, will also have penny arcade and a Kiddie Ride.

Maybelle Kidder, daughter, Jean, and son, Gilman, and wife, Georgia, were visitors. They will have Illusion and Snake shows. Reported by Ben H. Voorhes.

## BALLYHOO

(Continued from page 44)

needed rest in the boiling hot sun on the boards of the flat cars. Then the train left for Mexico City.

By noon Saturday the train was again unloaded at the Mexican capital and the wagons started further into the interior. Thousands of burros were contracted by General Agent Lem Trucklow to pull our 360 wagons, vans and cages a distance of 75 miles due west over unbroken roads and trails to a land unknown to the carnival world. The show slated to arrive at its destination some time at early candle-light Monday or dawn Tuesday.

While our train was en route to the capital some hitch-hiker thumbed it down. The gentlemen who mounted the steps of pie car No. 2 was none other than the famous Boston Snapper Salinger, who claimed he was at the peak of his popularity, having just been run off his last show in the States. Mangels and Wash, well-known adagio team and fan dancers, boarded the train at a water tank. They claim there is no music in a Mexican laundry.

While other managers are making plans on elaborate scale regarding what they will put on their midways for the coming season the Ballyhoo Brothers are making plans regarding what they will take off of their midway. After voting on the matter five times they decided "a new front only covers soiled underwear."

Sorry that we still have no letterheads. They again arrived, but the most important wording, "Permanent address care The Billboard," was omitted. Just mailed them back. Ten thousand dollars

in brass pieces arrived in Tampico, proving that this show pays off in any land. MAJOR PRIVILEGE.

## SHOWMEN'S LEAGUE

(Continued from page 51)

and in it comes. How about you? Perhaps you have not paid and all you need is a reminder. Let this notice suffice.

League notes do get attention. Proof of this is the fact that Brother Colonel Owens received letters from Bud White and L. Cash Miller, two oldtimers in the profession. Remember, shut-ins appreciate a line from their friends. Late news of Brother Al Wagner's convalescence has not been received. Drop us a line, Al.

### Ladies' Auxiliary

Thursday's meeting was well attended. President Leah M. Brumleve presided and seated with her were the usual co-officers with one exception. During Phoebe Caray's absence Mrs. Al Latta has assumed the treasurer's function. Invocation by Edith Streiblich.

Immediately after adjournment delicious home-made coffee cake, donated by President Leah M. Brumleve; coffee and refreshments were served.

Several parties are being planned for the next few months. Definite information regarding a party to be held late in May will be discussed soon.

Members were enthused over having Maude Geller among them again. She has recovered completely from her recent illness and thanked all for the kind remembrances and flowers. She will be hostess at March 17 social and the club is confident the event will be a huge success.

Don't forget the Ladies' Auxiliary rummage sale. Be sure to send all parcels to the Arcade Electric Company, 1759 West Ogden avenue, Chicago. Cars Yeldham will be in charge.

Membership is rapidly increasing. A number of new members will be elected later. ELSIE MILLER.

## --WANTED--

By English Firemen's Association  
Clean Shows, Circus, or what have you on percentage or flat rate? Write for dates.  
KENNETH D. PATTON, Sec'y-Treas.,  
English, Ind.

## Carnival Wanted

MAY OR JUNE BOOKING  
Must be high class. Drawing population 60,000.  
Industrial area. Write  
JOHN A. STIN, Sec'y.,  
Inter-City Tennis Club, La Salle, Ill.

## THE IMPROVED ORDER OF RED MEN

OF ROCKVILLE, CONN.,  
With Membership of 300,  
Interested in Good-Sized Carnival but weak in June if possible. For further details write to  
HAROLD SCHEIBE,  
101 Orchard St., Rockville, Conn.

## WANTED

Ferris Wheel, Merry-Go-Round and Kiddie Ride for Week of June 6.  
SCOTTSDALE FIRE DEPT.,  
E. G. Sturtz, Sec'y., Scottsdale, Pa.

## American Legion Celebration

PAOLI, IND.  
WANT Rides, Shows and Concessions for Week of June 27 or July 18. Prefer independent outfit, but will consider a good legitimate and reliable organization. Give full particulars in first letter. This is a good spot. Write S. E. MINTOSH, Chem.

## WANT MORE REVENUE

for  
YOUR ORGANIZATION?

Read  
"BINGO BUSINESS"

A Column About Bingo in the  
WHOLESALE MERCHANDISE  
Department

THIS WEEK and EVERY WEEK

# Classified Advertisements

## COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

## AGENTS AND DISTRIBUTORS WANTED

**AGENTS—500% PROFIT SELLING GOLD LEAF**  
Letters for store windows. Free Samples.  
**METALLIC CO.**, 439 N. Clark, Chicago. 119x

**ATTENTION, SUBSCRIPTION SALESPERSON—**  
If you work east of Rockies and north of  
Mason-Dixon line, wire for proposition. **AMERICAN FOWLRY JOURNAL**, 538 S. Clark, Chicago. x

**BE SUCCESSFUL—DO THINGS. GET WHAT**  
you want (friends, job, money). Work for  
yourself. Have joy and prosperity. Send dime  
for "Opportunities." Camden, N. J.

**BIG MONEY TAKING ORDERS—SHIRTS, TIES,**  
Hosiery, Underwear, Raincoats, Pants, Uni-  
forms, etc. Sales equipment free. Experience  
unnecessary. Write **NIMROD**, Dept. 43, 4922-  
28 Lincoln, Chicago. ma21x

**BIG MONEY APPLYING INITIALS ON AUTO-**  
mobiles. Easiest thing today. Free samples.  
Also, sideline salesman for Name Plate and Tire  
Cover Transfers. "RALCO," 1305 Washing-  
ton, Boston, Mass. x

**CARTOON BOOKLETS—READERS, PHOTOS,**  
Tricks, Jokes, Puzzles. Lowest wholesale.  
Samples \$1.00. Catalog 25c. Lists free. **BOX**  
236, Fayetteville, Tenn. x

**DANCING SAMBO—THE TAP DANCING**  
Dummy. Sure fire sales when demonstrated.  
Samples 50c. **SESLER NOVELTY CO.**, 5730  
Kingsbury Blvd., St. Louis, Mo.

**DISTRIBUTORS—EPSOM SALTS, \$1.70 GROSS;**  
Caster Oil, \$4.10; Turpentine, \$3.60; Petrol-  
um jelly, \$2.90; Medicines, Cosmetics, etc.  
**BOX 298, Richmond, Va.**

**DISTRIBUTORS—CASH IN ON THE FASTEST**  
Selling Novelty in a decade, Royal Jack Pot  
Card-Dice-Sweepstakes Game all in one. Send  
15c for sample. **MAINCON SPECIALTIES**,  
Williamsville, Conn.

**THE SPRING SPECIAL ISSUE OF THE**  
**BILLBOARD WILL BE DATED APRIL 9.**  
**CLASSIFIED FORMS CLOSE IN CINCIN-**  
**NATI MARCH 30. INCREASED CIRCUL-**  
**LATION. MARK YOUR COPY "CLASSI-**  
**FIED" AND SEND IT IN EARLY.**

**EXPERIENCED SUBSCRIPTION MEN WANTED.**  
Attractive club three national farm mag-  
azines; very liberal proposition. **PUBLISHER**  
715 Shaker Bldg., Kansas City, Mo. ap23

**LORD'S PRAYER OR TEN COMMANDMENTS**  
on a Penny. Sells on sight. \$3.00 per 100.  
Samples, 5, 25c. **PERKINS**, 2424 S. 18th, St.  
Louis.

**MOTH TABLETS—LOWEST PRICES. ALL**  
sizes. Large profits. Catalog free. Liberal  
amount samples. Fifty cents. **SMICO PROD-**  
**UCTS**, 1123 Draper, Cincinnati. mh19

**NEW "RIDE 'EM" PUZZLE—IS GOING OVER**  
big. Dime brings sample and confidential  
dealers' prices. **UNITED SPECIALTY CO.**, Dept.  
B-1, Smithboro, N. Y.

**NO PEDDLING—FREE BOOKLET DESCRIBES**  
107 money-making opportunities for start-  
ing own business, home, office. No outfits.  
**ELITE**, 214 Grand St., New York. mh26x

**NOW READY—BEAUTIFUL SILVER CHRIS-**  
tian Mottos, Stock Signs. Guaranteed  
sellers. Sample 10c, particulars. None free.  
**JOHNSON SIGN SERVICE**, Morristown, Tenn.

**PERFUME BUDS—COST 1c EACH. SELL 5c.**  
Particulars free. Sample 10c. Agents, street-  
men, demonstrators. **MISSION**, 2328 W. Pico,  
Los Angeles, Calif. mh26x

**RESURRECTION PLANT—UNIQUE NOVELTY,**  
miracle of nature. Costs below 2c; sells for  
25c. **C. E. LOCKE**, 7 Rio St., Mesilla, New  
Mexico.

**SALESMEN, PITCHMEN, DEMONSTRATORS—**  
New Men's Belt, made by hand, consisting of  
138 pieces of Genuine Black Calf Leather.  
Sample sent for 75c; dozen \$5.00. **JOSEPH**  
**RENO**, 1519 N. 27th St., Milwaukee, Wis. x

## AGENTS AND SALESMEN read DIRECT SALES STUFF

A column about Specialty Salesmen,  
working house-to-house and store-  
to-store

In the

## WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

Set in uniform style. No cuts. No borders. Advertisements sent by  
telegraph will not be inserted unless money is wired with copy. We re-  
serve the right to reject any advertisement or revise copy.

## FORMS CLOSE (in Cincinnati) THURSDAY FOR THE FOLLOWING WEEK'S ISSUE.

**SELL BY MAIL—FORMULAS, BOOKS, PIC-**  
tures, Novelties, Signs, Bargains! Big profits.  
Particulars free. **F. ELFCO**, 438 North Wells  
St., Chicago. 119x

**WHERE TO BUY AT WHOLESALE \$50.000**  
Articles. Free Directory and other valuable  
information. **MAYWOOD B. PUBLISHERS**, 925  
Broadway, New York. ap2x

## ANIMALS, BIRDS AND PETS

**ACQUIRABLE—ELEPHANTS, GIRAFFES, MON-**  
keys, Baboons, Chimpanzees, Kangaroos,  
Parrots, Macaws, King Cobras, Pythons, Boas,  
etc. **LINDEMAN**, 63 W. Eleventh St., New  
York.

**ALLIGATORS—SNAKE DENS, LARGE \$10.00;**  
Water Snakes, \$5.00; Medium, \$3.00. Price  
list. **ROSS ALLEN**, Silver Springs, Fla. Wire  
via Ocala. ap2x

**ANIMALS—BIRDS, MIXED FIXED DEN**  
Snakes, Boas, Dragons, Iguanas, Monkeys,  
Parrots, Macaws. Also Parakeets for wheels.  
**SNAKE KING**, Brownsville, Tex. ap2

**ANIMALS, BIRDS AND REPTILES—IMPORTED**  
by **MEEMS BROS. & WARD, INC.**, Box B,  
Oceanside, N. Y. Rockville Center 5006. Write  
for price list.

**DENS LARGE FRESH SNAKES—RATTLES,**  
Bulls, Whips, Kings, etc. \$15.00. Also  
\$10.00 Dens. **ELLISON MITCHELL**, Collecting  
Naturalist, St. Stephen, S. C.

**DONKEY BALL EQUIPMENT—COMPLETE FOR**  
Night Games. Will take House Trailer or  
Automobile as part payment. Write or wire  
**EKENETT MORRIS**, Belton, Ky.

**FOR SALE—GENTLE PONIES FROM FORTY TO**  
fifty inches high, safe for children. Also  
Dappled Chestnut and Solid Color. Shetland  
Colts. Write for prices. **HEYL FONY FARM**,  
Washington, Ill.

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**LATION. MARK YOUR COPY "CLASSI-**  
**FIED" AND SEND IT IN EARLY.**

**LIVE ARMADILLOS—PERFECT SPECIMEN AND**  
Good Feeders. Each \$2.00; Pair \$3.50.  
All sizes. Prompt delivery. **APLET ARMA-**  
**DILLO FARM**, Comfort, Tex. ap23x

**MONKEYS, PARROTS, CHIPMUNKS, LOVE-**  
Birds, Finches, Parakeets. Largest importer  
on the West Coast. **SOUTHERN CALIFORNIA**  
**BIRD & PET EXCHANGE**, Bell, Calif. Write for  
complete price list. ap2x

**PLENTY SNAKES—ARMADILLOS, IGUANAS,**  
Gilas, Dragons, Alligators, Horned Toads,  
Chameleons, Monkeys, Prairie Dogs, Coati-  
mundis, Guinea Pigs, Rats, Mice, Parakeets,  
Wild Cats, Ringtail Cats, Peafowl, Hawks,  
Owls. Wire **OTTO MARTIN LOCKE**, New  
Braunfels, Tex. ap9x

**WANTED TO BUY—TRAINED MONKEYS AND**  
Chimpanzees with equipment. State age and  
price. Also like to hear from Road Shows for  
sale. **COL. A. D. DAWSON**, 2964 Wilson Ave.,  
Louisville, Ky.

**WANTED TO BUY—PERFORMING DOGS TO**  
do Feature Acts for Stage. Write full par-  
ticulars to **CATHERINE HARPER**, General De-  
livery, Marion, O.

**ZOOLOGICAL GARDEN—NOW UNDER CON-**  
struction, is interested in obtaining a number  
of Wild Animals. **SCHNITZELBANK RESTAU-**  
**RANT**, Stratford Ave., Bridgeport, Conn. ap2

## BOOKS, CARTOONS, INSTRUCTIONS, PLANS

**LEARN VENTRILQUISM BY MAIL—SMALL**  
cost; 3c stamp brings particulars. **GEO. W.**  
**SMITH**, 125 N. Jefferson, Room 705, Peoria,  
Ill. x

**YOU CAN ENTERTAIN FOR ALL OCCASIONS**  
with our Trick Drawings and Rag Pictures.  
Catalog 10c. **BALDA ART SERVICE**, Oshkosh,  
Wis. ap2x

## BUSINESS OPPORTUNITIES

**MILLIONS JOBLESS!—GET DOLLARS IN MAIL**  
daily, like we do, for amazing employment  
information. Keep money; we fill your orders  
free. Stamp brings details. **CO-OPERATIVE**  
**SERVICE**, Dept. H, 77 Swan, Buffalo, N. Y. x

Due to the increased size and circulation of the **SPRING**  
**SPECIAL ISSUE** we must close the form containing the  
Classified Advertising Section 24 hours earlier than usual.

## Classified Advertising Form

for the

# SPRING SPECIAL

issue of

## The Billboard

Goes to Press in Cincinnati

Wednesday

# MARCH 30

Make certain your advertisement will appear in this "extra"  
result-producing issue of The Billboard.

**RUSH YOUR COPY TODAY**

25 OPERA PLACE

CINCINNATI, OHIO

## AT LIBERTY

5c WORD (First Line Large Black Type)  
2c WORD (First Line and Name Black Type)  
1c WORD (Remainder Type)  
Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

**NEW POPCORN CHEESE-O-CORN MACHINES**  
—Sensational new Popcorn. Happy Days  
products sell. Big money. Write today.  
**BARNARD'S**, Omaha, Neb.

**POP CORN MACHINES—NEW MODELS.**  
Geared Kettles, Griddle Stoves, Tanks, Burn-  
ers and other Concession Supplies. Wholesale  
and retail. **IOWA LIGHT CO.**, 111 Locust, Des  
Moines, Ia. ap30x

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**LATION. MARK YOUR COPY "CLASSI-**  
**FIED" AND SEND IT IN EARLY.**

**PITCHMEN! SOLICITORS!—MAKE EXTRA**  
money with new Stamping Outfit. Stamp  
Checks, Plates, Fobs. Catalogue 69-B free.  
**C. H. HANSON**, 303 W. Erie, Chicago. x

## COIN-OPERATED MACHINES SECOND-HAND

### Notice

Only advertisements of used machines  
accepted for publication in this column.  
Machines of recent manufacture and being  
advertised extensively in The Billboard by  
manufacturers, distributors or jobbers may  
not be advertised as "used" in The Bil-  
board.

**ABT PISTOL MACHINES—LATEST MODELS.**  
\$22.50 each. Send for list of other used  
machines. **A. L. KROPP**, Tuscaloosa, Ala. mh19

**A.B.T. TARGET SKILL—LIKE NEW, \$19.50.**  
Breakdown: \$42.50; Rofarys, \$75.00, latest  
serials; Homestretch, \$21.50; Electric Score-  
boards, Bumpers, etc., \$9.50. 1/3 deposit.  
**MARKEPP**, Cleveland, O.

**A-1 CONDITION—AIRWAYS, BEAMLINES,**  
Chico Derby, Diamond Mine, Dux, Football,  
Biggy, Silver Flash, Tops, Track Meet, \$25.00;  
Forward March, Right or Else, Tournaments,  
Genco Jr., Mercury, \$20.00 each; Bumper  
Bowling, \$75.00; Round the World, \$30.00;  
Tom Mix Rifle, \$150.00. Send one-third de-  
posit. **BILL FREY, INC.**, 120 N. E. 1st St.,  
Miami, Fla. x

**A. C. GAILLE 7-SLOT BELLS, \$89.00; EXHIBIT**  
Long Charm Combination, 5c and 25c Slot  
\$99.00; Tom Mix Rifle, \$125.00; Target Roll  
In, \$45.00; Jungle Dodger, \$29.00, and Bally  
Bumper, \$12.00. **KENYON COMPANY**, 108  
High Ave., Canton, O. mh19

**ATTENTION—SIX SEEBURG RAYOLITES, EX-**  
cellent appearance and working condition,  
\$160.00 each; also three Pacific Marksman,  
\$50.00 each. **GEORGE RAFT**, 601 E. Main,  
Hazard, Ky. mh19

**BALL FAN—BUMPER, \$8.50; RICOCHET,**  
\$9.00; Bolo, Lights Out, \$5.00; Rack 'Em Up,  
\$6.50; Bally Bumper, \$10.00; Daytona, \$15.00;  
Electric Eye, Ticket, \$17.50; Re-Play, \$10.00;  
Hi-De-Ho, \$7.50. **COLUMBIAN VENDING**  
**COMPANY**, Parsons, Kan.

**BARGAIN SALE—BUMPERS, \$7.00; SCORE**  
Boards, \$8.00; Ricochet, \$9.00; Crossline,  
\$8.00; Dux, \$30.00; Home Run, \$9.00; Sun-  
shine Derby, \$10.00; Alamo, \$10.00; Tyson, 30  
Play, \$9.00; Classic, \$25.00; Turf Champ,  
\$32.50; Flicker, \$15.00; New Deal, \$25.00;  
Marksmen, \$40.00; Flying Duck, \$35.00;  
Hi-De-Ho Novelty Bumper Game, original  
crates, \$15.00. Send for game you want.  
**GENERAL AMUSEMENT DEVICES CO.**, 3135  
Cass, Detroit. x

**BLUE FRONTS—MYSTERY PAYOUT, SINGLE**  
jackpot, hidden reserve jackpot, Millon coin  
heads, serials around 405000, in perfect con-  
dition, two 10c play and one 5c play, \$55.00  
each. One 15c play Mills Skycraper, mystery  
payout, perfect, \$35.00. One Mills Futurity,  
mystery payout, like new, \$45.00. Two Q. T.'s,  
orange fronts, fruit reels, in good shape, \$24.00  
each. One War Eagle, double jackpot, \$25.00.  
One Rollatop, 3c play, mystery payout, in per-  
fect shape, \$25.00, and one Indian Head, 1c  
play, Mills, \$10.00. **ROBERT BROWNING**, Elk  
Point, S. D. x

**BROWNIE JACK POT—LIKE NEW, \$45.00;**  
Ray's Track, like new, \$112.50; Track Time,  
like new, \$125.00; Pop 'Em, ticket model,  
\$39.50; Airway, \$35.00; Cargo, \$45.00; Chico  
Baseball, \$45.00; Green Front Q. T., \$45.00;  
Blue Front, \$35.00; Slot Machines, \$10.00; Ad-  
vance Cigarette Venders, \$19.50; Penny Pack,  
\$7.50; Cant-A-Smoke Dividers, \$9.50; Reel  
Sports, \$12.50. All kinds of Coin Operated  
Machines, nearly new and used. 1/3 deposit  
with order, balance C. O. D. **LEHIGH SPE-**  
**CIALTY CO.**, 2d and Green, Philadelphia, Pa. x

**DUX, \$31.50; BEAM-LITE, \$32.50; GENCO**  
Football, \$24.00; Turf Kings, \$32.00; Silver  
Flash, \$31.00; Speed, \$31.00; Home Stretch,  
\$16.00; Stoner Races, \$27.00; Mercury, \$23.00.  
1/3 deposit. **EASTERN**, 350 Mulberry, Newark,  
N. J.

**CANADIAN OPERATORS, ATTENTION**—We will pay cash for Pin Games, Payoff Tables and Slots of every description. Write immediately what you have. **RELIABLE NOVELTY**, 124 Dundas, W., Toronto, Ontario, Can. mh19

**CHARMS**—LARGE ASSORTMENT. SEND dollar for gross prepaid. Increase play 500% by actual test. **CHIEF NOVELTY CO.**, Kiowa, Kan.

**CHICAGO EXPRESS, STONER'S RACES, MARS**—Miss America, \$40.00 each; Boo-Hoo, Home-stretch, Auto-Derby, Outboard, Chico-Derby, \$22.50 each; Ricochet, Hot Springs, \$12.50. Half deposit. **CLEVELAND COIN**, 8125 Superior, Cleveland, O.

**TIGHT APT TARGET SKILLS**—LIKE NEW, \$11.00 each; two Floor Stands, \$85.00 for all. **G. T. ANDERS**, 627 E. 112th St., Chicago.

**LIGHT DOME-TOP MERCHANTMEN, \$39.00**; 4 Black Cabinet Microscopes, \$30.00; 8 Fan-Front Microscopes, \$29.00. Half deposit. **CLEVELAND COIN**, 8125 Superior, Cleveland, Ohio.

**ERIE DIGGERS**—BUCKLEYS, IRON CLAWS, Microscopes, Merchantmen, Rockola World Series, Atlas Baseball, Harvard Arcade Stamper, Candy Bar Vendors, 300 Peanut, Gum Machines, Mills Modern Scales. **NATIONAL**, 4242 Market, Philadelphia, Pa.

**FOR SALE—10 RE-1c PAYOUT MACHINES**, \$12.50 each; 1 25c Waffling, \$45.00; 1 Dux, \$35.00; 1 Beamlite, \$35.00; 1 Long Beach, \$30.00; 1 Silver Flash, \$25.00; 1 Bally Bumper, \$10.00. 1/3 down, balance C. O. D. **C. M. WIND**, 4101 N. W. 22d, Miami, Fla.

**FOR SALE—4 CENT-A-PACK CIGARETTE REEL** Machines, guaranteed like new, \$25.00. **LOUIS KEMPER**, 22 Anna St., Dayton, O.

**FOR SALE—MILLS BLUE FRONTS, \$45.00 UP**; Jennings Chiefs, \$40.00 up; Waffling, \$15.00 up; Evans Dominos, \$125.00. Write for complete price list. **A. R. KISER**, 127 N. Brevard St., Charlotte, N. C.

**GOODBODY'S BARGAIN LIST IS WAITING FOR YOU**. We buy, sell or exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. ap9

**ILLUMINATED GRILLS CLOSE OUT**—VERY attractive, install on location. Modernize old model phonographs, \$5.50 each. Order sample now. These will go fast. **NATIONAL COIN MACHINE EXCHANGE**, 2137 Tryon Lane, Toledo, O.

**MILLS WAR EAGLES—SERIAL 386000, \$30.00**; Waffling Treasurers, Serial around 76000, \$25.00; 5c-25c Play, One free with five. Third deposit. **R. V. BRUCE**, Williamsburg, Ky.

**THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 9. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 30. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.**

**PENNY HERSEY'S CANDY BAR VENDERS**—Hold 65. No order less than ten. Like new, \$10.00 each. 1/3 deposit. Pleasant work, easy set. **TWIN STARS NOVELTY**, 1431 E. Washington, Indianapolis, Ind.

**PHONOGRAPH BARGAINS—TEN WURLITZER** 1937 Sixteen Record Phonographs, \$165.00 each; eight Style 4-12, \$110.00 each; two P-12, \$65.00 each; four Seeburg Factory Reconditioned Symphonotas, \$60.00 each, and two Wurlitzer P-10, \$50.00 each. All in excellent condition. **F. O. B.**, one-third deposit. **L. WHITEHEAD**, 1205 Market, Wilmingon, N. C. ap2x

**SEND FOR OUR BIG BARGAIN LIST—100 RE-** built Automatic and Novelty Pin Games, from \$4.00 to \$8.50. Will trade for Phonographs or Bowling Games. **VANSK BOWLS**, \$4.00; Do Genier Selective Candy Vendors, \$12.50; Pace 10c All Stars, \$27.50; Master 1c and 5c Vendors, \$3.00; D. C. Converter, \$25.00; Double Safe, \$7.00. **MILWAUKEE CONCESSION CO.**, 1635 W. Cherry St., Milwaukee, Wis. x

**SHIPMAN STAMP MACHINES—NEARLY NEW**, \$10.50; Preakness, \$35.00; Air Races, \$25.00; Winner, \$17.50; Post Times, \$22.50; Conco Paddle Wheel, \$67.50; Merchantman Digger, roll chute, \$50.00. **LIKENS**, 924 5th, N. W., Washington, D. C.

**STONER RACES, \$27.50; CARNIVALS, \$25.00**; Long Beach, \$22.50; Silver Flash, \$30.00; Turf Kings, \$31.50; Running Wild, \$20.00. All machines in perfect working condition. **MOSCO SPEC. CO.**, 53 Alfred St., Passaic, N. J.

**TOM MIX RADIO RIFLES, \$125.00; ROCKO-** Ball Senior Bowling Alley, \$65.00; Rola Base, \$20.00; Poomatic Popcorn, Oil and Sacks, lowest prices. **INDIANA POPMATIC CO.**, 136 N. Pennsylvania, Indianapolis, Ind. mh26

**WANTED FOR CASH—ALL TYPES NOVELTY** Fortune Telling and Penny Arcade Machines, including World Series. Full details. **BOX C-445**, Billboard, Cincinnati. mh26

**WANTED—RADIO FILM RIFLES AND MILLS** Nickel Q. T. Send complete description and state your lowest price. Write **WILLIAM S. STIMULATORS**, 4912 E. Washington St., Indianapolis, Ind. mh19x

**WANTED FOR CASH—PENNY GINGERS**, Penny Packs, Zephyrs, Bumper Type Tables, Masters, Ball Gum Machines, Penny Shocking Machines; also Arcade Type Equipment. **BLACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex. x

**WANTED TO BUY—USED SEEBURG OR MUTO-** scope Hockey Games. Must be in good working order. State lowest price. No dickering. **METROPOLITAN ENTERPRISES**, 5 Ludlow St., Yonkers, N. Y.

**WANTED—BEST CASH OFFER ON 6 MARKS-** men, 2 World Series. **E. O. R. SALES**, 813 N. College, Grand Rapids, Mich.

**WANTED TO BUY—A. B. T. OLD OR NEW** Style Target Pistols. Advise kind and price. **SPARKS SPECIALTY CO.**, Soperton, Ga.



**BAND MEMBERS** of John H. Sparks' Circus, season of 1911, snapped shortly after returning from parade in Claremont, N. H. Seated, left to right, are G. Givens, V. L. Sutton, F. Pratt, F. Smith, G. Cohen, E. Tuttle, T. Gardner and J. W. Donahue. Standing are J. C. Broadley, J. W. Gratton, H. Craybill, C. H. Cooper, Harry D. Barney and R. W. Cossott. Cooper, Pratt and Donahue are in business in Pennsylvania, Wisconsin and Georgia respectively. Smith is still identified with circuses and Craybill later operated a dramatic show. Barney is now connected with a paper manufacturing concern in Kalamazoo, Mich.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

**WANTED—SEEBURG'S HOCKEY, SKI HIGH**, Airways, Beamlite, Cargo, Mercury, Sentations, Carnival and other late type Bumper Games. State price and quantity. **RICHMOND**, 1439 Webster Ave., Bronx, New York.

**WE WANT TO BUY AND WILL PAY \$7.00** each for any number "Pamco 3 Star" with Dial, Ship C. O. D. or write us. **JERSEY SPECIALTY CO.**, Newark Pompton Turnpike, Singac, N. J.

**3/4" BALL GUM, FACTORY FRESH, 11c BOX**; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. mh14x

**6 ERIE DIGGERS AND JOINT COMPLETE**—Some stock. First one hundred dollars takes. **1814 Grand, Joplin, Mo.**

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AT LIBERTY—Have Talking Motion Picture Recorder, week's run of pictures. Want equipment with tent show. Texas territory preferred. Write 209 N. Lutterick, Galveston, Tex.

AT LIBERTY MUSICIANS

ALTO SAX—CLARINET, Baritone, Violin. Can play anything in Concert or Show Music on Violin. Feature Violin and Sub-Four Clarinet Solos at mike. Excellent tone on all, fast reader, play lat, 3d or 4th. Name band experience. First time at Liberty in three years. Open for first class proposition only. State salary. NICEL HOLME, 921 Rockhill St., Ft. Wayne, Ind.

ALTO SAX—DOUBLING CLARINET, BARI-TONE, Violin, Union. LEO JOHNSON, 2107 Slauson Ave., Racine, Wis.

DRUMMER—NEW FLASHY OUTFIT, MAR-imba, Deagan Chimes, Vibraphone, Soloist. Age thirty, sober, good appearance, absolutely guarantee satisfaction. DRUMMER, 307 Glen-lake Ave., Toronto, Can. mh26

GIRL HAMMOND ORGANIST—BAND OR IN-termission Work. Young, attractive, union. Cut classics and swing. Modern style. ORGAN-IST, 20411 Five Point Rd., Detroit, Mich.

SAXOPHONE—ALTO, CLARINET, TRUMPET. Read, phrase, no take off. Union. JAMES CURRIE, Murray, Ia. mh26

SWING DRUMMER—NEW OUTFIT. YOUNG, age 24, union, reliable and sober. Play steady, solid rhythm. Able to travel. ARDEN COLBY, Union Grove, Wis. mh26

STRING BASS—CAN BRING PIANO MAN. LLOYD JOHNSON, General Delivery, Okla-homa City, Okla.

TENOR SAX—FINE JAM TENOR. EXPERI-enced, young, sober. References. Will con-sider any attractive offers. No panics. Write CORDON KEMMETER, 1205 W. Johnson St., Madison, Wis.

TENOR SAX—DOUBLING CLARINET AT LIB-erty after March 20. Tone, read, fake and ride. Location only. Experienced in all lines. LEE FORBES, General Delivery, Ft. Lauderdale, Fla.

TENOR SAX—CLARINET—ALSO DOUBLE Hitch-hiking augmenting on Warbling. Young, single, union, good habits, read and stuff. Write full particulars. GEO. WM. BROWN, General Delivery, Ocala, Tex.

TROMBONE AND ARRANGER—AGE 22, sober, reliable, union. Tone, phrase, read, lam. Co anywhere. Reliable offers only. Write details. BYERS KILLION, Como Hotel, Joplin, Mo.

TRUMPET AT LIBERTY—FOR CIRCUS OR anything reliable. R. A. MCKEE, 1810 Joplin St., Joplin, Mo.

TRUMPET—DOUBLES FIDDLE AND FEATURED Voice. Fast arranger, read anything, plenty go, both instruments. Ten years' experience recognized bands, some name. Schooled musician. Play some tenor. SID BAILEY, 481 Hammond St., Corning, N. Y.

TRUMPET—READ, FAKE, SOBER, DEPEND-able. Prefer location but will consider others. Nite club or full combination. State all. LEO RAY YANCEY, 916 N. Marion, Carbondale, Ill.

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A1 DRUMMER—Ever-ready floor shows, dance solo, hotels, steamships. First class, reliable an-nywhere, refer. Non-panic, dependable. Non-panic, willing to last. Complete outfit. IRA LEXETTE, Philmont, N. Y. mh26

DRUMMER—Baritone Singer. Union, read, fake. Exhibition, nice outfit. Sober, reliable, refer-ences. Six years' experience. Write or phone ZAY FRANCIS LITTLE, 200 W. 88 St., New York City. Schaefer 4-0347.

DRUMMER—12 years' experience. Young, reliable and sober. Cut it with anything. Like to get on a good tent show. Ticket of far. Nice outfit and appearance. Job immediately. Wire or write stating to BEN FAYISH, 8792 Talmay Ave., Dallas, Tex. mh26

LIGHTWEIGHT DANCE DRUMMER—(Weight 250). Union, age 22. No booze or weed. Have travellin' D. A. system. Dance band preferred. Write on request. TINY FRANKLIN, Sullivan, Ill.

MODERN BULL FIDDLE—Now or later. Ex-perienced all lines, sharp pick. Bone take, all essentials. No doubles. Have been with all sizes. Now working but desire change. Must be reliable. Prefer locations but will travel. See twenty-nine. Write stating the works. BOX C-147, care Billboard, Cincinnati, O. mh26

TRUMPET—Modern, fine tone, phrase well, wide range, good reader, go and union. Location pre-ferred. Write all in first letter. BILL CANTWELL, 248 W. Colorado, Decatur, Ill.

AT LIBERTY M. P. OPERATORS

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AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS for Parks, Fairs and Celebrations, covering the United States and Canada. Write JACK-SONVILLE BALLOON CO., Jacksonville, Ill. mh19

BALLOON ASCENSIONS—Modern equipment, prices reasonable. Death defying Parachute Drops Trapeze on Open Para-chute. BALDRIDGE BALLOON CO., Gen The-ater, Flint, Mich. mh19

BALLOONISTS AND AIR-plane Parachute Jumpers. One unit in Florida, another in Texas. For particulars con-tact THOMPSON BROS. BALLOON & PARA-CHUTE CO., Aurora, Ill. Established 1903. ap2

AT LIBERTY—FOUR SEPARATE ACTS. WIRE Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Act, Something new and different from the rest. CHESTER HUBER, Wabasha, Minn. ap2

LOG-ROLLING CONTEST AND EXHIBITION—For parks, fairs, celebrations, sportsmen's shows and tournaments. Write or wire E. H. SWANSON, World's Champion Log-Roller, Brinnon, Wash. mh26

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AERIAL COWBOYS—Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and prices on request. Address The Billboard, Cincinnati, Ohio. mh26

FOR INFORMATION regarding the World's Greatest Trained Animal Exhibition for parks, fairs and celebrations, write RICE'S COMEDY PIGS & DOGS, 1206 Lincoln Ave., Jackson, Miss. mh26

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly from Jew Act and Double Trapeze Act. Reasonable. Bradner, Ohio. mh26

HIGH-DIVING DOG ACT—Two attractive Dogs from 30 and 40 feet, respectively. H. HAYDON, 270 Central Ave., Atlanta, Ga. mh26

PANAMA-SIKA'S DOG, Pony, Bird Circus. More than fifty performing animals and birds. An attraction with a long standing reputation. GEO. W. ROBERTS, Manager, Swabasha's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAgramore 8530.

SAND, PALM and TEALAF READER—Wishes to locate near New York in summer resort. Ex-celent background and references. MRS. Mc-DONALD, care Billboard, 1544 Broadway, New York.

AT LIBERTY PIANO PLAYERS

RHYTHM PIANO—Ce-lesste. Read, standard wardrobe. Cut or else. Pay must be steady. No panics. VINCE FES-LER, 331 Fulton, Sandusky, O.

DANCE PIANIST—YOUNG, WELL EXPERI-enced, double Accordion, arrange. Can bring Bass Man. PIANIST, Broadway Central Hotel, Oklahoma City, Okla.

EXPERIENCED Pianist—READ, FAKE, TRAP-ese. Night club or road house preferred. Anything considered. State salary, particulars. Can bring Trumpet, Drums, Guitar and Girl Entertainer if wanted. SHERMAN MANUEL, General Delivery, Rockford, Ill.

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EXPERIENCED Sight-Reading Pianist—Piano, trapese. References. Don't double stage. Nine-Year-Old Girl, Child Parts, Singing, Dancing Specialties. \$3 monthly salary. \$22.00. Tickets, NELLIE ROGERS EATON, 208 W. Fifth, Grand Island, Neb.

EXPERIENCED, Modern Piano Man—Wants job with Benny Goodman. However, any other offers considered. Write or wire. 1004 S. Greenville St., McKinstry, Tex.

PIANIST—Read, fake, sing, arrange. Excellent ac-companist. Married, car, union. Prefer reliable location. Available immediately. DON KING, 523 So. Oakland, Green Bay, Wis.

AT LIBERTY SINGERS

VERSATILE ROVELTY TEAM—F'r mod. or road show. Salary or no cent. Have outfit and in-terpretation. Lecturers or teams write GLENNY & FOLD, Billboard, Cincinnati, O.

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AT LIBERTY VAUDEVILLE ARTISTS

ATTENTION, TALENT SCOUTS AND MAN-agers—Young Man, 19, possesses imagination and ambition to become a Comedian, M. C., etc. Inexperienced, stupid and ugly. Any and only reliable offers considered. State all in letter. LEONARD R. SIMONS, 245 Prairie Ave., Providence, R. I. P. S.—Expect short hours, big pay and no overtime.

VOCALIST—Baritone, very wide range. A-1 voice, personality and looks. Thoroughly experi-enced in 6. Club, vaudeville and radio. College graduate. tall, 24, sober, single and reliable. KIP KERRY, Billboard, Cincinnati, O. mh26

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 5. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 30. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

UNDER THE MARQUEE

(Continued from page 36) Circus. Much Cole parade equipment will be used by Robbins.

IT WON'T be long now until the red wagons begin to roll.

DAN CONGDON is on his second foreign tour with Bob Matthews' original wire-walking lion "King Turfy." Says act is having top billing in European capitals.

H. R. BRISON is going to Reading, Pa., and Baltimore, Md., in interest of Silver Bros' Circus. Manager Sam Dock is having trucks overhauled and painted at quarters, Peterburg, Va.

DON COOKE, last three years with Cole Bros' Circus as head usher, has transferred to Barnes show with same title, taking several boys who have worked for him.

PEDRO MORALES and Luis Martinis closed with Parisian Follies at Meridian, Miss. Were with show 23 months. Have joined Lessee White's Minstrels, doing just hand-to-hand and head balancing.

MICKEY WARD, talker, and Phil Rock, with his performing dog, "Silver Queen," have been wintering in Buf-falo. Former has been wrestling and lat-ter playing club, hotel and theater dates.

BOLDER LANDRY, with Jack Hoxie Circus last year, spent winter at foot of White Mountains in New Hampshire enjoying the sports. Recently returned to his home in Laconia, N. H.

MARGARET GRAHAM, wardrobe mis-tress on Barnes show, on Lux radio pro-gram March 7 spoke on wardrobe and other things with the big tops. Was a former rider with Buffalo Bill show.

HAZEL KING and Carl Bruce are with Parker & Watts Circus, not with Mc-Coy show as mentioned last week. They have been training horses at Emporia, Kan., quarters all winter.

ROY HAAG, general manager of Haag Bros' Circus, states that he is getting paraphernalia in shape and that show will be much better equipped than last season.

SINON D. J. COLLINS, with a gum company, en route to Baltimore, stopped off in Cincinnati and visited The Bil-lboard. Was with Hagenbeck-Wallace last year.

CAPT. JACK CODDINS and wife are having a pleasant season with Santos & Artigas Circus in Cuba. State that na-tives like their knife throwing and whip act. Will return to the States in several weeks.

LET'S HOPE that there will be a little more of the friendly feeling now between circus owners. After all, the circus world is quite small with not a great many families. Why not be good neighbors? If you have a busi-ness battle and take it on the chin don't consider it a personal matter. Business is business, even the the big fish try to eat the little ones.

EVA MAY MOORE (Eva Kelly), aerial-ist, has returned to Peru, Ind., after play-ing Elks' Circus, Sioux Falls, S. D., and Minneapolis and St. Paul Shrine circuses with Lavenia Sisters. Is joining Jack Taylor's free attraction.

CHARLES (BUTCH) FREDERICKS is in Wichita Hospital, Wichita, Kan. (his back is in cast). Will be there for some time. "Quiet" Jack Moore and Charles Dryden have visited him. "Butch" would like to hear from friends.

EARLE M. FREIBURGER, at one time bandmaster with Cole Bros' Circus and Great Patterson Shows, later manager of City Auditorium, Bartlesville, Okla., bought Paramount Theater, movie house, at Dewey, Okla.

GEORGE H. LUX, representative of Erie Litho and Printing Company, Erie, Pa., left Cincinnati March 8 for Erie after attending the funeral of his mother. He was with her for a few days prior to her death.

BOB EUGENE Troupe is booked for Hamid-Morton, indoor dates, also for Frank Wirth Circus. Owing to injuries sustained by Charles Eugene in a fall act was compelled to do a three-people turn at Jamaica, L. I.

CLYDE MALLORY, agent for Ann Corio Menhaffon on Parade, writes that show broke all records recently in Tren-ton, N. J.; Reading, Harrisburg and other Pennsylvania towns. Was formerly with Ringling-Barnum Circus.

W. J. (CHESTER) WHITE, old circus trapper, who has been seriously ill for a number of months, is now able to be up and around at his home in Fort Dodge, Ia. Asks that friends look him up when they come to city.

SPECIAL COMMITTEE (E. D. Thorn-burgh, F. P. Pitzer, F. Darius Benham) of Dexter Fellows Tent, Circus Saints and Sinners, has been appointed to pass upon and recommend to the national body a plan for incorporating the Old Troupers' Home Fund.

CHARLES E. LOTZ, solo cornetist, former-ly with Barnum & Bailey Circus, for many years in accounting business at Canton, O., has been re-elected di-rector of Nazir Grotto Band there. An-nually he produces and directs Grotto Music Festival.

A GOOD HABIT to form is to keep your show up, slick and spaz, neat and clean. All circuses can't be big ones. If your show is one of the miniature class be sure that it doesn't run down at the heel. Good flags are being made. Be sure that they fly from every center pole. Give them the strange and curious—flags of all nations. Many jerks know foreign flags only from the pictures in the big dictionary.

RINGLING-BARNUM was granted a permit to play on Woodvale grounds, Johnstown, Pa., June 4. McCoy show also sought a permit for May 20 but was turned down. In refusing, the mayor said the dates of appearance are too close together, also that R-B had made application first.

FRED THALHOFER, last season special agent for Seils-Sterling, has signed as lithographer with Cole Bros' Circus. Jess (Happy) Hartman, who was boss billposter with Seils, also will be with Cole. Thalhofer formerly managed San-dusky, O., Billposting Plant. Is an old Ringling Bros' biller.

GIRL FLYERS in the Valentino act are doing a double somersault, blind-fold and inclosed in sack, also the pass-ing under and over in mid-air. In act are George and Lorraine Valentine and Jerry Peltz, which opens with Zimdars Shows at Jackson, Tenn., March 19. Will play fairs later.

BILLERS' ALLIANCE, Local No. 118, New Castle, Pa., recently had a banquet, followed by business conference. Leo Speer, manager of Max Ludwig Company which recently signed contract with IABP&B, was a guest. Mark Must, busi-ness agent of No. 118, talked on good will between employer and employee.

LAVENIA SISTERS report good winter season. Recently finished playing Sioux Falls, S. D., for Barnes & Carruthers and Minneapolis and St. Paul Shrine cir-cuses for Dennie Curtis. Will be at Racine, Wis., as special attraction for merchants' exhibit and then go to Omaha Shrine Circus. Their outdoor season opens May 1.

FRANK P. MEISTER, band leader of Harris Bros' Circus, en route from Apopka, Fla., to Norwood, O., stopped off at quarters of show, Cookeville, Tenn. In a call at The Billboard last week he stated that 20 trucks and trailers are ready and others were in shops, getting finishes touches. Red and gold pre-dominate.

E. J. MCKNIGHT, Circus Fan of Gard-ner, Mass.; his chauffeur, Albert Chast, and James M. Beach, of Downie Bros' Circus, spent 10 days in Florida visiting Buck Steele Dude Ranch, Daytona Beach, and while there met Floyd L. Quinn and wife and Mr. and Mrs. Kirk Adams. Also visited Rodney Harris and wife on plantation near Orlando; Ring-ling-Barnum quarters, Sarasota; Haag quarters, Marianna; William Newton quarters, Greenville, Ala.; James Heron and Charles Doguotte, of World Bros' Circus, Alexander City, Ala. Harold Barnes and father also were recent vis-itors at Steele's ranch.

# Wholesale Merchandise

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Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

## Bingo Makes Gains In Wilkes-Barre, Pa.

WILKES-BARRE, Pa., March 12.—Bingo has been making substantial gains here for past 18 months and it shows promise of making further headway unless it receives a legal setback—which seems unlikely.

There is an average of 15 different organizations, including many churches, promoting bingo parties nightly, and thousands are drawn to the 100-odd parties held during the week in Wyoming Valley.

Substantial gifts are awarded at the various parties, such as bedroom suites, washing machines, radios and watches.

Churches and organizations sponsor the parties to pay long-standing debts or make improvements. One church, which runs one of the largest parties in Wyoming Valley, attracted 1,965 players and turned \$60 away on a recent Sunday night. Valuable prizes were awarded. Since starting bingos the church is understood to have cleared its indebtedness and is now planning a sinking fund.

## Nanticoke To Tax Bingo Ops

WILKES-BARRE, Pa., March 12.—City council of near-by Nanticoke is planning to tax bingo games. An assessment of \$5 per night, the same fee paid for staging dances, is contemplated. About six bingo parties are played in Nanticoke each week, some being sponsored by churches, others by private parties. Fee is not expected to prove a serious obstacle to the bingo promoters, however.

## Bingo for Mishawaka

DETROIT, March 12.—Amusement Sales Company has completed arrangements with the American Legion at Mishawaka and Muncie, Ind., to promote bingo games. Contract is to run about 12 weeks in each city, according to John J. Quinn, Amusement Sales Company manager.

## DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

One of the cleverest little combinations we've seen in a long time was shown to us the other day by Ed Meserole, of the Rex Razor Blade Company. It consists of a razor, shaving cream, face wiper, shoe polisher, comb and nail cleaner. All in a compact package which looks like and is no larger than a book of safety matches. Package is an ingenious affair. When turned inside out it shows a razor head and blade attached at the proper angle ready for shaving, while package itself serves as the razor handle. Package is made of stiff combination paper and has one side notched to cut as a comb and the other side with a cut-out for cleaning nails. A two-sided prepared cloth and a small tube of cream are included. Once used the entire business can be thrown away, for its cost is extremely low.

Ed started the Rex Blade Company recently to create and distribute salesboard deals and should be ready to announce the first deal soon.

New Lady Leg Cocktail Shaker being introduced by Derby Shelton Silver Company looks like a winner for one-shot boards. As the name implies, it is a glass cocktail shaker in the shape of

## Mayor William E. Kane

A Showman, a Bingo Fan and a Scholar

Last week this department reported a municipal bingo game to be conducted in Woburn, Mass., under sponsorship of Mayor William E. Kane. Proceeds of the municipal bingos are to be used to purchase milk for the babies of the poor and to supply the city's needy with some of the necessities of life. Mayor Kane's move to run bingo under city auspices was, in our opinion, a stroke of genius. While officials in other cities filled the air with ridiculous charges about bingo's demoralizing effect on their citizenry and took steps to attempt to kill the popular game, Woburn's human and farsighted chief executive took advantage of bingo's appeal to create much-needed funds for his city's unfortunates.

While bigwigs in other municipalities yelled "the racketeer is taking over bingo, it must be stopped," and took clumsy, ineffective swipes at the racket-boys, Mayor Kane wiped them out with one mighty sweep of his hand. Can't you just picture the racketeers trying to buck a city-sponsored bingo or attempting to muscle in on such a bingo.

While the needy in other cities begged for assistance their city fathers delivered long-winded speeches about the taxpayers being overburdened already and about the impossibility of raising any more money to alleviate the plight of the poor. And besides, these city fathers were much too busy fighting their town's bingo interests.

Mayor Kane reversed the procedure. In Woburn, too, taxpayers were overburdened with relief costs. In Woburn, too, bingo had reached tremendous heights of popularity. Mayor Kane didn't begin to worry about bingo ruining his fair city. He was thinking about the poor, who needed food and clothing and milk for their babies. And he used the very great public appeal of bingo to create funds to help Woburn's needy.

Mayor Kane threw aside the stuffed shirt worn with such asinine pride by other towns' mayors. He cut the long red tape which entangles the disbursement of relief funds in other cities. He was human enough to realize that when people are starving and wearing rags the primary duty of any municipal chief executive is to see that they receive food and clothing. And he was smart enough to realize that bingo could be the means of creating funds to buy those essentials. Mayor Kane, for our money, is a gentleman, a bingo fan and a scholar. Mayors of other cities, both large and small, would do well to follow in his footsteps.



JOE CSIDA

## Concessioners, Salesboard, Bingo Ops Planning for New Season

Hunt good merchandise numbers—new items scarce, old favorites still reign—greater use of p. a. and lights for bally than ever before

NEW YORK, March 12.—Salesboard and bingo ops, concessioners and other outdoor workers are beginning to scout around to line up merchandise numbers which can be used to good advantage for the outdoor season. Querying a number of the boys brought forth some interesting information regarding what items will be in general use this spring and summer. Survey's most interesting feature is that there is a greater scarcity of new items this season than the trade has experienced in a number of years. Ventriloquist dummy rags, the not at the height of popularity it had attained some three months ago, still has enough momentum to carry it right thru the spring and summer and possibly thru to next fall. Many feel that item has not been placed before buyers in rural areas at all and that the first ones to introduce it in those sections will reap a golden harvest.

a woman's limb and is attractively trimmed with chrome fittings.

Earl Jasper, of Chicago, is setting sail for Iowa and points west with the Knight Stuffed Toy and Diecaster lines.

We understand that Al Meyer has severed connections with G & P Sales Company and will open headquarters on the Coast. Let's hear from you, Al.

Murray Potruch tells us that the Master Distributing Corporation will spring a new item for which it has obtained exclusive distribution in about two weeks.

Art Sutton, Harmonica King with Fred Gretsch Company, is setting up a deal which—you'd never guess—features harmonicas on a display board.

Jim Burrow, of Davenport, Ia., is anxiously awaiting the arrival of warm weather so that he can shed his stiff-boaom shirt and play some golf. Not that he has had an uninteresting time this winter, for his friends tell us he has been quite busy in certain directions and well entertained right thru the cold months.

Max Salup, New Deal Novelty Com- (See DEALS on page 65)

In the main the same items which received a big play last season will again be in front this year. These include stuffed toy animals, dolls, candy, radios, watches, lamps, blankets, ties, canes, novelty and slum jewelry, balloons, fountain pen and pencil sets.

Interesting sidelight on the coming season is the preponderance of boys planning to install p. a. and other bally systems. Several new low-priced public address systems recently introduced are held in a great measure responsible for the increased use of the amplified bally which will be heard thruout the country.

Another interesting point is that the concessioners plan to modernize their fronts with lights and lighting effects to which many of them hitherto had given scant attention. Several report that they have even considered use of neons, which lighting effect has never really been taken advantage of fully by outdoor boys.

Opinion of all hustling around making preparations for the coming season is (See CONCESSIONERS on page 65)

## BINGO BUSINESS

By JOHN CARY

Spring is in the air and the concessioners who operate bingos with carnivals and at fairs and amusement parks are making plans for what all feel will be one of the biggest bingo seasons in years. From what has transpired the past fall, we honestly do not see how bingo in the great outdoors can fail to have its prosperous season.

First, think of all the thousands of new customers created since last spring. Newspapers and magazines have carried stories on bingo. Stories which whipped up interest in the popular game in every section of the country from East to West and North to South. Offhand we recall outstanding stories in *The New York Daily News*, *The New York Herald Tribune's* (and lord knows how many other papers) Sunday supplement *This Week*. These stories reaching millions of readers cannot help interesting a great number of people who always thought bingo was the sound one made when he showed Junior how to shoot a gun.

In addition to the publicity which has been given the game there has been more concrete evidence of bingo's new-found and ever-growing popularity. Mere facts that large chain grocery stores have taken to conducting the game to fill their stores with prospective buyers and that recently Mayor William E. Kane saw fit to initiate a municipal bingo in Woburn, Mass., are answer enough to the question: "How popular will bingo be this season?"

We asked a number of bingo men who should and do know what they thought about the prospects for a bigger and better outdoor bingo season. Their unanimous opinion was that (despite the recession) outdoor bingo will reach new heights of popularity and profit.

After this tirade maybe some of you outdoor bingo operators would like to give us your opinions of what the season has in store. Prognosticating is always fun, so write us a couple of lines and let's see how good a guesser you are.

## DIRECT SALES STUFF

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.

By WALTER ALWYN-SCHMIDT

Let's look over the old note book. Direct salesmen in Czechoslovakia must carry an identification card, but I don't think any of my friends will extend their activities to Central Europe. I do believe, however, that it's a good idea to carry some sort of an identification card.

A fountain pen with a pencil at the other end is a reported good seller these days. Item has a good sales feature, as many men prefer to carry only one article in their pocket instead of two.

My mail of late contains many special spring sales offers. Try to get on as many mailing lists as possible, because it is good to know what's going on in the market.

Alf Somers writes that he believes it's (See DIRECT SALES on page 65)

### Attention Operators!

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M. SEIDEL & SON 243 West 30 St., New York, N. Y.

# Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

### Til-o-Win

A new trade stimulator is announced by L. & M. Specialties, of which Traffic R. La Senay, West Coast showman and member of the Pacific Coast Showmen's Association, is sales manager. Designed to fit on or adjacent to any type cash register, it is automatically operated by the action of cash register drawer when a sale is rung up. A solenoid cell actuates an arrow on a varicolored dial, and if the arrow stops on a figure matching the amount of the ring-up, customer wins in trade. It is said to be attractive and interesting, can be quickly demonstrated and installed on any cash register without use of tools. It sells outright to location owners at a moderate price with a long profit to salesman.

### Cream Whip

Two new items which look like a team for specialty household salesmen and pitchmen are being marketed by D-M Manufacturing Company. They are called Minit Cream Whip and Ever Whip Cream Extractor. Whip is designed for use on cream and is said to deliver a perfect whip on cream off the top of an ordinary bottle of milk, thus saving the housewife the extra cost of special whipping cream. Extractor is used on the milk bottle, taking off only three table-spoonfuls of the richest cream at a time. Cream Whip is designed to function efficiently in this restricted area without use of extra dishes or containers. Items retail at 75 cents to \$1 and make a logical combination.

### Double-Decker Tray

A new double-decker hostess tray, in shiny chromium, with a tiny knob of polished grain walnut to add to its beauty, is the latest product for prize use to be offered by the Everedy Company. Lower tray is nine inches in diameter, highly polished on its top side, with glowing dull finish on the bottom. Rising from the center of the round base is a slender rod of polished chrome which supports a dainty second tray 3 1/2 inches in diameter. Both trays have raised outside rims, and walnut handle is designed in the shape of a modified ripe olive.

### Jar Holder

Cupples Company's Jar Holder and Presto Wrench has good sales possibilities. Rubber grips on jar holder prevent heating handle, jar slipping and breaking. Holds hot jars and acts as cap wrench. Presto wrench fits any size jar, closes and opens bottles, cans or jars safely and easily. Good item for housewife.

### Ink Powder

Warren N. Dean is making a powder which, when dissolved in one quart of soft water, produces one quart of permanent blue writing ink for fountain or steel pens. Also, when dissolved in one

pint of clean, soft water it makes an excellent indelible ink for laundry marking. Dean claims that it is fade-proof, noncorrosive, quick drying, indelible on cloth, acid-proof, odorless, easy flowing and has practically no sediment. This is an economical item and should be a good seller.

### TWOway Toothbrush

One of the most surprising toothbrushes ever seen is the TWOway Toothbrush manufactured by Keeling-Harris Company, which states that it brushes the outside and inside surface of one's teeth, brushes tops of teeth and massages gums simultaneously. Item has possibilities.

### Bingo Cage

Arthur Popper, manufacturer of amusement equipment, informs that his firm is introducing a new improved bingo cage. Company will be glad to furnish an illustration.

### Turn Signal

American Signal Works' newest safety device for the car owner is the Right-and-Left Turn Signal. To operate, touch button on instrument panel and instantly the visible, understandable and effective turn signal flashes a brilliant arrow, showing driver's intention to turn to right or left. Manufacturer states the device has been indorsed by police and safety engineers and is required by law in several States. Device does not obstruct the view.

### Zing Zong

A double-hole disc thru which two strings are run (with knobs on the ends of the strings) is Zing Zong, recent toy novelty introduced by Zing Zong, Inc. When twirled and pulled apart sharply and steadily the Zing Zong makes a sound like a wailing owl. It looks like a good pastime number for kiddies, similar in appeal to Hilo and other like novelties.

### New Glider Toy

Spotswood Specialty Company has introduced the Wing Balsa Glider to users of quantity low-priced specialties. New folding wing glider packs compactly, assembles instantly and is said to out-fly and outperform anything company has yet produced. Same firm has brought successes as Buck Rogers, Dick Tracy, Smilin' Jack, X3 Rocket Gyron and Parachute Rocket.

### Suzanna Doll

Blossom Doll Company has a new flash doll for Mother's Day promotion. It is called Suzanna and is an all-fabric, all-feature face creation with movable head, dressed in a gorgeous organdy costume. Tho it was made especially for Mother's Day, it should prove a profitable item for every week in the year.

### EXTRAORDINARY VALUES

LADIES' SWISS WRIST WATCH—6 1/2" Ligne, Rolled Gold Top, Steel Back. 6 Jewels, Reconditioned Movement. \$3.00

Lot of 2, Each, \$3.00

Same—15-J. Ea. \$3.50; Same—17-J. Ea. \$4.00

MEN'S POCKET WATCH—WALTHAM OR ELGIN, 12 Size, 7 J. Octagon or round case, Reconditioned Movement. \$3.25

Ea. with 27" x 3/4" L. of 3, Ea. \$4.25

Same—15-J. Ea. \$3.75; Same—17-J. Ea. \$4.25

Watches individually boxed. Absolutely guaranteed. 50¢ Extra for Samples. 25% Dep., Bal. C. O. D.

J. KAHAN, 99 CANAL STREET, NEW YORK, N. Y.

### PROFIT WITH THE NEW 1938 CHAMPION CATALOG

- IVORY CHARMS—Large Assortment. Gross, 50¢.
- U. S. MADE GOGGLES—Carded and Boxed. Dozen, \$1.00.
- Lowest Prices—Items for LIVE WAITERS—Pitchmen—Streetmen—Home and Office Canvasers—Contingential Blades, Carded.
- Salesboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, Sun Glasses, Blades, Soaps, Balloons, New Electric Clocks & Lamps.

Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!

CHAMPION SPECIALTY CO., 814-1/2 CENTRAL ST., KANSAS CITY, MO.

## Charms, Charms, Charms



Newspaper Cartoon Characters, Charms. Made of Celluloid. Exclusive With N. Shure Co. Something Different. Finished in Colors.

B11N78—Orphan Annie  
B11N79—Bandy  
B11N80—Moon Mullins  
B11N81—Uncle Willie  
B11N82—Kayo Teen  
B11N83—Navoid Walk  
B11N84—Uncle

PER GROSS 80c

1 Gross of a N u m b e r Least Sold.

Other Charms from 68c to 75c per gross

## CHARM ASSORTMENTS

CHARM ASSORTMENT—12 different styles. Consists of 1 dozen each of the following numbers: Tennis Player, Winged-Horse, Ski-Jumper, Jockey on Horse, Greyhound, Baseball Player, Three Winn Monkeys, Large Horn, Peacock, Zepplin, Motorcycle and Fish... Packed 1 gross to box. (NO LESS SOLD.) B11N00. Per gross assorted. 67c

CHARM ASSORTMENT—Consisting of the following numbers: Orphan Annie, Moon Mullins, Uncle Walt, Police Dog, Peacock, Fish, Large Horse, Tennis Player, Baseball Player, Greyhound, Mercury and Jockey on Horse. Packed 1 gross to box. (NO LESS SOLD.) B11N57. Per gross assorted 72c

N. SHURE CO., 200 WEST ADAMS ST., CHICAGO

### SVENGALI MAGIC DECKS

Here is the finest Svengali Deck ever manufactured. Made of new Canada, bridge size, all the cut. Dozen, \$3.25; Gross, \$38.50. Sample, Postpaid, 35¢. Other excellent demonstrating items priced by the dozen, as follows: Carbon Resene Powder, Hole Powder, 25¢; Stick Bombs, Explosive Matches, Explosive Hook Matches, 25¢; Hole Dancer, Peacock's Serpents, Ball & Vase, Rubber Glove, 40¢. Other good ones: Lamp Bottle, Butterfly Poppers, Hinge Shooters, Rubber Guts, Snow Matches, Hinge Hand Suckers, Dog-eared, Shiver, Joy Buzzer. Ask for free catalog. B. D. ADAMS CO., Aubury Park, N. J.

TIES WATCH OUR ADS FOR SPECIAL BUYS Send for FREE Catalog & Sample Swatches

HERCULES NECKWEAR MFG. CO. 772 Vermont St. Dept. 113 Brooklyn, N. Y.

## Bingo OPERATORS

Assortment consisting of 480 novelty CHARMS. Approximately 40 different varieties. The ideal item as a GOOD LUCK charm for your BINGO Parties.

NO LEAD — NO JUNK \$2.50 per box F. O. B. Chicago 5 Boxes to the Shipping Container

PAN CONFECTION FACTORY National Candy Co., Inc. Erie and Ohio Sts., Chicago

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**OUR SLOGAN**  
**FOR OVER 22 YEARS**  
 • We Are "NEVER UNDERSOLED" •  
 has given us a tremendous following...  
 NOW... We challenge every Buyer... to  
 make us prove it.  
 Get our 100-page Catalog free. Excep-  
 tional Values on Radio Blinds, Toys, Novelties,  
 Toys, Novelties, Gifts, Salesboards and Deals.  
 Send All Orders to NEW YORK ONLY.

**MILLS SALES CO.**  
 One Daily Mailing Address of New York, Inc.  
 901 BROADWAY, New York, N. Y.  
**WORLD'S LOWEST PRICED WHOLESALERS**

**SALESBOARD SENSATION!**  
**RADIO TIMING CLOCK**



The newest most  
 unique premium  
 ever presented. At-  
 tractive (spring  
 wound) clock  
 equipped with timing  
 device to set for  
 radio program.  
 Works on A.C. or D.C.  
 or battery radio.  
 Automatically turns  
 radio on at three  
 set by clock and  
 turns off at speci-  
 cally one hour later. Every home will want  
 one. Complete with 1,000 hole salesboard.  
 Sample \$4.75. Lots of six, each \$4.50. (Board  
 sets out 30 packages of novelties in addition  
 to clock). 25% Disc., Bal. C. O. D.  
**DEVICES MFG. SALES CO.**  
 1101 South Newberry Ave., Chicago.

**A NEW**  
**CASH WINNER**

Legal Everywhere in U. S. A.  
 He the Best in your territory and  
 comes up with this new smash hit  
 that puts out with amazing speed.  
 Pick your Tie and pay what's  
 your mind. No higher.  
 Everybody wants. (Some packed  
 12 beautiful assorted silk tie-  
 packs in box. Deal Takes in  
 \$2.50. 1 Sample Deal provided.  
 \$1.25. 6 or more Deals, \$1.25  
 Each.

Write Today.  
**S & K SALES, Inc.**  
 100 N. Broadway, St. Louis, Mo.

**CREDITORS OUTLET ASS'N.**  
 75% off on all standard brand Electric Clocks.  
 Never before, never again.  
 \$ 1.50 Kitchen or Regular ..... \$ 2.25  
 2.00 Wall, Office or Bedside ..... 3.00  
 4.00 Regular Dining, beautiful ..... 5.00  
 10.00 Beautiful 18" Mantel ..... 15.00  
 20.00 Beautiful 24" Mantel ..... 30.00  
 All Flash and Glass 75% Off.  
 Candles, House and Sheet Workers, Premium and  
 Coupon Workers, Pickmen, Demonstrators,  
 etc. write.  
 142 PIER AVE., OCEAN PARK, CALIF.  
 Member Pacific Coast Showmen's Assn.

**BIGGER AND BETTER VALUES AT HAGN'S**



**B18X26A—VENTRILOQUIST DUM-  
 MIES.** Movable Jaws, 21 IN. LENGTH.  
 Smart Suit. The Smartest Boy of Them  
 All. Money refunded if Not.  
 Each in Dizen Lots ..... 65c  
 Sample 25c Extra.  
**B18X26—32" DUMMY DAN.** Each in  
 Dizen Lots, \$2.50.  
**B18X26—34" ELMER,** the Dummy  
 Man. Dressed Classy Summer Form.  
 Open Back. Movable Head. Each in Diz.  
 Lots, \$2.50. Samples, 50c Extra.



**B11—BATHING BEAUTY NAUGHTIES**—The  
 Sensational New Turn-Around Beverage Glass Specialty.  
 Eight Snappy New Designs at Money-Sav-  
 ing Prices. Gross ..... \$14.00  
 Per Dozen, Assorted Designs, \$1.25.  
**B12—Make Your Own Naughty Glasses.** Easy to Ap-  
 ply. Bathing Beauty Naughty Designs. Price per Doz.  
 Sixes (8 Girls on Each) Makes Eight Dozen  
 Glasses ..... \$3.00  
 Glasses or Decals Shipped by Express Collect.  
 Ask for New Catalog B11, Just out.  
 Mention Your Business When Writing. Prices less  
 2% Cash. 25% Deposit Required on C. O. D. Orders.

**JOSEPH HAGN COMPANY**  
 The World's Bargain House.  
 223 WEST MADISON, CHICAGO.

**CUT YOURSELF A PIECE OF CAKE**  
 WITH  
**OUR GRAND OPENING BARGAINS**  
**CARNIVAL—PARK—NOVELTY MEN**  
 SALESBOARD OPERATORS, SPECIALTY MEN.  
 NEWEST FLASH—FOR EVERY PURPOSE.  
 SEASON BLANKETS—QUALITY PLASTER—SLUM—DORN GAME FLASH—STUFFED  
 TOYS—CHARMS—SALESBOARDS.  
**MATT DAWSON—At Your Service.**  
**ACME PREMIUM SUPPLY CORP.**  
 3139 OLIVE STREET, ST. LOUIS, Mo.

**NOTES**  
 from  
**SUPPLY HOUSES**

Costmini Manufacturing Company has  
 changed hands but will continue to  
 make plaster novelties for concession  
 trade. J. R. Costmini is now in New  
 York City and as soon as arrangements  
 are made will announce the opening of  
 a carnival supply house featuring a line  
 of novelties, slum, etc.

Harry Reeb, well-known park and car-  
 nival man, operating under his own  
 name for over 20 years as carnival sup-  
 ply house, opened new quarters last  
 month in his own three-story building  
 under name of H-M Sales Company.  
 Reeb spent a week in New York buying  
 stock. He is also a bingo operator and  
 jobber.

Soft drink concessioners should be in-  
 terested in an illustrated folder recently  
 issued by William Kestenbaum, Inc.,  
 manufacturer of soft drink dispensing  
 equipment. New circular illustrates dis-  
 pensers for orange, pineapple, milk and  
 cream. Firm also features frankfurter  
 and hamburger griddles. In addition to  
 this line it also manufactures equipment  
 for dispensing the famous Pina Colada  
 drink, which it feels will have a great  
 vogue the country over this coming sea-  
 son.

David Jacoby, of Mills Sales Company,  
 and wife are touring Central and South  
 America and enjoying a much-needed  
 vacation. In his absence the firm is be-  
 ing conducted by his son, Walter, as-  
 sisted by Murray Welas.

MAX FRIEDMAN, of Marvel Candy  
 Company, Inc., recently returned from  
 Florida, where he enjoyed a success-  
 ful business with his prize and premium  
 candy line. During his visit there he  
 was surprised to learn that rumors have  
 been going the rounds that he had re-  
 tired from the candy business and had  
 liquidated the Marvel Candy Company.  
 "The fact is," states Max, "I have no  
 intention of retiring and as a matter of  
 fact I enlarged my business and added  
 a large line of concession merchandise

in addition to several new candy num-  
 bers. This necessitated the addition of  
 5,000 square feet to my factory and  
 salesrooms." He further states that in  
 his opinion we are on the eve of a very  
 successful outdoor show season. Fried-  
 man, incidentally, is an active member  
 of the newly formed National Showmen's  
 Association and also the Showmen's  
 League of America.

Harry Lowenthal, of Tucker-Lowen-  
 thal, Inc., while on a two-week business  
 trip visited The Billboard offices in Cin-  
 cinnati last week. He was optimistic  
 about prospective business and said his  
 firm was already feeling the results of  
 what promises to be an upturn in busi-  
 ness thruout the country. Harry added  
 that the demand for rebuilt watches is  
 exceptionally good at present.

Superior Pen Company is making up  
 new line of pens, pencils and combs  
 which it will feature soon. Free circu-  
 lars are also being prepared.

**SHOWMEN'S CLUB**  
 (Continued from page 58)

by Ivadel Lynn, club adjourned to hotel  
 lobby. Another award of a big basket of  
 fruit, donated by Anna Rosselli, was  
 made there. Reported by Helen Brainerd  
 Smith.

**St. Louis**

ST. LOUIS, March 12.—Louis LaPage  
 regained his health after being in hos-  
 pital here for greater part of winter  
 months. Left Tuesday for Memphis to  
 join Pan-American Shows as agent.

W. M. Tucker, owner of Al G. Hodge  
 Shows, was among The Billboard office  
 callers Tuesday. He visited Marvin  
 Laird.

Denny Howard, of Hennies Bros.  
 Shows, was a visitor to The Billboard  
 office this week en route to Shreveport.  
 La. J. G. Simpson, general agent Johnny  
 J. Jones Exposition, and L. S. (Larry)  
 Hogan, general agent Rubin & Cherry  
 Exposition, were also visitors same day.

Clubrooms of International Show-  
 men's Association are regular head-  
 quarters every day for many show people  
 gathering here to get ready for openings  
 of different shows. Many people from  
 the Dodson, Lang, Greater Exposition,  
 Oliver Amusement and Byers & Beach  
 are already on hand.

Mrs. Jane Pearson, owner of Pearson  
 Shows, was in for several days on shop-  
 ping expedition.

Bert Miner arrived last week and is  
 busy superintending building and re-  
 pairing of Dodson Shows' equipment in  
 East St. Louis.

John R. Castle and Tony Martone,  
 owners of Heart of America Shows,  
 passed thru St. Louis last Saturday en  
 route from Osceola, Ark., to Kansas City.

Ralph R. Miller, of Miller Amusements,  
 postcards from Mexico City that he will  
 be back in States next week at his  
 quarters ready for work.

Ed Groves and C. E. Smith, of Ed  
 Groves Shows, were in this week and  
 while here were guests of Charles T.  
 Goss, of Standard Chevrolet Company.

James Hammit, of Hammit Circus,  
 who is booked with the Dodson World's  
 Fair Shows, was in this week and while  
 here purchased some new motor equip-  
 ment from Charles T. Goss. Hammit  
 will also play the St. Louis Police Circus  
 here in April and was a visitor at the  
 offices of Sidney Belmont, producer and  
 manager of that circus.

Matt Dawson, of the Acme Premium  
 Supply Corporation, is anxious to ex-  
 press his gratitude to many showmen  
 who have sent him congratulations on  
 opening of his new supply house in this  
 city. Dawson is all ready for a big  
 business with concession people.

Fred Zschille, prominent concessioner,  
 left this week for quarters of Getlin &  
 Wilson Shows, with which show he will  
 again operate his concessions.

Jack A. Holden, special agent, and  
 Charles H. Smith, ride foreman, left  
 Thursday for Johnny Duane Shows, with  
 which they will be in their respective  
 capacities this season. Show is in  
 quarters, Mason City, Ia., and will open  
 April 1.

Bob LeBurno postcards from Fort  
 Smith, Ark., that things are coming  
 along nicely in quarters of K. G. Amuse-  
 ment Company, set to open April 2.

Other visitors to The Billboard office  
 during week were L. M. Brophy, Cath-  
 erine Oliver, Emory Brown, Dee Lang,  
 Charles T. Goss, Marvin Laird, William  
 Dolezal, Vernon Korbin, Tom W. Allen,  
 W. J. Castle, Robert Morlock, John

Sweeney, Jimmy O'Neill, Joe Hewitt,  
 H. M. Herbert, Ray Vary, Larry Rohrer  
 and Jack Pink.

**Los Angeles**

LOS ANGELES, March 12.—The flood,  
 while bad enough, was sure given a big  
 ride by the Midwestern, Eastern and  
 Florida papers, judging by the wires and  
 letters inquiring as to the safety of  
 people. Much of the blame rests with  
 some of the radio commentators for let-  
 ting their imagination run wild. For in-  
 stance, while the writer was typing ma-  
 terial for The Billboard there came the  
 message over radio about 1:30 p.m.,  
 "Everyone urged to be at home by 3  
 o'clock. Hurricane off the Coast and  
 new severe storm coming in north of  
 Ventura." Ventura is about 60 miles  
 from Los Angeles. We could look out  
 the window and see the streets deep in  
 water and scores of autos halted. Then  
 more radio reports, such as calling for  
 2,000 volunteers and later countermand-  
 ing the request. No wonder people were  
 scared! We finished quickly when some-  
 body asked if one could get to Hollywood  
 and was informed that all streets were  
 deluged. But we drove home with only  
 a short detour. Downtown department  
 stores sent all employees home and  
 closed. Downtown theaters suffered loss  
 of patronage on account of patrons be-  
 ing unable to attend thru street cars  
 and busses in parts of town being out  
 of commission. There was a large property  
 loss and estimated loss of life was placed  
 at 78 in all of the Southern California  
 district. The California Zoo lost some  
 small animals and birds. Alligator Farm  
 was flooded and several saurians floated  
 over to Lincoln Park Lake. Ted LeFors,  
 of Marlo and LeFors, with White City  
 Shows, had his rigging nearly destroyed.  
 Ross R. Davis had his rides flooded in  
 Lincoln Park but suffered no great  
 financial loss. Several carnivals post-  
 poned opening dates. Hilderbrand's  
 United Shows opened on schedule at San  
 Gabriel. The Barnes-Floto Circus at  
 Baldwin Park was isolated for a day.

Mr. and Mrs. J. W. Conklin and son,  
 James, are at the Biltmore for a 10-day  
 stay. Sid Wolfe, in town for a short  
 visit, left for East, with Dallas, Houston  
 and Kansas City to make en route to  
 New York. Ted Levitt, in from the East,  
 stated he would again become a Coast  
 defender. Clayton and Louise Nardoni  
 closed 57 weeks at the Embassy Hall,  
 San Francisco, and flew down in their  
 new plane with Manie Kamazawa, who  
 opens at Biltmore Bowl. The Nardoni's  
 are flying east to fill bookings. Nardoni  
 is a licensed pilot and told The Billboard  
 that this was the mode of travel he  
 would use. R. F. Clark has signed for  
 press and banners with Hilderbrand's  
 United Shows. George Morgan busy in-  
 troducing his new wife, Mary Ann Mor-  
 gan. Both go with Hilderbrand. Pierre  
 Ouellette, after conference with Hilder-  
 brand and Coe, left for scouting trip  
 north. C. P. Zeiger United Shows are  
 day and dating Mel Vaught State Fair  
 Shows at Tucson, Ariz., this week.  
 Twentieth Century Shows opened on  
 North Broadway yesterday. White City  
 Shows had very good week at Mourovia  
 and opened in Bakersfield to very good  
 business. Arthur Hockwald, general  
 agent of White City, left for the North,  
 where show plans to play a few stands.

**Philadelphia**

PHILADELPHIA, March 12.—Eighth  
 Street Museum still has good business  
 with following attractions: McOee, car-  
 toonist; Nalf Corey, comedy magic; Van,  
 tattooed man; Jack Garrison, glass blow-  
 ing; Poeses Plastique and Illusions. In  
 Annex, dancing girls.

South Street Museum presents this  
 week Billy Cornell's Colored Revue; Baby  
 Face Joe, fat man; Dillon, strong man;  
 Mme. Camille, mentalist. Dancing girls  
 in Annex.

Joe and Mrs. Dobish were in city dur-  
 ing week looking for location for Motor-  
 drome.

Bill Hesson left during week for Lan-  
 caster, S. C., where he will assume his  
 duties on De Luxe Shows.

Stack Hubbard looked in for a day.  
 Will have show with Mighty Sheeley  
 Midway this season.

Nalf Corey, comedy magician and car-  
 nival show operator, will have side and  
 a jungle show with De Luxe Shows this  
 season.

Jack Garrison, glass blower, will be  
 with O'Brien's Attractions at Revere  
 Beach, Mass., this season.



**DEALS**

(Continued from page 62)  
pany, was in New York recently picking up new items for his spring deals.

A new indirect lamp which looks good for a small board has just been introduced by Sprague Manufacturing Company.

Happy Landing.

**DIRECT SALES**

(Continued from page 62)  
a good idea to talk to colleagues he meets on the road. Talk business with them and the exchange of experiences will help you. There is not enough co-operation these days. And here is another letter from a friend: "We are living on a lonely farm and naturally have few visitors. Salesmen visiting us are always welcome and we like to encourage them. Naturally I cannot buy from all. My idea of a good house-to-house seller is the one who calls regularly and with whom we can get friendly. Some come every month. We wait for them and try to give them a little business so that they will return."

I notice that manufacturers of house-to-house stuff are paying more attention to the packaging of their goods. Attractiveness of the package is a sales feature. Jack Weiss, who handles shirts, showed me his line a few days ago and is certainly looks presentable. The house-to-house seller often competes with a near-by city store, and good packaging adds to his article's value.

Another month and the summer colonies will become active. These spots are good outlets for salesmen working the places near the larger cities.

Salesmen covering the Southern routes are now turning north. Much business can be had along the way. I have heard of a card man who is doing good business by putting his cards in road-side stands, restaurants, gasoline stations and auto repair shops.

**MERCHANDISE FIRMS**



AN ACTIVE BUYING MARKET  
AWAITS YOUR MESSAGE

ADVERTISE IN

**The Billboard**

SELL TO  
CONCESSIONERS  
PREMIUM AND PRIZE USERS  
PITCHMEN, DEMONSTRATORS  
COIN MACHINE OPERATORS  
SALESBOARD MEN  
BINGO OPERATORS

MARCH 26 ISSUE WILL BE  
THE MONTHLY LIST NUMBER

Copy for the Merchandise Department must reach us by Friday, March 18.

APRIL 9 ISSUE

ANNUAL SPRING SPECIAL

Copy for the Merchandise Department must reach us by Wednesday, March 30.

Jep Jepsen, supersalesman, says: "May be you are a poor salesman because you are a poor buyer."

When carrying a new assortment, as you most likely will at this time of the year, be sure that you give each article a good tryout. May be you are neglecting a good seller.

**CONCESSIONERS**

(Continued from page 62)  
optimistic to say the least. They laugh at the highly touted business recession and claim that by the time the outdoor season really gets under way people will have climbed out of their shells and started to loosen up and spend to buy themselves some entertainment.

**RADIO UPS**

(Continued from page 3)  
some of them. For example there are: (1) Teachers who want tickets because they must know what show to recommend to their pupils; (2) Officers of Parent-Teacher associations who must know what to advise their flock; (3) People who work on foreign language and other papers, but who have no connection with the amusement section.

This last category is one of the juiciest stamping grounds for pass maniacs, there being some 6,000 publications in New York which claim to have motion picture departments. In such a case drawing the line is very tough. Incipient critics on hundreds of school papers are another problem.

Traveling shows, particularly the larger ones, materially aid in making the public pass-conscious. Amusements playing large auditoriums and arenas often consider it necessary to "paper" the town in order to make a big flash. Traveling shows of the smaller kind use "paper" for another reason—in order to "buy" themselves out of embarrassing situations.

**Not Always Evil**

Liberal use of passes is not always an evil; "papered" audiences sometimes carry a show thru a crucial period, ultimately enabling it to make money. One of the most striking instances occurred a few years ago when a swell pop opera season started because the management issued a lot of "paper" and mistakenly marked all the stuff for opening night. A bevy of policemen had to drive the crowds away and the press next day devoted liberal space to the "revived interest in opera." Masses of people on following days were thereby induced to go and see what it was all about.

Managements, aware of the theatergoer's natural instinct for chiseling, often make use of fake passes. This type of "paper" enables the patron to gain admission—if he pays the "tax." The "tax," as a rule, approximates the regular cut-rate house admission. This strategy is bait only for amateur phonies. Usual fields are burlesque and cut-rate legit.

Heads of theater circuits are struggling with the pass evil. Fox West Coast recently having issued an order prohibiting transfer of season passes and making mandatory a careful check upon all Oakleys.

**B & K Clamp Down**

CHICAGO, March 12.—The days when any Tom, Dick or Harry who knew a theater manager could get a couple of passes for himself are definitely gone as far as the Balaban & Katz Corporation is concerned. During a recent conference of B & K house managers it was emphatically stated that passes for any of the company's theaters must come from the publicity headquarters here and that any manager who passes in anyone without a ticket or standard pass does so at the risk of his job.

Formerly managers had the liberty of passing without any formality. The privilege was misused to such a degree that some theaters (especially in the neighborhoods) played to almost 30 per cent deadheads weekly.

Now a few passes are distributed by the publicity office to the house press agents. The supply at headquarters has been so sharply curtailed that additional requests from house managers are usually turned down.

More liberal is the State-Lake Theater, where the working press men have their names listed on a sheet in the ticket box. Others are also passed in after being okayed by the house manager.

The RKO Palace, while strict on passes, has its doors open to those whose business connections can do the theater

**BIGGEST DOLL VALUE EVER OFFERED**

**SUZANNA**

ANOTHER SENSATIONAL BLOSSOM FLASH!

She'll win her way into the heart of everyone who sees her. Hand-painted all feature face with movable head. Picturesque Organdie Bonnet and Dress in matching colors. Organdie shawl, cuffs and apron in another color. Costume and wig available in all colors. Actual size: 31" high.

Especially appropriate for **MOTHERS' DAY** get great for all-year-round promotions.

Place your orders now and be prepared for the biggest Mothers' Day business you've ever had.

SAMPLE \$2.25 **\$24.00** Do-Third De- post with order DOZ. Sales S. O. D.

THE OUTSTANDING ALL-FABRIC FEATURE FACE DOLL HOUSE IN AMERICA.

WRITE, PHONE, WIRE **BLOSSOM DOLL CO., Inc.** 45-47 East 20th Street, New York City.

**RABBIT ASSORTMENTS**

See US FOR THE MOST COMPLETE QUALITY LINE OF COMIC COSTUMES

PRICE

PLUSH RABBITS — PIRATES — CLOWN — SAILORS — SPANISH FANDANGO — COWBOYS — MR. & MRS. PETER. EIGHT SMASH HIT MONEY-MAKING DEALS. WE STOCK 38 STYLES AND SIZES.

"WILLIE TALK," 23 inches Tall ..... Dozen, \$ 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.**  
1900-12 N. THIRD ST. MILWAUKEE, WIS.

**LOOK! IF YOU HAVE NOT RECEIVED OUR LATEST CATALOG NO 937, CONTAINING 180 PAGES OF LATEST AND FASTEST SELLING ITEMS AT THE LOWEST POSSIBLE PRICES, WRITE TODAY. Be sure to mention your line of business**

**MIDWEST MERCHANDISE CO.**  
1006-08 BROADWAY, KANSAS CITY, MO.

good, but they must have an official okeh from the manager. Less strict are the independent houses, but most dead-heads can do the theater some good.

**Radio Passes**

It's a different story when it comes to the radio studios, of course; broadcasting stations welcome guests. To avoid overcrowding, however, each person must secure a ticket. Passes numbering more than the seating capacity are issued, studio officials figuring that a certain percentage of ticket holders will never show up. In a few instances when more than the usual number turned up many were kept out despite their possession of tickets.

WGN, local outlet for the Mutual Broadcasting System, has seven visible shows weekly in its modernistic theater, with a seating capacity of 578 and a standing capacity of about 150. The National Broadcasting studios offer 17 visible shows a week, staged before an average of 4,700 people, presented in three studios, one having a seating capacity of 400 and the others 250 each. WBBM, outlet for the Columbia Broadcasting System, has six visible shows and one visible rehearsal. An average of 2,000 people flow into its 300-seat theater weekly.

Press agents for theaters can work with an unlimited supply of passes, but feel that restrictions are essential. They often pass the buck to the management and thus avoid many requests for free admissions.

In the night club field there aren't any pass holders, but there are a good number of deadheads. Many spots cater to a large number of newspaper employees and city officials whose authority can do the spots some good. Night spot press agents have a hard time landing free space in the dailies and find the winning and dining of important newspaper men helpful.

**RUSH YOUR ORDER**

For this Fast Selling Easter Item, The Bunny that sells himself, no sales talk needed.

No. 550R-25 Drum Major, \$8.40 Doz. In Cellophane and Bag, \$9.00 Doz.

Assorted Colors of Uniforms, such as Turkey Red, French Blue, Pink, Light Green and Orchid. Brass Buttons and Gold-on-Velvet Trimming. Case of 12 weigh 21 lbs.

No. 550R-L-D — 38" Drum Major, \$21.00 Doz. In Cellophane, \$22.50 Doz.

25% With Order, Balance C. O. D.

**PERSEA MFG. CO.,**  
410 N. Sangamon St., Chicago.

**READY-MADE TIES**

Manufactured by ZIP-ON

Finest and fastest selling ready-made ties in the world. Made in U.S.A. by experienced tailors. 100% cotton. All sizes. \$2.00 per doz. (Retail \$3.00). Perfectly ready to wear. Complete with collar, cuffs, handkerchiefs, and vest. 30¢ per yard.

**ZIP-ON NECKWEAR CO.,**  
Dept. Y-425 Market St., Philadelphia, Pa.

**\$100.00 PER WEEK Guaranteed!**

we cheerfully refund your money. Our men earn up to 400 per cent profit from the New Life O'Phone cigar lighter. Business reports from year to year with no additional investment in an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today.

M. W. M. Co. Dept. 18 Aurora, Missouri

**OAK HYTEX BALLOONS**  
for Walt Disney's  
Mickey Mouse  
& Snow White and the  
Seven Dwarfs  
AT LEADING JOBBERS  
The OAK RUBBER CO.  
RAVENNA,  
OHIO

**CROSSES!!!**  
Very Latest Styles  
in 14-KT. GOLD  
FINISH from  
\$9.00 & UP.  
Send \$1.00  
No. 11. Also for sample line  
showing latest  
**RINGS**  
In WHITESTONE & CAMEO. Gold and Rhodium  
Finish. Send \$2.00 for 20 Samples. New Catalog.  
OLYMPIA NOVELTY CO.  
307 5th Ave., New York City.

**UNDERWOOD**  
  
**PLUNGERS—Special \$18.00 PER GRO.**  
PENS • PENCILS • COMBOS  
**GRODIN PEN CO.,**  
394 Broadway, New York City.

Attention Attention  
**NOVELTY MEN**  
A NEW HOT ITEM  
Getting Big Money Everywhere.  
A Brand New Novelty Aliship.  
A Series of Bubbles.  
One Segment Popping Out After  
the Other. Stock inflates 5  
inches by 48 inches—\$3.50 Gro.  
Worker inflates 7 inches by 90  
inches—35c each. Cash in on the  
New Nobby Aliship.  
**Milton D. Myer Co.,**  
332 3rd Ave., Pittsburgh, Pa.  
**THE UNDERSSELLING SUPPLY HOUSE.**

We Manufacture a Complete Line of Fountain Pens,  
Mechanical Pencils and Gift Sets.  
  
**SOUTHERN PEN CO.**  
Manufacturers Since 1913.  
16 N. Union St., Dept. B, Petersburg, Va.  
Send \$1.00 for Samples. Prompt Shipments.

**ELGIN & WALTHAM**  
**WRIST WATCHES \$3.95**  
In New Cases.  
Send for Circular, showing the Biggest Bargains in  
Fob Watch, Wrist and Waltham Diamonds in  
the country.  
**H. SPARBER & CO.**  
108 North 7th Street, St. Louis, Mo.

**PLUNGER WRITES 2 WAYS**  
POINT! Standard-Medium  
on Its Face,  
Manifold  
on Its Back.  
1st Gauge  
Tells When  
To Refill.  
  
3 Different Sam-  
ples 50c Prepaid.  
Jackwin Pen Co., 58 W. 28th St., New York, N. Y.

**50%-TO DISTRIBUTORS-50%**  
Sell Guaranteed MASTERLITE  
LAMPS. American made. Fully  
guaranteed for 1000 hours.  
Write at once for catalog  
and proposition.  
**MASTERLITE CO., Dept. G89**  
110 East 23rd St., New York.

# For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Sales-  
men, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**DR. BURNS** . . . that good oldtimer, is reported to be residing in Meridian, Miss., and making occasional pitches there. He's devoting his leisure time to training dogs for society folks.

**WORD EMANATING** . . . from South Carolina indicates that Doc Otis Benson, who was last heard of "down in Georgia," has been ill for some time.

**WHAT WILL THE coming season mean to you? Will it be a red one or just a series of bloomers? The results depend entirely upon you.**

**DOC KENNEDY** . . . and Earl Davis are working doorways in Cleveland with tie forms to a reported good take.

**AL SCHOEN** . . . scries that he is now in Chicago, where he is dropping a pen now and then, after having come up from Miami and spending a little time in Rochester, N. Y. He writes that he would like to read a pipe from his old pal, Karl E. McDowell.

**MAXIE APPACHNER** . . . is reported to be getting some lucre in McCrorey's, Cleveland.

**WILL YOU** hang around the city streets this summer or are you contemplating going out and getting among 'em on the road? Come on, tell Bill about it.

**EDDIE DIEBOLD** . . . letters from Pittsburgh: "Just blew into the Smoky City from Dayton, O., where I worked to a fair week's business in a chain store. Will open at McCrorey's in Allentown, Pa., soon."

**REPORTS DRIFTING** . . . in to the pipes desk indicate that Speed Fletcher is knocking 'em dead with crystals in Kresge's, Cleveland.

**JACKIE MORREEL** . . . info from Canton, O., that the town is in bad shape with almost all of the shops slack. He adds, however, that there are two corners which can be worked, one on Tuscarawas street and the other on Market street.

**SOME PEOPLE** we know say but a few words and sell a great deal of stock, while others can literally talk their heads off and gain nothing.

**ACCORDING TO REPORTS** . . . from Cleveland, the May Company store there looks like a pitchmen's convention

spot. Curler, peeler, pie plate, pen and oyster demonstrations are all being conducted in the same aisle.

**JIM O'DAY** . . . oil worker, who is said to be getting some long green working Missouri territory, is anxious to read a pipe from Eddy Jameson.

**"WELL, HERE IT IS** . . . almost on top of summer again and it'll sure be good to be up above the Dixie line," wiggaws Pat S. Graham from Jacksonville, Fla. "Have been working varnish and can't say that this section of the country was bad for me. Reader here is \$10 per year, with plenty of doorways open, but business only fair."

**THERE'S LITTLE** time left to prepare for that spring business. Have you ordered your stock?

**H. R. ESVELD** . . . scries from Chicago that he is working the Windy City and environs.

**NOTES FROM THE** . . . sidewalks of New York, by Carl Herron: "Boys working here have put in a mild winter and have had no snow to contend with. The two large pitch stores in the Times Square area have been working to fair business. . . . Downtown area on the west side is closed tight and at this writing a fellow is not safe on 42d street at any time. . . . In other words, all the main thoroughfares are closing in on the pitchman with the time the World's Fair opens here. Proof of this has been seen by myself and all other pitchmen here. The judges, however, are lenient with the boys, the fines not exceeding \$2. For newcomers, who don't like the idea of sneaking pitches, as is the custom here, there are several auto lots and stores to be had where you can pay your rent and work without being molested. All the boys are anxious to read pipes from Los Angeles. What's the matter with you fellows out there?"

**PITCHMEN'S SAYINGS:** "The word 'stop' is only for caution; for success, journey on."—Tom Moore.

**DOC L. STANTON** . . . who closed his med museum in Malvern, Ark., February 26, writes that he is now ensconced in a swell camp in Hot Springs, Ark. He adds that any of the boys coming that way are welcome to visit him.

**"HERE'S MY FIRST** . . . pipe in some time," cracks Prof. John J. Wagner. "Opened recently in Huntington, W. Va., with horseshoes on a good flash to big tips, but couldn't get a dime. This is a good place to live and the food is cheap. You can get a full-course dinner on Third street for 15 cents. Pass this spot up. Will head for Dayton, O., soon. Pipe in, Carl Herron, Ralph Pratt, Gene Predette and Bill Eckert."

**PITCHMEN** at this time of the year are much the same as a prizefighter just before he is called upon to do battle. Pulses of both are tingling, anxiously awaiting the bell.

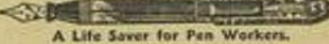
**MICKEY LOMBARD** . . . is working to a fair business in a Huntington, W. Va., chain store with corn punk.

**M. L. GRISWOLD** . . . pencils from Philadelphia that he is doing his card act and handling emcee chores in the Quaker City's night clubs under the name of Le Cardo.

**CITY COUNCIL** . . . of Canton, O., has ordered the chief of police there to enforce the city ordinance which provides that peddlers and hawkers must secure licenses from the mayor before they are permitted to sell their wares. Fees required are \$25 a year, or \$15 for six months. Persons manufacturing or growing products they sell are exempted from the ordinance.

## REMINGTON

The New SPRING-O-MATIC Pen.

  
A Life Saver for Pen Workers.  
**JOHN F. SULLIVAN**  
458 Broadway, NEW YORK CITY.

**BARNACLE BILL**  
  
NEW! Sensational Balloon with Inflated Ears and Giant Nose. Fast Seller as a Gas Balloon or with Wood Sticks for Chorus and S. Y. S. 1 Workers. Dash your orders for immediate delivery.  
**\$3.75** Gro.  
25% Deposit, Balance C. O. D.  
**UNITED BALLOON CO.**  
878 Broadway, New York City.

**Coupon Workers**  
  
Cross sales are sweeping the country. Send \$1.00 for assorted samples. Large stock. Orders shipped same day received. Assorted Crosses, \$16.50 gross.  
**BENSON SPECIALTY CO.**  
347 Plymouth Bldg., Minneapolis, Minn.

  
**YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE**  
Write us your needs.  
**ARGO PEN-PENCIL CO., Inc.**  
220 Broadway, NEW YORK CITY.

  
**Every \$1.00 Gets you \$5.00**  
Yes, sir, real credit Goodrich. We're here always have cash, and when you tell prospects. Items are made by the Goodrich Co., Est. 1884. Get buy with confidence. Pitchmen, Window Workers, Distributors, write for low prices. Best season ahead. Sample list.  
**GOODRICH,**  
1500 West Madison, Chicago.  
Dept. B-3.

**NEW BANNER, JUMBO SIZE VACUUMACK. NOW READY.** You see the ink—10,000 words from one filling. All Pearl Colors. Full Line of Fountain Pens, Pencils and Sets.  
  
**JAS. KELLEY, The Fountain Pen King.**  
487 B'way, N. Y. CHICAGO, 180 W. Adams St. Buy in Chicago—Same Price as New York.

**Rare Imported Photos**  
Snappy Cartoon Books, Spicy Stories. Complete set of 10 Imported Photos, also 8 Snappy Cartoon Books and a 200-Page Book called the Country Plumber's Catalog. Every page contains snappy cartoons, and funny ideas and stories. Complete set, including everything mentioned, will be sent for \$1.00. We pay the postage. Samples 25c. Send cash, stamps or money order.  
**RELIABLE SALES CO.,**  
1141 Broadway (Dept. B.B.), New York City.

**LUCKY OSCAR**  
  
Unbreakable Doll Sunny. Something New. Sample 25c.  
**WALLENBECK MFG.**  
Sandwich, Ill.

**JOBBERS** DEALERS IN NOTIONS  
NOVELTIES & GIFTSWARE making a direct buying source that will insure you the "World's Best Values", write at once for latest price list.  
• • • MONARCH • • •  
IMPORT CORPORATION  
874 Broadway, New York, N. Y.

**MED. MEN OPPORTUNITY**  
Use G.P.L. Quality Preparations. A complete medicine show, petrate label and Office Special list. Immediate service. Reasonable prices. Wholesale catalogue on request.  
**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
137 E. Spring St., Columbus, O.  
Send your correspondence to advertisers by mentioning The Billboard.

## Next Issue LIST NUMBER

Will Feature the  
Following Lists:  
**WINTER FAIRS  
CONVENTIONS  
COMING EVENTS  
DOG SHOWS  
FRONTIER CONTESTS**

Order a copy from your news-  
dealer NOW or mail 15c in  
postage or cash to

The **Billboard**

Circulation Dept.,  
25 Opera Place  
Cincinnati, Ohio

but all others must comply or be subject to a penalty provided for violation of the law.

**BERT KENNY** . . . is working corn med to good business, according to word from Cleveland.

**HUSTLERS' TIPS:** New articles are constantly appearing on the markets. This condition should be taken with a bit of satisfaction by pitchmen. One of pitchdom's primary points for success is to present something new before local merchants can get their hands on it. This works profitably in more ways than one. Selling a new article lessens opposition on the part of local business men. Of course, many of the boys and girls of pitchdom still make a specialty of talking on a stock which they have handled for years to good results because they know how to put it over and are perfectly satisfied, which naturally is their right and nobody's darn business. Quite often, however, a change in stock brings better results than anticipated.

**"BACK IN THE LAND** . . . of Choctaws and feeling like a million." Nasty Hot-Shot Austin from Antlers, Okla. "Opened the season last week at Idabel, Okla., in the flooded area and drew a blank. I did, however, have a good week here. Visited my old friends Harry T. Freed and wife, who are wintering here with Harry's shows. Also visited Henry Ayers, wintering here. Conditions in Oklahoma are better than Arkansas and Louisiana. Plan to put in about 10 weeks in this neck of the woods before heading for Colorado. Sheeties are conspicuous by their absence here. Will make the court week in Atoka, Okla., next week. Would like to see pipes from Joe Strayhorn and Frank, Earl and Bob Grammar."

**DOC L. V. DAIL** . . . pines from Henderson, N. C., that conditions on the sheet in Central North Carolina are good. He adds, however, that he and all the sheeties he knows who are working that section are bartering for chickens and ham.

**GET YOUR TIP** interested in your product. Passing it out is a matter of a few minutes.

**GUESTS AT JIM (SCOOP) BARBEETS** 50th birthday anniversary recently at the home of Mr. and Mrs. Klepp in Culver City, Calif., included May Swan, Robert Kavanaugh and Percy Galloway. "All present," writes Scoop, "reported a swell time and the Pipes Column was voted the best what am."

**JACK BEARD** . . . tells from Lawton, Okla., that he would enjoy reading pipes from Les Williams, Franklin Street, Doc and Dinnah Ward, Jack Hamilton, Toby Johnson, Billy Beam and Barney Mann.

**REMEMBER, FELLOWS** . . . it's the old grind that gets the nuts. How hard are you working?

**A REMUNERATIVE** season is ahead for all those who start out with the intention to make it just that.

**WERE WONDERING** . . . what pitchman it was who said: "Laziness breeds a habit that clings and drives a man to the wall." Boy, what truth lies therein.

**WHO IS A KEENER** . . . judge of human nature and a better hustler than the successful pitchman?

**ORIGINALITY** . . . is the lifeblood of any profession. What are you boys and girls framing for the forthcoming spring and summer?

**BIG MEN AND WOMEN** are just that because they can do big things. Could they, however, have accomplished their high positions without the co-operation and harmony of their co-workers?

**HOW ABOUT A PIPE** . . . from Doc Lund over there in Oklahoma—also Doc Little Beaver?

**BE SURE** you are talking to a tip that can see your merchandise before you start. Remember, fellows, time is valuable.

**Pitchdom Five Years Ago**

Wayne Kirk, med-show performer, was playing theater dates in Omaha with Art Jackman's revue. . . . Bill Danker was visiting Lee Ward and family in Fort Wayne, Ind., and splitting time with Lee at his Calhoun street stand. . . . Tom Sigourney was garnering the lucre at a good store location on Main street, El Paso, Tex. . . . G. E. Housden and W. McPherson accumulating a swell bank roll working solder within a radius of 75 miles outside of Lexington, Ky. . . . Chic Denton, Ben Fried, Dutch Wright and Richard Owens found the George Washington celebration at Laredo, Tex., a bloomer. . . . Chief Red Feather blew into Atlanta after a successful engagement at Lagrange, Tex. . . . Art Cox was working New Castle, Pa., to fair business with darners. . . . "John Public just didn't have it," was the word from Doc Bob Smith from Georgia. . . . National Cigar Company's two pitch stores in New York were having little trouble extracting the lucre from their patrons. . . . Sergeant Poules' Broadway counter business was still holding up in New York. . . . Doc McFarlane blew into Los Angeles from Chicago and immediately set to work on Towne avenue. . . . Al Ross was working in the Loop, Chicago, but conditions there were nothing to write home about. . . . Bill Dowler and Dorothy were garnering some long green in Hope, Ark. . . . C. H. Wheeler and family were still hibernating in Springfield, Mo. . . . Danville, Ill., proved a bloomer to John Swisher, who reported that he was beginning to believe that writing sheet was a thing of the past. . . . Molly Hauer found a red-hot spot in the Arcade, Milwaukee, and was passing out plenty of razor paste. . . . Roving Al Burdick's sign painting business was still bringing him the folding money. . . . F. E. Painter and Morriss, fast-stepping sheeties, were doing an okay business in Gayton, Okla. . . . Charles S. Chalmers was finding that pitching in Detroit wasn't so hot. . . . De Cleo (the Mystic) fog-borne into Maryville, O., after finishing his run of school auditorium engagements on which he was booked by Lee Larson. . . . That's all.

**WE KNOW A PITCHMAN** who for more than 30 years hopped from one item to another until he was finally satisfied with a line that required many years of earnest effort to properly qualify for. Even under depression conditions he gets business. All of which goes to prove the contention that the pitchman should be a specialist of an expert demonstrator of the item he sells.

**VERY OFTEN** . . . this scribbler wonders if the boys and girls in the profession are cognizant of the appreciation with which he accepts their pipes. It is no secret that without their courtesy and interest in the column Old Gas Bill could accomplish nothing except possibly to fill the pillar with his own rabble, all of which is his way of requesting in his own naive manner more pipes from all in Pitchdom. Make 'em brief and to the point and if your communication doesn't appear in a specified issue don't become alarmed. Just bear with us, because they'll, in most instances, appear in the issue following.

**IT TAKES JUST** as much energy for you to keep the corners of your mouth down in a frown as it does to keep them up in a smile. But what a wide difference in results. When you feel the urge to complain, remember that there are probably many others who would gladly trade places with you.

**ATTENTION!** . . . Once again we must advise you that we cannot ask your friends to write you at your permanent or traveling address and vice versa.

**WE ONCE HEARD** . . . that the psychology of salesmanship is a combination of politeness, neatness, knowing your product, diplomacy coupled with business ingenuity and, above all, the penchant to study the whims, fancies and general temperament of audiences.

**IF YOU MAKE EVERY** pitch with an eye to coming back to the same spot for a return engagement before long you have accomplished another step in pursuit of that long-sought-after big dough.

**HERMAN (SLIM) WOLFE** . . . pipes from Watertown, N. Y., after a three-year absence: "Blew in here to work the last of the six sport shows held in Northern New York. The shows in Massena, Plattsburg and here were only fair,

**PROMOTE CROSSES! BIG SALES—BIG PROFITS**



A promoter's dream come true! That's how tremendous Cross sales and Ring sales are going over now. Exclusive, sensitive looking styles for demonstrators only. Write for Catalog No. 21 showing newest styles in:  
**● CROSSES ● WHITSTONE RINGS ● CAMEO RINGS ● ENGRAVING ITEMS**  
**HARRY PAKULA & COMPANY**  
 6 No. Wabash Ave. CHICAGO, ILL.



but Lyon Mountain and Tupper Lake shows turned out to be banner spots. Alley speech was here with shivs, Tom Pitchford had peeters and Harry Zimmerman the ex on candy. Leaf was only represented for one week. I worked pen sets and advertising."

**TRIP OD OPININGS:** Why talk about what you formerly did and what you can do? Why not do it?

**IN BASEBALL** . . . it's called "skull practice," in football it's "blackboard drills." Are you studying the opportunities the times present? Come on, get that brain working. Your feet get enough exercise.

**THE WRITER** . . . witnessed a pitch recently wherein the purveyor seemed to have no trouble at all selling his merchandise. Upon querying him as to his obvious success with his tips he replied: "Well, fella, I've had some good breaks, but I honestly believe that the secret lies in the fact that I stand behind my merchandise and try to be myself as much as I dare, regardless of time, place or circumstances."

**FAMOUS LAST WORDS:** Say, I could have made plenty of dough at that spot if I had worked it.

**JACK (BOTTLES) STOVER** . . . pipes from Sparta, N. C., that after looking over conditions in that territory he's going to try to get it in Maryland and give North Carolina back to the Indiana. He adds that he met Billy (The Kid) Dietrich in North Carolina recently.

**BUSINESS ON** . . . the Lord's-prayer-on-a-penny here is only fair," lines Clyde Ice from Huntington, W. Va. "It seems, however, that the natives will spend what they have and that any place can be worked on a s. r. Plan to give Bluefield a trial soon."

**MEMORIES:** Remember when Edward St. Matthews, Guy Warner, Six Cummings, Jimmy Miller, Dr. Martin Black, Joe Perry and Frenchy Bertrand wintered in Tulsa, Okla.? And remember when the boys called Eddie long distance at Oklahoma City and reversed the charges? Those were the happy days, but not so happy for Eddie that night. But Ed took it good naturedly and showed that he was a perfect sport and a prince of good fellows.

**BURDIE SIMMS** . . . tells from his home in Clyde, O.: "Have been in ill health for some time. Few pitchmen make this town despite the fact that the reader is small. Everyone seems to be getting ready for the grand opening in the spring. I won't be able to hit the road this year, as I'm suffering from a complication of diseases and will have to enter the hospital here soon. Would like to read pipes from my friends."

**JACK MATHEWS** . . . after working shows in Lyon Mountain and Tupper Lake, N. Y., to good results, has returned to Tonawanda, N. Y., where he is manager of a laundry.

**ED FRANKEL** . . . comes thru with a pipe from Chicago: "While passing thru Louisville recently," says Ed, "I spotted Al Goldstein doing a fast promotion business with the oyster demonstration. Boy, how the natives fight for this one. Goldstein has the demonstration set around a South Sea Island background and is really clicking with the shells."

**Jimmy Raftery Gets P. A. Carleton Collins**

LILLINGTON, N. C., March 12.—Jimmy Raftery, from his quarters in Wilmington, N. C., announced yesterday that publicity affairs for his Carnival of Merit would be handled by Carleton Collins. This will give Raftery a staff of experienced carnival executives. Joe Sheeran, general agent, has booked an impressive array of early dates. With Tommy Carson as business manager, Raftery's staff will be one of capability and experience.

**BIG PROFITS! AMAZING NEW BUSINESS**

**Sell to Stores**  
 Did you make \$50 last week? If not, investigate this opportunity to get into a big, hot business of your own. Show merchants plans that increase sales, profits. Handle National Advertiser Lines 50-100 goods. Put up on self-help Counter Displays daily necessities. It is Layson's Aspirin—approved by Good Housekeeping Bureau—and famous Twenty Grand Race Hides. Write book tells how you can build big pay store now.  
 World's Products Co., Dept. 388-B, Spencer, Ind.

**CROSSES—BIG SELLERS**  
 HAND-POLISHED front and back. 100% GUARANTEED ACID-PROOF CHAIN. Combination of 4 Different Popular Styles. Size 3/4 to 2 inches. 100% GUARANTEED. COMPLETE LINE OF COSTUME JEWELRY. LOW-EST PRICES FOR QUALITY GOODS. LA MODE BEAD & NOVELTY CO., 42 West 33rd Street, New York City.

**WANTED**  
 LIVE-WIRE DEMONSTRATORS. SENSATIONAL NEW AUTO POLISH. For particulars write, wire **O. K. PRODUCTS CO.** 522 South Miami Avenue, Miami, Fla.

**ACE BLADES**  
 FACTORY PRICES. FREE DELIVERY. Details FREE. (Samples 10c). **ACE BLADE CO.** 37 South Avenue, Dept. 1-V, Rochester, N. Y.

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 REBUILT WATCHES \$1.75  
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## ROUTES

(Continued from page 21)

Brown, Evans, Magician; Halleysville, Okla., 16; Haddenville 17; Warner 18. Chief Rolling Cloud Dog Town Follies: (Star) Upper Sandusky, O., 14-19; (Alan) Toledo 20-26. Crowley & LaVell Show: Geneva, Ga., 14-19. Daniel, B. A., Magician; Shelbyville, Ind., 17; Hope 18; Indianapolis 19-21; Whitehall 22; Greenwood 23. DeCio, Magician; Marysville, O., 14-26. Fred's Kiddie Circus; Beloit, Wis., 16; Princeton, Ill., 17; Crown Point, Ind., 18. Kortes' World's Fair Museum; Minneapolis until Apr. 10. LeVant Show; Fremont, Mo., 14-19. Marquis, Magician; Valerine, Neb., 16; Pine Ridge, S. D., 17; Gordon, Neb., 18. Miller, Al H., Show; Baconton, Ga., 14-19. Morgan-Hopkins Show; Cameron, Tex., 17-19. Newton Magic Show; Upper Palmetto, Md., 14-19. Ocklers on Parade; Atlanta, Ga. Rietor's Show; Pitts, Ga., 17-19; Seville 21-23; Arabi 24-26. Rippel, Jack Spissh; Manchester, Ga., 14-19.

## CARNIVAL

(Routes are for current week when no are given. In some instances possibly mailing points are listed.)

Blue Ridge; Shannon, Ga.; Whitwell, Tenn., 21-26. Buckeye State; Laurel, Miss.; (Fair) Port Gibson 21-26. County Fair; Tallapoosa, Ga. Crafts 20 Big; (Fair) San Bernardino, Calif., 21-27. Crescent Am. Co.; Bainbridge, Ga.; Colquitt, Ga. Crowley's United; Temple, Tex.; Corsicana 21-26. Dixie Expo.; Mobile, Ala.; Day Mineola 21-26. Don Eiro; Ehrhardt, S. C. Eddy Bros.; (Fair) Nverglades, Fla.; Dania 21-26. Evangeline; Zwelle, La.; Mansfield 21-26. Florida Expo.; Denmark, S. C., 19-26. Great Southern; Jackson, Ala.; Thomasville 21-26. Greater Superior; Holly Springs, Miss.; Ripley, Tenn., 21-26. Greater United; Austin, Tex.; Denison 21-26. Greater American; North Little Rock, Ark., 21-26. Heath, L. J.; Fairfield, Ala. Herb Bros.; Evergreen, Ala.; Port Deposit 21-26. Hippodrome; Marietta, Ark. Large & Lane; Okemona, Miss. Lewis, Art; Valdosta, Ga. McCoy, John; Davis, Okla., 19-26. Miller Amusements; Morgans, La. Miller, Ralph R.; Ponchartroula, La., 19-April 4. Mississippi Fun; Quitman, Miss. Polton States; Hutchinson, La. Satchow Am. Co.; Union, Miss. Shugart, Dr.; Paris, Tex., 21-27.

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Corn Game, Scales, Ringer, Fishpond, Pitch-Till-U-Win, Arcade, etc. Minstrel Troupe, Grand Shows, Side-Show People and Managers and one Flat Bed. WEYBROS SHOWS.

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## JOYLAND SHOWS

OPENING SATURDAY, MARCH 26, PONTIAC, MICH.

WANTED—Any neatly framed Show with own outfit that does not conflict. Also good opening for useful Show People of all lines. Get in touch with us. We can use a few more legitimate Concessions that do not conflict. Why not get with the best booked Show in Michigan? Let us hear from you. Earl Smith writes. Have very attractive proposition to offer you. Capable Ride Help write. CAN USE good Electrician, Frank Heams write. NOTICE: To all People booked with the Joyland Shows—We open in a small way on small lots in Detroit (prior to our opening in Pontiac), Saturday, March 26. If you wish to join us at that time you may do so.

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## WANTED CONCESSIONS FOR TWO WEEKS BIG STRAWBERRY CELEBRATION

PONCHATOULA, LA., STARTING SATURDAY, MARCH 19, to MONDAY, APRIL 4.

Opening for Concession Agents that can stand to make money with Stock Concessions. WANTED—Cook House, Corn Game, American Camp, Lead Gallery, Cigarette Gallery, CAN PLACE Foreman for Whip, Merry-Go-Round, and Wheel. All season's work for Scenic Painter. Will pay cash for any Used Rides stored anywhere. All correspondence

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## CIRCUS AND WILD WEST

Barnes-Sells-Photo & Robinson; San Diego, Calif., 26. Davenport, Orrin; Rockford, Ill., 14-19. WPA Federal; (Blauach's Arena) Coney Island, N. Y., 14-26.

## CHICAGO CLUBS

(Continued from page 3)

younger set, resulting in comparatively small checks. Heavier spenders are attracted by box-office shows, but where are you going to get box-office shows? New night club names are almost as scarce as two-a-day vaude houses, and strong supporting acts are hard to get, too.

A band like Jimmy Dorsey meant little at the Congress Hotel during his recent engagement, yet the same outfit has turned away trade at another Hitz hotel in Minneapolis.

New attempt to pump heavier grosses into local niteries seems to center on the novelty field. Seldom before has it been tapped so ambitiously. The radical change in policy at the Congress finds Nils T. Granlund emceeding in his usual highly informal style a girly-girly show. Big Apple dance groups are now installed in the College Inn, Palmer House and the Congress as extra features.

## CORRAL

(Continued from page 37)

director: T. N. Carwell, secretary: Jack Hoey, announcer, and Allan Holder, Bill Nix and Gene Ross, judges. Contracted performers included Jim Lindsey, clown; Mamie Frances and California Frank Haffley; Ramsay Troupe, assisted by Rex Felker, Dick Griffith and Pauline Nesbitt, and the Hardin-Simmons University Band. Red Lyons furnished the stock. Final winners follow: Wild Mare Riding—Pete Grubbs, Paul Carney, Jonas DeArman, Calf Roping—Irby Munday, E. Pardee, Bill Eaton. Bronk Riding—Bob Walden, Johnnie Downs, Dick Slappert. Bulldogging—Rube Roberts, Bruce Ross, D. Hinton. Steer Riding—Paul Carney, Charles Colbert and Jimmie Olsen.

ATTENDANCE at the recent four-day Phoenix (Ariz.) Rodeo totaled 34,000, according to President Jim Bussey and Secretary V. E. True. Results: Bronk Riding—First day, Ward Watkins, Burel Mulkey; Paul Carney and Cecil Henley split third and fourth. Second day, Cecil Henley; Bill McMacken and Bob Walden split second and third; Ken Hargis, Third day, Vic Schwartz; Fritz Truan and Doff Aber split second and third. Finals, Vic Schwartz, Fritz Truan, Burel Mulkey; Paul Carney and Doff Aber split fourth. Bull Dogging—First day, Johnnie Schneider, Bob Estes; Jim Whiteman and Jonas DeArman split third and fourth. Second day, Jim Whiteman, Hoyt Heffner, Andy Gibson, Shorty Hill, Finals, Jim Whiteman, Hoyt Heffner, Dick Griffith; Eddie Curtis and Ken Roberts split fourth. Steer Wrestling—First day, Mickey McCrorey; Everett Bowman and Homer Pettigrew split second and third; Gene Ross. Second day, Dave Campbell, Everett Bow-

man, Hugh Bennett, Gene Ross. Third day, Gene Ross, Dee Hinton, Joel Flemming, Tex Doyle. Fourth day, Rusty McGinty, Joe Thompson, Gene Ross, Jimmie Nesbitt. Finals, Gene Ross, Rusty McGinty, Hugh Bennett, Everett Bowman. Team Roping—First day, Tom Rhodes and Tony Altamarino, Asbury Schell and Dick Robbins, Everett Bowman and Arthur Beloit, Buck Sorrells and Arthur Beloit. Second day, Tom Rhodes and Tony Altamarino, Buck Sorrells and John Rhodes, Carl Arnold and Lawrence Conley; Maynor Gaylor and Charles Jones and Bill McFarlane and John Bowman split fourth. Third day, Lee Barkdoll and Joe Bassett, Clyde Burke and John Rhodes, Roland Curry and Darwin Parks, John Rhodes and Tom Rhodes. Fourth day, Jake McClure and Arthur Beloit, Wid Fuller and Arthur Martin and Roland Curry and Darwin Parks split first, second and third; O. C. Glenn and Bud Parker and Andy Juregu and Bob Crosby split fourth. Finals, Tom Rhodes and Tony Altamarino, Buck Sorrells and John Rhodes, Roland Curry and Darwin Parks, Clyde Burke and John Rhodes. Calf Roping—First day, John Bowman, Jake McClure, Juan Salinas, Gail Taylor. Second day, Toots Mansfield; Buck Goodspeed and Dick Robbins split second and third; Arthur Beloit. Third day, Jess Goodspeed; Buck Goodspeed, Clyde Burke and O. C. Glenn split second, third and fourth. Fourth day, Lawrence Conley; Bud Spisburgh and Clay Carr split second and third; Jess Goodspeed and Asbury Schell split fourth. Finals, Juan Salinas, Joe Bassett, Hugh Clingman, Carl Shepard.

HIGHLY SUCCESSFUL La Fiesta de los Vaqueros held recently in Tucson, Ariz., attracted about 22,000 spectators. Celebration officials included Jack C. Kinney as president and Mary M. Lovelless, secretary. Results: Bronk Riding—First day, Vic Schwartz, Harry Knight; Jackie Cooper and Ken Hargis split third. Second day, Bill McMacken, Cecil Henley, Fritz Truan. Third day, Burel Mulkey, Eddie Curtis, Harry Knight. Fourth, Harry Knight, Eddie Curtis, Cecil Henley, Vic Schwartz. Bull Riding—First day, Paul Carney; Kid Fletcher, Shorty Hill and Lee Ferris split second, third and fourth. Second day, Duward Ryan, Ken Hargis, Kid Fletcher; Dale Adams, Smoky Snyder and Ken Roberts split fourth. Bareback Riding (one-day money)—Smoky Snyder, Hoyt Heffner; Kid Fletcher, Paul Carney, Pete Grubb, Lee Ferris and Larry Finley split third. Calf Roping—First day, Hugh Bennett; Jess Goodspeed and Clyde Burke split second and third; Buck Sorrells. Second day, Jim Hudson and Ike Rude split first and second; Everett Bowman, Clay Carr. Third day, Toots Mansfield, Jess Carr. Fourth day, Bud Spisburgh, Andy Juregu, Finals, Jess Goodspeed; Charles Jones and Maynard Gaylor split second and third; Buck Sorrells. Steer Wrestling—First day, Tex Doyle, Gene Ross, Bud Everett Bowman. Second day, Bud Spisburgh, Everett Bowman, Donald Nesbitt. Third day, Gene Ross, Hugh Bennett, Jack Quait. Finals, Everett Bowman, Gene Ross, Mickey McCrorey, Jack Quait. Team Roping—First day, Juan Salinas and Clyde Burke, Joe Bassett and Lee Barkdoll, Charles Jones and Bud Parker, Everett Bowman and Hugh Bennett. Second day, John Rhodes and Buck Sorrells, Lawrence Conley and Carl Arnold, Juan Salinas and Clyde Burke, Tom Rhodes and A. Altamarino. Third day, Charles Jones and Bud Parker, Joe Kane and Berry Gardner, Arthur Beloit and Jake McClure, Asbury Schell and Wid Fuller. Finals, Joe Bassett and Lee Barkdoll, Arthur Beloit and Jake McClure, Joe Kane and Berry Gardner, Everett Bowman and Hugh Bennett.

OFFICIALS AT THE Pat Stock Rodeo and Horse Show, which closed in Houston March 6, were high in their praise of the rodeo performers participating in the nine-day event. Attendance was set at 150,000. Andy Henderson, of Wetumka, Okla., died as a result of a fractured skull sustained in the bull-riding contest when a bull fell on him. Norman Pearson sustained a sprained ankle in the steer-wrestling event, while John Henry suffered four broken ribs when he was caught in an alleyway by a Brahma bull. All other casualties were of a minor nature. Contracted performers included Chester Byers, Junior Kekew and Lucas Tindall, trick riders; Mary Keen, Tad Louis, Virginia Van Meter, Peggy Long, Lucille Richards and Rose Breeden, cowgirl bronk riders; Charlie Schultz and George

Tyler, clowns, and Blanche and Lloyd McFee, Velda Tindall, Don Wilcox and Ruth Marion, trick and fancy riders. Results: Bareback Bronk Riding—First day, Rock Parker, Eddie Cameron; Frank Finley, Kid Fletcher and Hoyt Heffner split third and fourth. Second day, Allen Cameron and Hoyt Heffner split first and second; George McIntosh; Smoky Snyder and J. B. Shellenberger split fourth. Third day, Gene McIntosh, Hoyt Heffner; Smoky Snyder and B. Westinghouse split third and fourth. Fourth day, Smoky Snyder, Hughie Long; Jim Whiteman, Eddie Curtis and Bob Estes split third and fourth.

Finals, Hoyt Heffner, Smoky Snyder, George McIntosh, Dale Adams. Calf Roping—First day, Clyde Burke, Buck Echols, Cecil Owsley, Roy Mathews. Second day, Clyde Burke, Toots Mansfield, Homer Pettigrew, Jess Goodspeed. Third day, Roy Mathews, Buck Echols, Toots Mansfield; Fred Barrett and Everett Bowman split fourth. Fourth day, Amey Gamblin, Cecil Owsley, Earl Moore, Fred Barrett. Fifth day, Everett Bowman and Jess Goodspeed split first and second; Earl Moore, Amey Gamblin, Finals (five-calf average), Clyde Burke, Roy Mathews, Cecil Owsley, Buck Echols. Cowboys' Bronk Riding—First day, Jack Sherman; Texas Kidd Jr., and Allen Crainer split second and third; Andy Robinson and Vic Schwarz split fourth. Second day, Eddie Curtis, Hub Whiteman; Cliff Helm and Vic Schwarz split third and fourth. Third day, Allen Crainer; Vic Schwarz and Hub Whiteman split second and third; Texas Kidd Jr. and Eddie Curtis split fourth. Fourth day, Texas Kidd Jr., Joe Coker, Cliff Helm; Bud McDaniels and Allen Crainer split fourth. Fifth day, Allen Crainer, Eddie Curtis; Vic Schwarz and Hub Whiteman split third and fourth. Sixth day, Ken Hargis and Vic Schwarz split first and second; Eddie Curtis and Joe Coker split third and fourth. Finals, Allen Crainer, Vic Schwarz, Texas Kidd Jr.; Joe Coker and Eddie Curtis split fourth. Steer Riding—First day, Eddie Cameron; Dale Stone and Buttons Yonick split second and third; Rock Parker, Jim Whiteman and Eddie Curtis split fourth. Second day, Elmer Martin and Frank Marion split first and second; C. J. Shellenberger; Dale Stone and Ken Hargis split fourth. Third day, Kid Fletcher, Eddie Curtis; Jack Wilson and Dale Adams split third and fourth. Fourth day, Jim Whiteman; Sam Stuart, Jim McHallen, Hughie Long and Bob Wilkins split second, third and fourth. Finals, Kid Fletcher, Jim Whiteman, Ken Hargis, Eddie Curtis. Steer Wrestling—First day, Homer Pettigrew, Tom Perkins, Shorty Ricker, Joe Thompson. Second day, Joel Flemming, Tod Furnace, Red Thompson, Tom Breeden. Third day, Joe Flemming, Joe Thompson; Everett Bowman and Lum Furnace split third and fourth. Fourth day, Homer Pettigrew, Goldie Butner, Shorty Ricker, Mike Hastings. Fifth day, Joe Thompson and Hub Whiteman split first and second; Andy Curtis, Shorty Ricker. Sixth day, Hub Whiteman, Tom Breeden, Dave Campbell, Red Thompson. Seventh day, Tom Breeden and Hub Whiteman split first and second; Red Thompson, Mike Hastings. Finals (seven-steer average), Shorty Ricker, Andy Curtis, Red Thompson, Dave Campbell.

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GREATER UNITED SHOWS

Austin, Tex., week March 14.

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Free more Concessions, such as Dancers, Photo Gallery, Pitch-To-Win, String Game and Wheels of all kinds, except Charlie McCarthy, Groceries, Ham and Bacon. CAN FREE one more good, strong Free Act. LIEUT. O. S. MARYBERRY, Chairman Photo Spring Indoor Carnival, April 11 to 16, Danville, Va.



## Great Show for League Frolic

"Will knock your eyes out," says Sam Levy—demand for tickets heavy

CHICAGO, March 12.—"Entertainment! We'll have a show that will knock your eyes out," said Sam J. Levy when queried as to what might be expected of the annual Showmen's League Spring Frolic in the College Inn, Hotel Sherman, Monday night, April 4. In addition to the regular Inn show, always first-rate entertainment, the committee will provide a dozen or more well-known acts guaranteed to give a pleasing variety to the evening's fun. Levy, veteran of many league shows, has as associates on the entertainment committee M. H. Barnes, Ernie Young, A. F. Thaviu and Edgar I. Schooley. All are lending their best efforts.

General Chairman Walter F. Driver is making probably the most thorough coverage of the show world in this campaign that any league show has ever had. There is no doubt that there will be a sellout. Driver urges everyone who expects to attend to make reservations at once.

J. C. McCaffery, league president, is putting in much time doing missionary work for the Frolic. Entire proceeds will go to American Hospital.

George W. Johnson, chairman of the ticket committee, reports a brisk demand for tickets, and highly favorable reports are coming from committee members.

## Burdick Opens Fair In Conroe, Tex.

CONROE, Tex., March 12.—Burdick's All-Texas Shows opened its season here March 4 under American Legion auspices, Post 411, to a fair crowd. E. M. Walker, commander of post, and Adjutant Buford Witherspoon co-operated well, and press was generous with publicity. Heavy rain stopped Saturday's business.

Show roster follows: Staff—Ira Burdick, manager; Mrs. Ira Burdick, treasurer; Harry Badger, advance; LaVerne Luther, secretary; Ira Burdick Jr., sound system and announcer; B. A. Wade, lot superintendent and trainmaster; Ollie Wade, mechanic; Guy Reed, electrician; Chester Foster, in charge of trucks.

Rides—Wheel, O. Wade, foreman; Roy Day, helper; Gerrit Oldencomp, tickets; Swing, Charles Graham, foreman; Mrs. Heffelfinger, tickets; Mike Tanzuk and Frank Schad, helpers; Tilt-a-Whirl, Witt Howrey, foreman; D. C. Murray and Ernest Baldwin, helpers; Mrs. Gayle Wade, tickets; Mixup, Chester Foster, foreman; E. H. Radensleben, helper; Merrill Heffelfinger, tickets; Kiddie Ride, Robert Phillips, foreman.

Shows—Variety Show, L. Selzer, owner and manager; Mrs. Selzer, tickets; E. M. O'Toole, talker; Mellor's Deep Sea Exhibit, Mrs. Mellor, tickets; Athletic, Bob O'Leary, manager; What Is It?, L. Johnson, owner; Jack Del Mar, manager; Hawaiian Nights, Allie Phillips, producer; Tex Lobmaster, talker; Alice Wilson, Barbara Baldwin and Princess Pat, performers.

Concessioners are L. C. Wade, Mrs. Ollie Wade, Mrs. Chester Foster, Marion Keenan, Red Hubbard, Lee Turner, Ira Burdick Jr., George and Mrs. Guy Reed, L. Johnson, Mrs. Arney, Pete Roberts, Melton Arney, Mrs. Burdick, Jimmie Bouras, Scottie Meeks, S. Saunders, Ruth Hubbard, Evelyn Cantrell. Reported by LaVerne Luther.

## More Staff Members of The Billboard Honored

SWEETWATER, Tex., March 12.—Five members of The Billboard staff were added to honorary membership list of National Showmen's Press Association, Roy E. Stein, secretary, announced here. The new members are Claude R. Ellis, Robert Doepker, Sam Honigberg, H. D. Humphrey and Frank B. Joerling.

Other honorary members elected during February include David R. Fishback, publicity director of Wichita, Kan., Transportation Company, and Robert T. Cannon, in charge of publicity, Abilene, Tex., Boosters' Club.



JACK V. LYLES, general agent and railroad contractor Art Lewis Shows, who was fatally injured in an auto accident near Macon, Ga., March 10.

## Rochester Biggest Week for Davenport

ROCHESTER, N. Y., March 12.—Shrine Circus, under direction of Orrin Davenport, closed its biggest week of season today at the State Armory. Capacity crowds with turnaways at several of the 11 performances caused Damascus Temple committee to try to hold show over for two Sunday performances. Davenport, however, is booked for Rockford, Ill., next week and by playing here Sunday would jeopardize his opening there because of the long jump.

Acts here were Flying Concellos, Walenda Troupe, Magyar Family, Loyal-Repenski, Naida and Perez, H-W elephants with Bobby Warriner, Olga Petroff, Reuben Castang chimpanzees, Harry Rittley, Loyal Sisters, Ella Bradna, Adolph Loyal and ponies, Griffey Sisters, Bell Trio and following clowns, Shorty Flemm, Otto Grueblich, Emmett Kelly, Billy Denaro, Paul Mortier, Paul Jerome and Cheaty. Band directed by Merle Evans.

Fred Bradna, slowly recovering from a broken leg, was present at each performance in a wheelchair.

Roy R. Rumpf is general manager of show and publicity was handled by Charles B. Tutty Sr., who arranged several novel stunts.

NEW CASTLE, Pa., March 12.—Unless there is a change in attitude of Mayor Charles E. McGrath and city councilmen, it is said carnivals will not be permitted inside city this season. At recent meeting of council, committee of city firemen sought permission to sponsor a carnival this summer, but their request was refused.

## Beckmann & Gerety Revamping For More Flesh Entertainment

SAN ANTONIO, March 12.—"Through these portals pass the happiest people in the world." This inviting phrase will grace Beckmann & Gerety Shows' new front entrance. Fred Beckmann and Barney S. Gerety, associate owners and managers, assert that the midway will be dedicated to the spirit of fun as never before. In this they will have the co-operation of energetic showmen and show women who will seek to capitalize upon the nation's hunger for diverting flesh entertainment by presenting fresh and original shows.

"Since we are playing the 'Capitol City Circuit' of fairs for the third consecutive year, it behooves us to completely change our line-up of midway attractions," Gerety states. "We have sought to eliminate shows of a too familiar pattern and believe that the Beckmann and Gerety organization this season will, by the introduction of imaginative and ingenious midway shows, precipitate a new carnival era."

George Vogstad, who originally planned to present a revamped posing show, will offer a novelty play entitled *Exposé*, in which pantomime, travesty and thau-maturgy will be offered in an episodic manner, script and action for which has been copyrighted by this correspondent, who

## Jack Ruback Is Ready for Road

Spends \$20,000 on improvements, new rides and shows—has free act

SAN ANTONIO, March 12.—Jack Ruback's Western States Shows will open season at Crystal City, Tex., March 19 with over \$20,000 expended in new equipment and renovations. Show has been repainted in its entirety and will take to road with many new season features and attractions. Kenneth Blake, high fire-diver, has been re-signed as free thriller.

General Representative J. A. Schenck, recently returned from a Western jaunt, announces that he has booked the show for Colorado State Fair, Pueblo; Cheyenne, Wyo., Frontier Days Celebration, and the Covered Wagon Days Celebration at Salt Lake City, Utah.

Among showmen who will present original productions under new tops are Clyde Davis with his Kings and Queens of Spring, musical revue; M. McCurdy, posing show; Scotty Norton, big snakes and Funhouse; Bill Carr, rodeo; Bill Williams, simians, and Joe Murphy, who has framed a distinctive and compelling unborn presentation.

Walter Hale, borrowed from Beckmann & Gerety Shows, has completed a series of electrical transcriptions made in a local studio using talent from all of midway shows. These records will be played over facilities of radio stations along route. Hale has also finished a circus-style publicity campaign which will be "planted" by A. D. Wright, who handles press in addition to his other duties.

Others of staff are Mrs. Rose Ruback, secretary; Bennie Hyman, assistant manager; Bob Mays, chief electrician, and Bill Williams, builder.

## No Broadway Freak Show For Ripley, Manager Says

NEW YORK, March 12.—Reports that Robert Ripley would establish a permanent freak show on Broadway were spiced today by the manager, Douglas Storer. He admitted that Ripley has long contemplated a "Believe It or Not" exhibition of art objects he collected in his travels, but denied that Ripley would organize a live freak show. If and when Ripley did establish such a museum, Storer persisted, he would not tie up with any other sponsors.

In spite of these denials there is talk that the collector of "oddities" is in the midst of negotiations for 20,000 square feet of Broadway space between 51st and 52d streets, adjoining Hollywood Theater, and that he is contemplating opening his display September 1 on an eight-year lease.

## Beckmann & Gerety Revamping For More Flesh Entertainment

Under this new set-up Nancy Miller, who presents Gay Purce, musical revue, will also produce a posing spectacle calculated to astound the most critical eye. She hopes to have same in operation by the second week of the season. As previously reported, Eddie L. Karn, "more than one fat girl fat show," Jimmie Elmbaugh, youthful impresario, and Zeke Shumway thrill drivers will launch sensational shows of their own origination. Shumway will feature plenty of pyrotechnics in connection with the presentation of his stunt riders and drivers. Earl Chambers, a recent arrival at quarters, will have his educated simians behind an elaborate neon illuminated front and Doc H. D. Hartwick plans to vary his *Congo Killers* snake show. All rides are now undergoing a repainting.

Visitors: S. T. Jessop, United States Tent and Awning Company; Orville W. Hennies, Hennies Bros.' Shows; Bernie Shapiro, Triangle Poster Company; Jake and Elsie Bressending; Jack Ruback and Albert Wright, Western States Shows; Frank J. Lee, Sol's Liberty Shows; Lillian Murray Sheppard, and veteran orator, Irish Jack Lynch. Reported by Walter Hale.

## It Was Not So Long Ago

By L. C. (TED) MILLER

NEW YORK—That Gaylord White sat in a hotel room in New York and told this correspondent that he was thru press agenting forever, and would probably retire to a farm in his native State, Iowa. That, however, was last fall. Spring is in the air, the time when our feet get itchy to be on the road again. And with the spring will come Gaylord White, for which we should all rejoice. The business could ill afford to lose man like him.

That Lucky Teter, the famous daredevil, took a day off from raking his life in smashing, crashing automobiles and decided to play a bit. It was at the Chicago convention last fall in the manufacturers' exhibit hall. Teter has had his picture taken thousands of times throughout his career as a stunt man. His picture has been in the newspapers, national publications, metropolitan newspapers and on 24 sheets. And where do you think Teter had more fun that day than anywhere else? You guessed it. In the booth of the Photomatic machine taking ridiculous poses of himself.

That Max Linderman was called by his admirers the Emperor of the carnival managers in the East. A title justly deserved because of his quick thinking ability. Once a show owner came to Max and said, "If I hire Barboot, the toothless wonder, as an added attraction for such and such fair, will you reduce your end 5 per cent?" To which Max replied faster than it takes to write this, "Since when did I start to pay the salaries of my help?" The show owner left muttering to himself that he would find a way to reduce the percentage before morning, but it's our guess that that morning never came.

That the former Governor Hoffman of New Jersey stood chatting with John W. Wilson and I. J. Cetlin on the New Jersey State Fair grounds, Trenton. Said Governor Hoffman, "You two boys should be congratulated for bringing to the New Jersey State Fair one of the cleanest midway it's been my privilege to see. Both of you boys are certainly great showmen." "You're not such a bad one yourself, Governor," answered Jack Wilson.

And so li-ho this scribe wishes he were back in Florida with the balmy breezes, the palm trees and a beautiful lei wrapped around his neck . . . or do all leis come from Hawaii?

## AFM Agreement With Cole, Robbins

NEW YORK, March 12.—In a conference at union headquarters on Friday Jess Adkins, co-manager of Cole Bros. and Robbins Bros.' circuses, reached an agreement with American Federation of Musicians whereby bandmen on the two shows will receive an increase in salary and better working conditions. It was learned from AFM today, Adkins was called to New York to testify for the government in its fraud case against John M. Kelley, Ringling counsel.

Contracts with the musicians' union are similar to those signed by the Ringling interests earlier in the week. Stipulations in Ringling and Barnes contracts appear in the circus department of this issue. Cole and Robbins papers have been sent to Rochester winter quarters for signatures.

Adkins departs for Rochester this evening after conferring with Ralph Whitehead, executive secretary of the American Federation of Actors. At Federal Court Friday the former Ringling employee identified the handwriting of Thomas Buckley, Joseph Brooks, a Mr. Roser and his own on accounting books of Ringling Bros.' Circus for the years 1911 to '14, inclusive. Adkins was assistant treasurer to Mr. Buckley during that time.

## Death Takes Robert Lusse

PHILADELPHIA, March 12.—Robert Lusse, who with his brother, Joseph, headed Lusse Bros., Inc., amusement device manufacturers here, died of a heart attack at his home in Elkins Park last night. He was about 67 years old.

Funeral arrangements had not been settled at noon today, although it was expected services would be held at the Lusse home early next week. Joseph is ill in Florida and may not be able to attend. Details will be in the Final Curtain in next issue.



# Hartmann's Broadcast

**T**HERE is nothing wrong in the operation of concession games on the up and up, but when they are not, the root of the evil will always be found "right at home." That has always been our contention.

We refer especially to carnival still dates and fairs, festivals and other events of a similar nature where the responsibility for off-color games seems to be placed on nobody's shoulders but those of the city or town's powers working in cahoots with local fixers.

To the average person it should be easily apparent that there would be no off-color gaming devices where the local powers to put their foot down instead of allegedly having "the palm greased." But the carnival generally has to bear the brunt.

In many cases, too, carnivals are named unjustly when "outside" concession games—games booked independently or operated by home guards—are permitted to run wildly thru some fixing, only to find that those doing the fixing really did not fix. And when the whole mess is exposed in the newspapers the carnival takes the rap for the misdeeds.

Now, if the root of the evil is "right at home," any housecleaning at carnival still dates and fairs, festivals and other events of a similar nature should be done "right at home" and daily newspapers can do this thru their columns by directing their attacks not at the carnival or festival, but at the town's powers responsible for the evil.

The Brevard County Daily News of Melbourne, Fla., is a case in point. Almost half of the front page of its issue of March 5, plus a column of matter run to another page, was devoted to an expose of the concession situation at the Melbourne Mid-Winter Fair held during that week. Nary a word was said about the carnival company that had been booked in, we were glad to note, but the attack was made directly and solely at the mayor and police de-

partment for permitting games to be operated ruthlessly. The expose carried a seven-column streamer head reading "Tragedy-Terror Toll of Carnival," with the following banks: "Police and public officials place obstacles in way of administration of justice—mayor admits he told racketeers not to take too much and laughs at pitiful victims thronging gates of the fair; racketeers on run as Daily News takes the initiative and public officials hesitate."

If such exposes spread to other newspapers in sufficient number it would be only a matter of time and the operation of those concession games where player wins at the pleasure of operator would be a thing of the past.

**† † †**  
**I**T WAS stooping pretty low when presumably a circus man (?) caused a contracting agent of an opposition show, thru misrepresentation, to travel several hundred miles apparently to clear the way in certain territory for lot contracting for the former's show. The incident happened last week and is the talk among circus agents whose ears it has already reached.

To mention the contracting agent's name would make the situation all the more embarrassing to him. The story goes that he was at Dayton, O., when along came a telegram, carrying the name of C. W. Finney, to go to Pittsburgh and that instructions would be mailed there. Upon arrival in Pittsburgh the c. a. received another telegram, this bearing the name of Finney also, to go to Boston and that instructions would be there. After reaching Boston the c. a. received a third telegram bearing the name of Finney again and telling him to proceed to Bangor, Me., "where The Billboard will show June 10. Great publicity."

Mentioning The Billboard and "great publicity" was probably the tip-off that the despicable hoax was over, and the c. a. lost no time in realizing this. Immediately he phoned Finney only to learn that C. W. knew nothing of the telegrams and was surprised to hear that he was in Boston.

**† † †**  
**R**OY E. STEIN, executive secretary of the National Showmen's Press Association and publicity man for E. J. Tidwell Shows, has thoughts like Len Traube's—that the term "press agent" should by all means be retained. Fact is Stein's proud of the title.

"I can't agree with the gentleman who wants to do away with the title 'press agent,'" letters Stein. "Personally I'm proud of the title. Back of it lies a lot of tradition, a lot of romance."

And does Stein find two strikes against him when entering a newspaper editor's office and admitting he's a press agent? He does not. He says he finds the editor is keenly interested, often secretly envious.

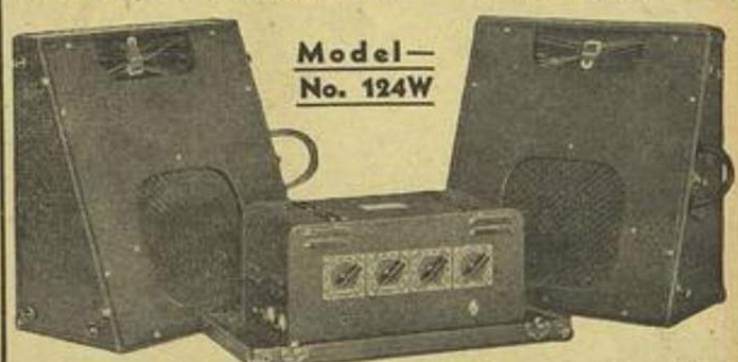
And does the editor refuse his stuff because he carries the title "press agent?" "Of course not," answers Stein. "He wants good stories. He turns down my stuff only when it does not measure up to his standards. I have yet to receive a turndown on a good story written for a specific paper, properly slanted and presented. It isn't the title which gives the p. a. a turndown, it's the material."

"A good publicity man won't worry about his title, he'll be proud of it. He'll build it up with clever ideas, with good work."

In the opinion of Stein, the party who wants to change or eliminate the title "press agent" probably is using a bad approach. "By using another," he says, "no doubt he can turn what he considers a handicap into a real asset. Then he'll realize how important can be the use of the title."

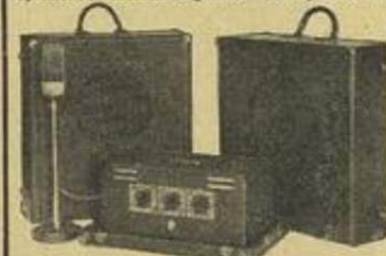
**† † †**  
And there's a follow-up from Len Traube, who has taken on a new title or at least signs his missive as "Vice-President in Charge of Procrastination" of George A. Hamid, Inc. "I am proud to have 'made' your Broadcast—especially the lead thereof," writes Len. "Hope too many subscriptions are not canceled because of same. Regards."

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### WANTED ONE MORE FLAT RIDE OCTOPUS, LOOP-O-PLANE AND KIDDIE RIDE

All Legitimate Concessions open except Cook House, Corn Game, Pop Corn and Diggers. Frank Hilderbrand wants Cook House Help. Want Girls who can dance for Girl Show. Acts for Side Show. Musicians and Girls for Minstrel Show. WANT ONE MORE FREE ACT. STATE ALL IN FIRST LETTER. All People contracted kindly acknowledge this ad. JIMMIE RAFTERY, Mgr., Box 1047, Wilmington, N. C.

## 5TH ANNUAL DUVAL-JACKSONVILLE FAIR APRIL 16-24

CONCESSION SPACE AVAILABLE ON INDEPENDENT MIDWAY—MUST BE STOCK AND WORK RIGHT Address E. ROSS JORDAN, MGR., P. O. BOX 4212, JACKSONVILLE, FLA.

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FOR AMERICA'S FOREMOST MIDWAY Sober and reliable Ride Help to report at winter quarters immediately. No boozers or chasers tolerated. Also want Train Porters. Jimmie John Thompson, come home. SHOWS WANTED—Will place high-class Grind Shows, especially Working World and Marionette Theater; any high-class Show of Merit. STRATES SHOWS CORP., Winter Quarters, Weldon, N. C. America's Most Beautiful 25-Car Railroad Show.

## Opening O'BRIEN and CULLIM MODERN MIDWAY SHOWS Opening

WANT Shows with or without their own outfits. WILL BOOK any Show except Minstrel Show, Illusion Show, Mechanical City, Dog and Pony Show, Pen House and Athletic Show. Have complete outfit for Side Show, Hawaiian Show and Posing Show. WILL BOOK Penny Arcade. CONCESSIONS—Eccentricity open except Cook House, Corn Game, Popcorn, Target Gallery and Penny Pitch. CAN PLACE Frozen Custard, Ice Diggers, Photo Gallery, Ball Games. WILL PLACE any Concessions that work for stock. RIDES—Will place Loops-Planes, Tee-a-Whirl and Octopus, with or without transportation. WANTED for biggest and best framed Minstrel Show, Colored Performers and Musicians. CAN PLACE sensational Free Act. Give List, cash there near Concessions. DICK O'BRIEN, Box 268, Forrest City, Ark.

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WANT ORGANIZED MINSTREL SHOW WITH BAND. Salaries from office. George Harris or Charlie Raymond wire. ILLUSION SHOWMEN—Have complete outfit for Sidown Show. What have you to offer? WANT Foreman for Little Beauty Merry-Go-Round who can drive Semis. Tommy Nolan wire.

OSCAR BLOOM, Manager, P. O. Box 148, Nashville, Tenn.

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Side Show People, Freaks and Novelties Acts. Good Strong Freak for Annex. Man to handle inside of Show. Ticket Sellers, Grinders, Men or Women to handle Big Snake Show. Earl Burke wants Dancing Girls with wardrobe. Show leaves Winter Quarters, Tarpon Springs, April 1. Write W. N. CHALKIAB, Box 2, Tarpon Springs, Fla. SECOND-HAND SHOW PROPERTY FOR SALE The Ex. Percussive Flaps on Streamers, Colored. Send for List. \$25.00 Genuine Eight-Legged Pig in Jar. \$45.00 Penholder Guess-Your-Weight Scales, Good Condition. \$25.00 Exalt! Elec. Corn Popper, Good Condition. 20 Genuine Specimens Unborn Show. Sell Cheap. We Buy All Kinds Ring Boxes and Concessions. Write WEIL'S CURIOSITY SHOP, 20 S. 2nd, Phila., Pa.

# Out in the Open

Roger Littleford Jr.

## Fair Preview

**NEW YORK, March 12.**—President Grover Whalen and associates in the World's Fair project have been receiving no end of opposition to their proposed preview of the big event on April 30. Majority of obstacles, for some reason or other (mostly political), are arising locally. Midtown merchant associations have voiced their disapproval of a parade thru Manhattan on that day. Park Commissioner Robert Moses has flatly refused use of parkways and Tri-Boro Bridge, and the metropolitan press has failed to co-operate to any great extent. It seems a shame that New York City cannot or will not aid the fair corporation in a project as worthy and valuable as this year-in-advance publicity stunt and that petty differences should in any way curtail an all-important and economical means of launching one of the greatest promotion campaigns the exposition "business" has ever witnessed.



R. S. Littleford Jr.

Program of events, scheduled to take place exactly one year in advance of the fair's opening date, is planned to consist of a tremendous motorcade, appropriate ceremonies on the fair site, free entertainment on the grounds afternoon and evening, and an elaborate ball at night. With the co-operation of hotels, night clubs, transportation facilities, etc., it is hoped that thousands of out-of-towners will visit New York on that week-end. But that's not the important work of the preview—not by any means.

Its value hinges chiefly on promoting the fair in the eyes of those people who will not be in New York on April 30, 1938. And elaborate radio and news-reel tie-ups, with subsequent editorials and comment in the nation's public prints, will accomplish that. It stands to reason that the easiest city in which to advertise "The World of Tomorrow" is going to be old Gotham itself; it's the prospective fair patron out in the hinterland who must be sold the World's Fair. But to deserve either hook-ups and news-reel films and editorials in the Paducah evening newspaper there must first be a show. Radio and the picture industry will not go overboard on a half-baked celebration—albeit they probably will on something a la Mardi Gras. There must be stirring music to be broadcast, elaborate floats and beautiful girls to photograph and "names" for the country editor to quote.

A preview of the New York World's Fair is a grand idea—an intelligent undertaking—provided it is permitted, by New York City itself, to assume the proportions it should.

Jack Rosenthal, co-operator of Pallisades (N. J.) Amusement Park, departed for Miami this week and a short vacation before that final pre-season rush at the big playland. . . . George A. Hamid due back from Florida on Monday, then off again for Boston and the New England park meeting Tuesday. . . . George P. Smith Jr., who is rapidly acquiring the rep of "the Showman's Friend" in the coproduction department of the World's Fair, will attend the same meeting. . . . He's listed for an address by Program Chairman Arch E. Clair, and it should be interesting.

Frank Wirth, all smiles following his second remarkable success in as many years at the Jamaica Hospital circus, off in a hurry to Waterbury and Hartford. They're scenes of his next sponsored sawdust events. . . . Lew Dufour, Dufour & Rogers Attractions, in for a chat. . . . And Arthur L. Hill shortly afterward to report a dozen new members to National Showmen's Association. He's the secretary.

Ben Williams, operator of the carnival by that name, a visitor one fine morning. He will again show adjacent to the circus lot when Ringling-Barnum plays

Brooklyn, May 9-14. . . . Henry Rapp, American Firework Company, in town for part of last week. Conferred with World's Fair moguls. . . . Metropolitan Opera has canceled its usual spring pop season—to save money and prepare for an ambitious program at the fair next year. . . . Stan Beaubaire, New York rep of Golden Gate International Expo, shoots from the West that he will be back here shortly to resume duties. He's been in San Francisco on business.

Max Linderman, general manager, and L. Harvey Cann, g. s. of the World of Mirth Shows, in from the South. . . . Max has been resting in Hot Springs, Ark., and Doc Winter-quartering at Richmond. . . . Dave Rosen, Coney Island side show operator, says he has big plans for the approaching season and the year following.

Frank V. Baldwin Jr. phones from the Empire Trust offices that he's been awfully tired up of late with circus visitors who could just as easily contact him on week-ends in Virginia. Frank can't conceive the logic of traveling hundreds of miles for a chat of a few minutes at the most. . . . Capt. Billy Reed, animal trainer, in with a bottle of rum from South America. He's been in Buenos Aires for a few weeks and returns again April 1 to join the Zoo Circus there. . . . Show biz is prospering in those parts, he infers.

John North, Big Show boss, due back from Sarasota about March 20. . . . It's good to learn that F. Beverly Kelley will return to the circus trails this year. Ringling has need of a radio man. . . . Herbert Duval, legal adjuster, has been in town all week handling the musician union negotiations for the circus. . . . And Frank Miller, circus foreman, is due in from Hot Springs' forelong. . . . Having recovered from a minor operation that confined him to his home for a few days, Frank Wadsworth, Ringling auditor here, is back at his desk again. . . . Willie (Straighthead) Downing cards from Detroit that he is being released from Marine Hospital there. It's been his home since last September, when he suffered a broken leg in an auto mishap.

That was Jess Adkins, Cole manager, entering the Bond Building Friday afternoon. Or was it? . . . Fred Sneythe departed for the West Coast last week to take up duties on the Barnes-Sells-Photo-Robinson show. . . . Billy Walsh, contracting, press and 24-hour man at one time or another on several shows, will handle announcing and assist on press for the Tom Mix Circus this year. He leaves the Stem about April 1. . . . Al Fosso, magician and side-show stand man, set for the Downie show for 1938. He's been at Hubert's Museum here on 42d filling a five-week date.

## AFA TIGHTENS

(Continued from page 15)

to the rules, the same as is done with other unions. No complaints of owners failing to abide by the rules have as yet been reported, according to Al Smith, local AFA representative. Each club uses from 7 to 10 entertainers.

**PHILADELPHIA, March 12.**—A. A. Tomel, proxy of Musicians' Local 77, conferred with Ralph Whitehead, AFA chief, in New York Thursday in an effort to get the Philadelphia United Entertainers' Association an American Federation of Labor charter.

The musicians' union is anxious to get the UEA to affiliate so that there will be smooth co-operation between the two outfits in the event of a strike. Thus far Tom Kelly, UEA organizer, has refused to join the AFA unless his group is given local autonomy.

Kelly claims nearly 400 night club entertainers in his organization and this unit would give the AFL an almost airtight monopoly on the nitery business. However, he claims his group would not submit to the dictates of New York officials. "We would like to have a charter but not at that price," Kelly said.

**DETROIT, March 12.**—Walter Ryan, local AFA representative, is in Indianapolis attending to federation interests in connection with an outdoor circus. Ryan is to be here Monday, after which he expects to spend considerable time on the road.

The local night spot front was temporarily quiet this week, following recent investigations and accusations. Only strong reaction came from a booker who did not sign the letter of several other local agents. He protested to Whitehead and said: "I think the agents made a mistake in asking for Walter Ryan's removal as local AFA deputy. Ryan knew the abuses that exist even if he couldn't

cite exact evidence to support individual charges.

"As far as that goes, Michigan is a lot better off than any other State. If we try to book an act into Ohio they aren't interested unless there are strip dancers and prostitutes in the show."

**PITTSBURGH, March 12.**—Having accepted office space gratis from the People's Alliance, the Entertainers' Federation of America, formed here last week as an outgrowth of the Entertainers' Association of Western Pennsylvania, will meet tomorrow with bookers to discuss improvement of working conditions, according to EPA proxy Jim Lester. The organization, unofficially intending to affiliate with the Philadelphia and Chicago acts' organization and seek AFA recognition with local autonomy, has signed up 35 new members.

## CLUB MANAGEMENT

(Continued from page 19)

drawing his subjects' likenesses. Customers pay what they will.

## Winnipeg Clubs' Headache

**WINNIPEG'S** night clubs are seeking extension of Saturday night hours—and in their request to the city council met with the information that license fees may be increased. Average license fee at present is between \$100 and \$150.

## Philly Rumpus Coming

**THE** October Grand Jury of Philadelphia, prying into vice and corruption there, is making a careful check on the alleged widespread sale of liquor after Saturday midnight curfew. Nabobs, when they spotted detectives giving their spots the double "o," appealed to the State Liquor Board. Liquor board officials declared they weren't making any such check. The nabobs then found that the flaties were working for the grand jury.

## To Tip or Not?

**QUESTION** of tipping, always a problem to the catering profession, has been receiving quite a going over among club owners, particularly around New York, with the announcement that the World's Fair will institute a no-tipping arrangement with a 10 per cent service charge for all fair restaurants and clubs.

Many local operators have raised their voice in warning. They point out the evils of such a policy, the failure of the idea in Paris some years back, claiming the World's Fair is not the place to experiment with such a waiter scheme. They point out that no good waiter will go to work for the fair with a 10 per cent policy when he can work in any hotel or club where a pleased patron may tip anywhere from 10 to 25 per cent.

Not only does the idea discourage the better type of waiter, but it also makes for bootleg tipping, which is worse. A good waiter is worth any price, while a bad waiter is worse than worthless.

## CLUB TALENT

(Continued from page 15)

Del Rio and Chiquita is at El Dorado Cafe, Tampa, Fla.

NICK LUCAS and Paul Rosini lead the new show at Beverly Hills Country Club, Southgate, Ky. . . . LYNN NAGLE and her Wonder Dogs and George Downey, trick bicyclist, have been added to the show at the Lookout House, Covington, Ky. . . . GIVENS AND KAROL, Peggy Marlowe and Alda Marlowe are holdovers at the Hollywood, Philadelphia. . . . ORLANDO (The Duke), who has been playing Miami and neighboring spots recently, will head northward soon. . . . DICK BAUER, emcee, is in his ninth week at the Nine Mile House, Cincinnati. . . . A. L. DAURO's Chisaton Fantasy opened at Radio Gardens, Cincinnati, March 9 for three weeks. . . . WOODS AND BRAY open at the Roosevelt Theater, Oakland, Calif., March 17. . . . SHERMAN BROTHERS AND TESSIE will close at Club Candee, Syracuse, N. Y., March 20 to move to McVan's Club, Buffalo. . . . EDDY AND EDDY open March 15 at Danceland, Cedar Rapids, Ia. On the 22d they open for Tom Archer's ballroom circuit to play Des Moines, Sioux City, Ia.; Omaha; Sioux Falls, S. D.; and Joplin, Mo. . . . ESTRELLITA LUCAS, songstress, is current at the Palm Beach Hotel, Palm Beach, Fla. . . . MARITA opened March 15 at the Maryland Gardens, Washington.

VIC PUREE, "man of 1,000 faces," is at the new Penn night club, Pittsburgh. . . . LOWE HITE AND STANLEY, at the Carman

Theater, Philadelphia, this week, will sail for Europe in August, where they hold 16 weeks' bookings. . . . BILLIE BERYL closes at Dante's Club, Kansas City, Mo., March 17, to open at the Glamour Club, Hollywood, March 21 for an indefinite run. . . . LORINA MERRILL, absent from Joe Hannon's Accordionists for two months due to illness, returns this month. . . . GEORGE NIESEN, emcee and hooper, is playing Buffalo and vicinity with his band and revue. . . . AL SAMUELS is appearing at the Green Mill, Saginaw, Mich., booked by Pete Iodice, Detroit. . . . PEGGY METCALF and Vincent Daniels are working the Queens Terrace, Woodside, L. I.

CONNIE BERRY is headlining the eighth edition of Harlem in Spring being rehearsed for the Harlem Casino, Pittsburgh. . . . PHIL BRITO, stand-by at the Mt. Royal, Montreal, made a new recording of Sweet as a Song and I See Your Face Before Me for Decca. . . . Acts in new spots for the week include NADINE AND CHARLES at Chateau Lido, Daytona Beach, Fla.; JACKIE GROSS at the Paradise Restaurant, Lynn, Mass.; BILL AND GREY at the Condadoe Club, Trenton, N. J.; JACK STACEY, Emerald Shatters, Powers and Joyce, Grace O'Hara, Six Downy West Girls and Bill Hays Orchestra at the Hollywood Cafe, Philadelphia. . . . Community Lounge and Bar, Binghamton, N. Y., has taken up option on DELL AND HAMORY to keep them at this spot indefinitely. . . . Supporting the TAI SINGS in a new show at the Ranch, Seattle, are Madelon, Helen Kelly, Earl and Dolly Capps and Del Milne's music.

ERNIE LAMBECHT now does and always has operated the Blue Moon Cafe, Milwaukee. Roy Tako is in no way connected with it. . . . JACK HOOD, former vaude pianist, now featured with the Silver String Revelers at the Hi-Hat Club, Ambassador Hotel, Washington.

THE THREE MARTINS lost all their wardrobe and props in the fire which recently destroyed the Ponce De Leon Club, Dayton, O. No insurance.

## REVIEWS OF ACTS

(Continued from page 19)

colored maid, gigolo and an ensemble of young males for an introduction.

She will go over with an audience that can digest suggestive lines and naughty songs, with definite emphasis on sex. While she is capable of delivering double-meaning lines with smart showmanship, the act will not appeal to the sedate family man or children.

A male sextet (Gene Romer, Paul Barry, James Cavanaugh, Frank Holiday Jr., Arvon Dale and Bradley Roberts) comes on with special song lyrics, recalling La West's rise in popularity during the last several years. Then in a flashy gown of the Gay '90s La West struts in for a few gags with her maid and a cooling intercourse with Milton Watson, as a romantic gigolo.

When it's all over Watson boosts Miss West's stock sky high and stimulates an extra hand. S. H.

## Ramon Navarro

Reviewed at the State-Lake Theater, Chicago. Style—Singing and dancing. Setting—In two. Time—Twelve minutes.

The Latin movie star is now doing a song and dance act with his sister, Carmen. Box-office following has diminished to almost nil; he has not made a major picture in several years.

He is still youthful looking and, while lacking a strong singing voice, possesses enough charm and personality to sell a song impressively. Opens alone with a Brazilian love song and brings on his sister for a typical castnet dance while he accompanies her on the piano. Follows with a comedy song in English and joins his sister in a coquettish Spanish dance.

Closed at this spot with Pagan Love Song, backgrounded with suitable atmosphere by the house line. S. H.

## Mirth and Mack

Reviewed at the Chicago Theater, Chicago. Style—Comedy. Setting—In front of band. Time—Seven minutes.

Two young and well-dressed chaps doing a novel and entertaining comedy act. Have a fast tap opening and then break into comedy impressions of film notables.

While one does take-offs of Arliss and Durante, the other takes time out to prepare for a hilarious carbon of Groucho Marx. Partner returns as Harpo and both engage in bits of nonsense that are quite entertaining. S. H.





## Notes From the Crossroads

By NAT GREEN

AN OUTDOOR press agent's job is no bed of roses, all opinions to the contrary notwithstanding! At a recent gathering of agents we listened to a discussion of some of the problems the boys run up against in their work and it was enlightening, to say the least. Dealings with a majority of the newspapers are pleasant if the agent is the right sort of a guy. But in every State they find a few editors who for one reason or another make it plenty tough for the boys. The agents have no kick on paying more than the regular advertising rate, recognizing the fact that the show comes to a town but once a year while the local theaters are year-round advertisers. But they do object to the holdup methods of a few papers in their exorbitant demands for free tickets. And rightly so. When a circus plays a one-day stand in a city of moderate size it is a hardship to be forced to give 600 or more tickets to one newspaper with possibly very little publicity co-operation in return. Shows are tending more and more to pass up such papers. Agents are agreed that one of the toughest papers in the country to handle is a certain Kansas daily. Just mention it and the fireworks start. In the last couple of years several shows have scratched the paper off their list and have done just as well without it. Concerted action along with that line no doubt would have a salutary effect.

Nan Rankine, known professionally as Madame Zillah, had a birthday March 6 and she was the recipient of 97 telegrams, 34 of which were from people on the Royal American Shows. Nan has been making frequent trips to American Hospital, where her husband, Tom Rankine, is slowly recovering from injuries received when he fell on an icy sidewalk several weeks ago.

"Atmosphere" means a lot to a Wild West show. Col. Tim McCoy is going to have plenty of it. He has corralled five picturesque oldtimers who should make good publicity material for the show. Included in the quintet are Al Jennings, former outlaw who once ran for governor of Oklahoma; Tex Cooper, whose tall, stately figure was a familiar sight at A Century of Progress; Silver-Tip Baker, Capt. Jim Moore and Arizona Bill. Quite a galaxy, we'd say! S. L. Cronin, manager of the show, has just returned from Springfield, Ill., and reports that work at coasters is progressing rapidly. Colonel McCoy will arrive from the West Coast March 20 to start rehearsals.

Down at Hot Springs, Ark., there flourishes Doan's Baseball School, where sand-lot ball players of promise are given an opportunity to prepare themselves for big-league careers. They are charged a small tuition fee—something like \$40 a season—and are given room and board for \$8 a week. George Miller, an old circus man at the St. Charles Hotel, is feeding 100 or so of the boys and finding it both pleasant and profitable.

Stanley Graham, who had attractions at A Century of Progress and the Dallas Exposition, is reported negotiating for a Chinatown concession at the San Francisco world's fair. L. S. Hogan jumped into Chi and out again last Friday. Chi Americans made an amusing error in reporting the shooting of Sammy, outlaw Indian elephant, at the Detroit zoo. Story was headed: *Uromantic Elephant Expected.* J. C. McCaffery off for the South, presumably Miami. When the third annual International Travel Exposition, sponsored by The Chicago Daily News, opens late in April the coming Golden Gate Exposition will have a large exhibit showing models and plans of buildings, gardens and play areas and the construction in progress at San Francisco. Many of those who

have visited both the New York and San Francisco fair sites say that the West Coast fair is much farther advanced than its Eastern rival. . . . Nick Carter, who will be with the Hagenbeck-Wallace Circus, in Chicago on business.

### TALENT AGENCIES

(Continued from page 19)  
low, Dutch Mill, Camel's Haven, Soid's, Eagles' Club and Moose Club. . . . EDWARD RILEY, New York, is handling Peggy Seel, who joins the C. B. Cochran revue now in rehearsal in London; William Hall, Universal star, for personal appearances; Anita Jacobi, dancer, now at Royale Profics, Chicago, and Bolley and Verna Pickert with Benny Davis' Stardust Revue.

CHUCK BURNS, affiliated with Empire Theatrical Booking Agency, of Detroit, has added to his books: Red Rose, six days; Jefferson Inn, seven days, opening with Roming & Rooney's Circus for a week; Capitol Bar, seven days; 440 Club, one night; Silver Star, two days. CURTIS BOOKING AGENCY, operated by Leo Curtis, of Detroit, reports a number of engagements at Detroit spots. Recently booked at the Hi-De-Hi, Hsag's and Big Boy. Curtis is now arranging to send some acts to Mexico City. . . . SALLY FIELDS, Detroit booker, has returned to Detroit after a 10-day absence in Lansing and in Flint.

### Lopez's Night Club Yen

NEW YORK, March 12.—Vincent Lopez, now appearing with his orchestra at the Royal Palms Club, Miami, is in the market for a site for a night spot of his own to be called the Casa Lopez. Plans call for a midtown location, with decorations suggestive of the World's Fair and an opening next fall.

## An Agent's Opinion of The Circus Situation

By "EDDIE" ARLINGTON

HISTORY repeats itself the current year, and the situation is very much akin to that of Europe, where there is no "war" but a real test of showmanship. It reminds one of the battle waged years ago by James A. Bailey against the Ringlings.

The entry of two new railroad shows means that the agents will have to throw away those old route books and be prepared to turn on a thin dime and follow the masterful initiative of the present general traffic managers, general advance managers and advertising directors who have worked their way up from little show-car managers aided by the dear old route books. I still have a great appreciation of the old school agents such as Charlie Wilson, George F. Melghan, W. E. Franklin, J. P. Fagan and E. C. Knapp—those to whom the present-day competition would mean nothing more than "just season."

The Rochester superior lot showmen's aggressive policy of launching another show to maintain their position is clever provided, in my opinion, they do not send out the 25-car Mugivan-type troupe, but a sure-fire 15-car show with a parade, which they alone seem physically able to handle and which, in this agent's opinion, has been the dominant factor in the success of both lot showmen. Their expansion is all the more remarkable when one considers that the Ringlings in their building up had four of the seven brothers ahead.

### Bailey Had Several

Mr. Bailey had two general agents, said from the writer, railroading and assisting him on territory. Nowadays shows, even in these overnight changeable desperate conditions, are routed from the "front door," which accounts for playing violent strike territory like around Seattle for a week. Wise men know their limitation. It was my privilege to attend and have a voice in the "foursome" on route. The other three were James A. Bailey, Peter Sells and W. W. Cole. I think they shaped up fairly well as to present-day showfolk. This geography class resulted in meeting in the bad conditions that prevailed and in the shipping of the Barnum & Bailey Circus to London. It emphasized the value of features, which each of these showmen always created. Remember Loop-the-Loop? Mr. Cole had bought 25 per cent of the Forpaugh-Sells and "Bill" shows and won out his investment at Madison Square Garden. The

## LAST CALL PAN-AMERICAN SHOWS

OPENING SATURDAY, MARCH 26, PINE BLUFF, ARK., POST OFFICE LOCATION IN THE HEART OF CITY.

CAN PLACE Shows that don't conflict. WANT Gilek Review, Monkey Circus, Single Fit Attractions. Will furnish complete outfits. Billy Maxwell wants Acts and Freaks for Side Show. CAN PLACE experienced Operator for Fun House. CONCESSIONS—Want Custard, Photos, Palmistry, Floss, Scales and Legitimate Concessions that work for 10c and put out stock. No exclusive except Corn Game, Cook House, Peppercorn and Ball Games, which are sold. John J. Smith wants Agents for Stock Wheels and Girls for Ball Games. Address 217 West Baroque St., Pine Bluff, Ark.

## CRESCENT AMUSEMENT CO.

FEATURING MISS MARJORIE BAILEY, SKYLADY, AMERICA'S HIGHEST AERIAL ACT; CAPT. FRANK CUSHING, 100-FT. FIRE HIGH DIVE; BOB HARRIS, 800-FT. SLIDE FOR LIFE; ARTHUR DUNN, CLOUD SWING.

WANT, second disappointment, small Cook House that caters to show folks. \$30.00 in Tickets, Ball Games, Cigarette Smoking Gallery, Five-Till-You-Win, String, Seals, Devil's Bowling Alley, Candy Flats. All Concessions open except Hoses, Custard, Popcorn, Ice-cream, Fishpond. Must work for stock. No Roadster or Flat Jobs. Penny Arcade, Geo. Havenstock wire. Pit or Grand Shows with new outfits. Good proposition for Tilt or Octopus. We are booked to open Wichita Amusement Park of Doolan, Ala., March 28. CRESCENT AMUSEMENT CO., Bainbridge, Ga., this week; Colquitt, Ga., week March 21; Doolan, Ala., week March 23.

### Fancy Prices for Mae West

CHICAGO, March 12.—Eddie Wehfeldt, of the Riverside, Milwaukee, is upping his admission top to 30 cents week of March 25 when Mae West and her unit open. Highest price in history of house. Only once before was the theater's 30 cents tited, when Ted Lewis played to a 40-cent top. West booking set by William Morris office here.

### Wheeling House Goes Combo

WHEELING, W. Va., March 12.—The Capitol, ace de luxe movie house, has switched to unit shows and films for the last half of the week. Bob Shaw, of the Gus Sun office, is booking many of the units.

## FLORESQUE

The Earth's Number 1 Aerialist, Still Open for Your Midway Free Attraction.

Write Immediately. FLORESQUE, Care The Billboard, 1564 Broadway, New York City.

## WANTED

Cookhouse, Legitimate Concessions, Independent Shows.

General Agent, Jack Carpenter, wire.

## Texas Long Horn Shows

Nacogdoches, Texas.

result in controversy. For example, it's well-known history that the last two years of Buffalo Bill's life I owned and operated the show, paying Colonel Cody 20 per cent of the profits, and had planned to play Australia in the fall and save on wintering. Colonel Cody, for a substantial loan of \$20,000 from H. H. Tammen, had given as security all his names, titles and subtitles. This became collateral property of the American Circus Corporation, including "The Rough Riders of the World." And, incidentally, the adjective "real" was the keynote of the 101 Ranch Real Wild West, which, however, reverted to Miller Bros. at the end of a three years' partnership which yielded Joe Miller over \$300,000. If I had a new show—and I may get the urge—like Col. Tim McCoy I would prefer my own subtitle, "It's the McCoy."

New shows remind me that Mr. Bailey delegated the job of looking over and checking potential possibilities of any new circus to me, and among others was the then famous German circus direct from Hamburg—Carl Hagenbeck. On going to the runs I found the train was late and finally spotted. The first wagon off the flats was, believe it or not, a polar bear den. I didn't wait, but wired, "Nothing to worry about here," and I never changed my opinion.

The personnel of Ringling Bros. and Barnum & Bailey has been so ruthlessly stripped at every physical angle, including "Chick" Bell, Dexter Fellows and Carl Hathaway, that this great property, whose every point and operation was so well guarded and protected, faces a crucial test. The lady behind the throne, who so splendidly handled the winding up of their local banking interests, has her work cut out. Long live the queen!

### Rose Discusses Possibilities

Two years ago the modest dynamic Billy Rose sent me to discuss the possibilities of a real big de luxe type of circus, but pointed out his contract of \$100,000 with an exposition. My reaction was that a real show, making split weeks of the Buffalo, Rochester, Springfield type of stands, would yield him half a million. So he went to the exposition.

Some one will come into the wide open circus field as did the Baraboo clan—a showman with guts and vision and smart enough to surround himself with real lieutenants and a few oldsters who throw away the old route books. As a starter, gentlemen, I will mention Jesse Adkins, Zack Terrell, Billy Rose, George A. Hamid and Bertram Mills. Just the opinion of "a boy agent."

### Deal With Tammen, Bonfils

More recently when I made a deal with Tammen & Bonfils to route and operate the Sells-Floto Circus, at that time an 18-car and much-ridiculed average circus, I personally hired the then greatest circus riding act, Poodles Hanneford, at \$1,000 weekly, built the show to 38 cars in one season and after the famous "light" of breaking a railway "protection" contract and forcing the show into Boston on a Decoration Day to a \$26,000 day, persuaded Tammen to sell, then negotiated a deal for the sale, by phone thru J. Ogden Armour's office, for \$215,000 cash in the fall with the late Ed Ballard. How? Feature.

Ever since I have regretted not buying Sells-Floto myself, but at the same time I was busy operating six New York City hotels, including the 1,518-room Ansonia, at which period I closed a deal for the sale of the Hotel Claridge, which netted \$341,000 or just \$26,000 more than the Sells-Floto show brought.

Mr. Ballard carried on and made circus history with Sells-Floto, including the potential contract with Madison Square Garden, which threat resulted in the sale of the American Circus Corporation to John Ringling for \$1,700,000 and the retirement of Jerry Mugivan and his never-to-be-realized ambition of operating the Big Show with the master mind of Ed Ballard—the power behind the throne.

### Old-Time Titles

"Dead man's titles" are now being hyphenated or eliminated, or revived like Robbins, which was the writer's first half-interest venture, and which may

# Line o' Two of News

**MIAMI, March 14.**—Art Lewis cut short his vacation here and left last night for Tarboro, N. C., to attend the funeral and burial of Jack V. Lyles, who was general agent for his shows.

**MILLEN, Ga., March 14.**—Dale W. Piroos, secretary Tip Top Shows, announced in Register, Ga., Saturday that Mr. and Mrs. Thomas Brett rejoined shows with a Big Eli Wheel and that several others joined with shows and concessions, considerably augmenting this carnival.

**CINCINNATI, March 14.**—Word from Anna John Dudd today stated that Arthur Greenhaigh, Australian showman, arrived in Piji Islands February 16 with all people well and happy, but experiencing very hot weather.

**PORT SMITH, Ark., March 14.**—Sima Meadows and Bigler Stauffer, of this city, have completed a new-style Motor-drome to play independent dates this season, Mrs. Layce Meadows announced here.

**HILL CITY, Kan., March 14.**—Arthur Graham announced here Saturday that his Harps of Harmony booked with W. A. Gibbs Shows for this season. The Grammas were formerly known as the Delimer Duo and will produce and manage the hillbilly attraction with Gibbs.

## POPCORN

SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

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"Over Sixty Years Distributing Popcorn."

## HELLER ACME SHOWS, Inc.

OPENING SWAINSBORO, GA., MARCH 26, TWO SATURDAYS.

WANT for Circus Side Show, Fat Woman, Magician, Mental Act, or any other good Acts for Circus Side Show with 150-ft. front. Good Cuck for Cuck Show. Lady Wrestler and good, useful Athletic Show People. Good inducement for Penny Arcade, flat rate or percentage. WILL BOOK OR BUY Monkey Speedway or Monkey Circus. Good inducement for Working World, Fun House; or will help finance any meritorious show. WILL PLACE one more Ride, Loop-o-Plane, Octopus or Ride-o. Also one or two Kiddie Rides. CONCESSIONS—Duck Pond, Pitch-Till-U-Win, Shooting Gallery, Cigarette Gallery, Skee-Ball Alleys or any other Grind Stoves. Those not wanting South can arrange to join in the North. Following People contact me. Very important! J. C. Roberts—Ballou Ascensionist Johnson of Clayton, N. J.—Eunice McEber, County Fair Shows—Belle Bonita. All people contacted acknowledge this ad. All address HARRY HELLER, Gen. Mgr., Gen. Del., Swainsboro, Ga.

## WARREN WRIGHT SHOWS WANT

SOBER AND RELIABLE SHOW PEOPLE IN ALL BRANCHES.

WILL BUY OR BOOK Eli Wheel, Tilt, or Octopus if cheap for cash.

WANTED—Capable Side Show Manager to take complete charge of Side Show, also

Franks of all kinds for same.

Will Furnish New Outfits for the following Shows: Midget Village, Illusion Show, Monkey Show, Girl Revue and Posing Show.

Will Book or Buy small up-to-date Cook House.

Electrician wanted. Frank Flannagan answer.

Can Place Concessions of all kinds.

Address all communications to WARREN WRIGHT, Maryland Hotel, St. Louis, Mo.

## GIRLS GIRLS GIRLS

WANTED FOR THE THREE MOST ELABORATE FRAMED SHOWS ON THE ROAD.

CAN PLACE Oriental, Fan, Bubble, Tease Strip and Hawaiian Dancers, good Sister Team, A-1

Top Dancer, Hot Blues Singer, Chorus Girls and other useful People for Real Revue.

WANT Master of Ceremonies that can produce Numbers, good Comic, Calliope, Piano Player,

Hot Trumpet, Drummer, Sax and Hawaiian Musicians. Will consider organized Orchestra,

Girls or Men.

CAN PLACE FOR MISS AMERICA SHOW, Models and Posing Girls. Man to operate this Show.

Must be the tops, as this is the last word in Posing Shows.

CAN PLACE Talkers, Ticket Sellers, Working Men and Boys Caravanman. Those who know me

write, wire or come on. Can place you. Show opens April 11. All address

**RALPH DECKER, IDEAL EXPOSITION, SALISBURY, N. C.**

## SIDE SHOW PEOPLE WANTED

Want to hear from Side Show People in all lines. Want especially outstanding Attraction to

feature, high-class Freak preferred. CAN USE good Inside Man doing Punch or Vent. CAN

PLACE Mind Act that is capable of getting money. Want to hear from Glass Blower with

own outfit with good Flash. WANT an Attraction for the Annex that can work clean. WANT

two good Ticket Sellers that can make Second Openings. If you have a good Side Show Act,

write us at once. O. C. DIXON (Lon Chancy Double) contact me immediately. This Side

Show will be new this year from stakas to banners. Salary out of office. Pleasant surround-

ings. All those with last season write in. Address

**E. C. DRUMM, Manager GOODING GREATER SHOWS**

Greystone Court, Columbus, O.

However, they are making progress toward recovery, S. L. further stated.

**MATOAKA, W. Va., March 12.**—Fred C. Boswell announced here Thursday that he is launching a carnival to open in May, titled Fred C. Boswell Shows, and will have quarters in Huntington, W. Va., at an early date.

**COLUMBUS, Ga., March 12.**—Edward K. Johnson, general representative of Blue Ribbon Shows, arrived here this week for a staff conference with Mr. and Mrs. L. E. Roth, associate owners and managers of the shows. Johnson has been on road four weeks booking but reports that he finds conditions in some sections as none too rosy.

## FINAL CURTAIN

(Continued from page 29)

In Michael Beesie Hospital, Chicago, it has just been learned. She was born in Albany, N. Y., and had been on the stage since she was 15. Years ago she supported such well-known stars as Maude Adams, Julia Marlowe and Alice Brady. For several seasons she and her husband operated stock companies at Whalom Park, Pitchburg, Mass., and in Oak Park, Ill. During the last Chicago run of Death Takes a Holiday she had the role of the princess and later appeared with Harry Minton in stock in Milwaukee and in his revival of Uncle Tom's Cabin, with DeWolf Hopper, at the Studebaker Theater, Chicago. During A Century of Progress she was seen in Wings of the Century. She was a member of the Chicago Federal Theater Project when taken ill. Survived by two daughters, Marguerite, Harrisburg, Pa., and Ruth. Services in Chicago and body was sent to New York, where burial took place.

**SMITH**—Edgar McPhail, 80, playwright, librettist and actor, March 8 at his home in Bayside, Queens, N. Y. He is credited with having written or adapted more than 150 stage productions, mostly musicals, to star such performers as Weber and Fields, Marie Dressler, McIntyre and Heath, Dr. Rockwell, Al Johnson, Chic Sale and Polly Walker. In collaboration with Augustus Thomas in 1879, he wrote Edith's Burglar and Combustion. His first play, Lose and Duty, was produced in 1885. From 1886 to 1893, he was librettist for the New York Casino. Some of his adaptations were Noddy, The Grand Duchess and Apollo. Three years later he became associated with Weber and Fields and Weber's music halls, writing almost all the burlesque produced at those houses. Marie Dressler made a hit in 1910 with his title's Nightmare. Smith's career as an actor began in 1877 when he appeared at the Booth Theater, New York, in Julius Caesar. Thereafter he frequently took part in his own productions. Survived by a son, Edgar P. Smith Jr. His wife, Mrs. Nanette Nixon Smith, former actress, died last year. Smith had been a member of the Elks, Masons, Dramatists' Guild, Authors' League, Society of American Dramatists and Composers and The Lambs.

**SMITH**—Lynn, 83, former minstrel and stock actor, recently following a stroke at the home of Mr. and Mrs. E. I. Edens, Battle Creek, Mich. Survived by a half-brother, Lineus. Burial in Oak Hill Cemetery, Battle Creek.

**STEWART**—Lemuel L., film executive, victim of floods at Long Beach, Calif. Stewart's first film job was with General Film and Triangle. Later he became advertising manager for the S. A. Lynch Enterprises, Atlanta, and followed thru when Paramount acquired the Lynch interests. He lived at the Hotel Shelton, New York.

**STOLTZ**—Melville, 79, former theatrical producer, manager and press agent, in St. Louis March 9 of heart trouble. Years ago Stoltz gave David Warfield his first chance to appear professionally in the comedy, Crazy Peich, which he produced in San Francisco, and in 1905, when Warfield toured with The Music Master, he was his manager. They toured for five years. Stoltz said he introduced the strip tease to American audiences when he presented Charmion, French actress, who stripped while on a trapeze, and said she became the highest paid music hall actress of her day, drawing a salary of \$4,000 a week. He also claimed credit for planning the "milk bath" publicity with which Ziegfeld drew nationwide attention to Anna Held. As press agent for Ziegfeld, he toured the country with Sandow, strong man. He went to St. Louis in 1910, where for a number of years he managed theaters. Survived by his widow, two daughters, and a son, Franc Arnold, professional.

**ULMAN**—William A., father of William

A. Ulman Jr., screen writer, February 28 at his home in Beverly Hills, Calif., of leucocythemia. A lawyer, Ulman incorporated the Famous Players-Lasky studio years ago. Survived by his son and widow, Ethel McEwen Ulman.

**WESCOTT**—Mrs. A., mother of D. Don Carico, dramatic actor, March 2 at her home in Orleans, Neb.

**WEISS**—Charles Jacob, 97, father of Fred R. Weiss, member of the Cincinnati Symphony Orchestra and August Schaefer's WLW studio orchestra, March 11 at his home in Cincinnati of pneumonia. Survived by his son.

**WILLMOTT**—Lee, 39, actor and tap dancer, formerly in vaudeville, suddenly, March 9, in Hollywood. Survived by his widow, Mrs. Mildred Willmott, Federal Theater Project actress.

**WISNER**—Mrs. John N., wife of John N. Wisner, former general agent and traffic manager for the Harris Nickel Plate Shows, March 5 in Dallas. Services in Dallas March 7 and burial in New Orleans March 8.

**WODISKA**—Edward, 80, retired actor, March 9 in City Hospital, Welfare Island, N. Y. He was born in Cleveland and during his career specialized in Shakespearean roles, playing with Edwin Booth and Modjeska. He retired about 25 years ago to enter the cigar business. He lived at the Lambs Club, New York. His sister, Bertha Wodiska, survives.

**YATES**—Samuel T., 61, for 11 years head of the mechanical department of Loew's Midland Theater, Kansas City, Mo., March 9 at his home in that city. He was a member of the Rosedale Lodge and Chapter, Royal Arch Masons. Survived by widow, Mrs. Ida Lee Yates; two sons and a brother and sister. Services March 11 in Kansas City.

## Marriages

**BROWN-ARCHAMBAULT**—James McKelth Brown, clarinetist and arranger with Harry Press' Orchestra, and Gertrude L. Archambault, musical instructor, in Barre, Vt., February 28.

**CRIST-TOLDI**—Richard Crist, artist, and Eda Toldi, Pittsburgh Playhouse actress, in that city February 25.

**HAYES-McNEAL**—R. F. Hayes, advance agent for Harley Sadler Shows, and Mrs. Mary Ruth McNeal, nonpro, in Sweetwater, Tex., March 6.

**HAYES-YOUNG**—Robert Hayes, nonpro, and Hazel E. Young, of Mattison's Rhythms, in Brooklyn March 2.

**KRAMER-GRAFTON**—William Dixon Kramer, nonpro, and Gloria Grafton, musical comedy actress, in West Palm Beach, Fla., March 5.

## Coming Marriages

Jane Uttrup, Rochester, N. Y., chorus girl, and Rene Amby, nonpro, in Copenhagen, Denmark, soon.

The Keene Twins, Leona and Naomi, performers, to their partners, Vic Parks and George La Marr, this summer.

Rosalind Wikander, Pittsburgh, and Darrel V. Martin, radio editor of The Pittsburgh Post-Gazette, soon.

## Births

A 7½-pound daughter to Mr. and Mrs. Robert Ingham in City Hospital, Akron, O., March 8. Father is a member of the staff of Station WTOL, Toledo.

A 5½-pound daughter, Patsy Ann, to Mr. and Mrs. Eddie Amos, of Bilroy's Comedians, in General Hospital, Spartanburg, S. C., March 3.

A daughter to Mr. and Mrs. Olin Laughead, of the Dixie Exposition Shows, recently.

A six-pound daughter, Colleen, to Mr. and Mrs. Charles Collins in Detroit recently. Father is producer of the Hollywood Kiddies' Revue and mother is pianist in the show.

## Divorces

Yukona Cameron Trahan from James Albert Trahan, stage and screen comedian, in Reno March 7.

Peggy Hanson, concessioner and secretary of the Modern Exposition Shows, from Jewell Hanson in Bessemer, Ala., recently.

Nell Branciere, of the Modern Exposition Shows, from Henry Branciere, night club owner, Vicksburg, Miss., in Tampa, Fla., recently.

Gertrude Hayes Bleistein, singer, from Thomas Bleistein, burlesque comedian, known as Bozo Snyder, in Boston March 9.

Seattle

SEATTLE, March 12. — Springlike weather here has brought activity to various show quarters. American United Shows are painting and building, with H. H. Avery in charge of building and O. H. Allen in charge of painting. Merry-Go-Round is rebuilt and repainted. Pat Hogan does cooking and Ned Mason waits table. Al Compton is getting Ten-in-One in shape. Dad Allen has been ill for some weeks.

West Coast Shows have 20 men working. Eddie Flynn, assisted by Arthur Smith, has charge of cooking. Jimmy Kling supervises the wood finishing. Bill Williams is overhauling rides, and Frank Hayfield is fixing electrical equipment. Chet Saunders is painting new banners. Hoot O'Neil, Slim Tremain and Harry Gordon are seen in quarters at noon time. Curlee Jones shows up at supper.

Pacific Coast Show has everything for its opening middle of March. Jim Babar reports.

Douglas Greater Shows, at Puyallup Fair grounds, are slowly getting into shape. Bill Myers is in full charge. Leonard Palinson will put all trucks in shape. Harry Goodman, Harold Cottle, Al Hamilton and Slim Hazgen are building new concessions and buying new canvas. Charley Rudd has cleaned up his shooting gallery, and Ray Peterson plans to have a lead gallery this season. Jimmy Ross has been pump repair man for Signal Gas Company at Puyallup this winter, and Red Lindsay has had a store. Kid Riley is selling papers on corner. Al Bogardus plans to stay with his job in a garage. Jack Oday drove a sound truck during city election. Sam Benard, formerly of Sells-Floto Circus, was recent visitor at quarters. Reported by Curlee Jones.

REP RIPPLES

(Continued from page 26)  
Greenville, Mich., to the Butterfield interests and is now in retirement there. He is 75 years old but still takes an active interest in various local civic organizations and would rather talk odd-time show business than anything else.

AL S. PITCAITHLEY breezed into Cincinnati last Thursday (10) from Cleveland to work two weeks of club dates before heading for Valdosta, Ga., to begin rehearsals with the Heffner-Vinson Show.

JIMMY (TOBY) HAHN and wife, the last 16 weeks with Byron Gosh's gift show in West Virginia, close with that attraction March 19 to join the Shankland Players in Illinois for their annual canvas trek.

L. VERNE SLOUT contemplates opening his Slout Players under canvas early in May.

JEAN AND CARLOS HARVEY, after spending the winter on a circle of towns out of Pocatontos, Ark., with the Ed Ward Princess Stock Company, closed with the show last Saturday (12) to take a brief rest before opening under canvas with the augmented Princess Stock Company at Lewisville, Ark., in April. They report that the Princess company's season was fair despite excessive rain and some high water.

KANSAS CITY

(Continued from page 26)  
here, has been drafted into the local cast of Caesar, which opens March 21 at the Resident Theater here for a 10-day run.

Harry Sackett, formerly with the J. Doug Morgan Company, is now engaged in commercial lines here.

Harry and Sue Dixon have closed with Toby Shelton's Players and are now sojourning in Tennessee.

Laura and Francis Burke have signed with Herbert Walters' Comedians for the tent season.

Jack and Elsie Lowry, after a California sojourn, are en route back east.

Mr. and Mrs. Jimmy Murphy have signed with the Jack Kelly Players for the canvas season in Michigan.

Wilson-Peagin circle, after 24 weeks of circle stock in Iowa, will close March 22.

Zarlington's Comedians are making ready for an early opening in Illinois.

Christy Obrecht Players will go into rehearsals March 15 and will open in Minnesota theaters March 23. Troupe will go under canvas in June.

Jack and Ila Fern Campbell have signed with the Ward Hatcher's Players for the canvas season.

Mason Wilkes, who recently terminated a long engagement with Chick Boyes, has signed with Christy Obrecht for the summer.

Leonard P. Davis is making tentative arrangements for the opening of his tent show in Oklahoma.

Larry Nolan, said to be doing good business in Illinois theaters, is planning a canvas tour for the summer.

Jimmy Hull's Comedians, after a four weeks' engagement at Port Arthur, Tex., are scheduled for an indefinite run in Galveston.

Wallace Bruce Players are making preparations for their 20th season under canvas.

George Bess and Jack Henderson have signed with the Hugo Players for the forthcoming season.

John Blair, former agent for the W. I. Swain show, was here this week-end.

Danny Baurac has closed with Harry Dunbar's Comedians, circling in Kansas.

Nell Epperson, formerly with Dubinsky Bros.' Attractions, is convalescing after a

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Small Elephant, young Tigers, small Ponies (prefer Shetlands), also Dogs, broke or green; Trained Seal, Animal Arena, 16-18 sections Folding Chairs, Uniforms. **WANT Top-Mounted for Acrobatic Act.** State age, weight, height. Address  
**EMIL SCHWEYER**  
Care Chas. L. Sasse, 300 W. 49th St., New York City.  
Acts and Troupes doing several Acts, Girl Acts, write.

**Acts of All Kinds WANTED**  
**ELKS' CIRCUS**  
April 18-23, Inc., BIRMINGHAM, ALA.  
Would like to hear from following, stating all: Clarksons—Billett's Troupe—Pearline Flors—Flying Millers—Whitcomb's Troupe—Crane—Kumera & Lee—Fanner—Bums—Denise Kelly—Cowdell—Pflizer & Graham—Dons—Animals—Bosny & Rooney—Felix Monales—Lizars—Barrows—Guthrie—Victoria & Frank. Other Acts write.  
**PRODUCER, care Elks' Club, Birmingham, Ala.**

**Wanted for Zeigler Shows**  
Opening at Blossom Festival in Wenatchee, Wash., About the Middle of April.  
Would like to book Tilt-a-Whirl or any Flat Ride.  
**WANTED—Electrician, also sober, reliable Ride Help.**  
**WANTED—Talkers for Front of Grand Show. Show plays best towns in Oregon and Washington. Address all Letters to**  
**GEORGE FRENCH,**  
1651 East 29th Street, Tacoma, Wash.

**WANTED**  
**FOR CORAL GABLES AMERICAN LEGION FAIR ASS'N.**  
Week of March 21 thru 26—In the Heart of Town, Lustrate Concessions of all kinds except Cookhouse and Corn Game, Fun, Tosses and Demos, attract, have a few choice booths open in exhibition top. Can use one or two more Grand Shows.  
Write or write  
**L. "PEAZY" HOFFMAN,"**  
Care American Legion Post 98, Coral Gables, Fla.

**Park Amusement Co.**  
WILL BUY Mix-Up and Baby Auto Ride.  
WILL BOOK Tilt-a-Whirl, Octopus or Loop-o-Plane, Foreman for Merry-Go-Round and Ell Wheel. **WILL BOOK a few 5 and 10 cent Concessions.** Thirty-five weeks of best Still Dates, Celebrations and Fairs. Open March 31. Few Concession Agents needed. Write or wire Box 675, Lako Charles, La. **ED PARRISH, Owner; CLIFF LILES, Manager; DAVE LACHMAN, Gen. Agent.**

**AT LIBERTY CIRCUS AGENT**  
Any capacity. **ED L. CONROY, Hotel Bristol, Bristol, Virginia.**

**CALL!—MIGHTY SHEESLEY MIDWAY**  
Opens 7 days starting Thursday, March 31, at Savannah, Ga.; 18 weeks of still dates to follow, starting at Charlotte, N. C., and ending with 13 bona fide fairs.  
Ball and games of that nature with us last season write.  
For Sale, Cheap: Giant (Waltzer) Boomerang, in perfect shape. Whale (papier mache), inclosed in glass on 52-foot trailer and tractor; all new rubber; perfect shape. Over the Falls, complete with front; good shape. **JACK BALLIE** wants 2 Corn Game Callers and has for sale New Baby Ride, almost new 18x54 Corn 'Game Top only, good condition; 10x14 Complete Cigarette Shooting Gallery, good shape; and 12x15 Green Concessions Top, used 4 weeks, complete with Awning 12 feet wide. **BILL RICE** wants 6 Diving Girls that can operate Candid Cameras on downtown streets.  
**GEO. ROBEY** wants Dancers for Hawaiian Village. Girl with looks, youth and ability, to feature.  
**MIGHTY SHEESLEY MIDWAY, Hotel Savannah, Savannah, Ga.**

**BROWN NOVELTY SHOWS**  
Opening Valdosta, Ga., March 29. Audiences American Legion; Thomasville, Ga., April 4.  
**WANT** Working Acts, Freaks, Talkers, Ticket Sellers and useful People for 10-in-1. **WANT** competent Man for Merry-Go-Round, Cook, Griddle Man and Waiters for Cookhouse, Operator for Photo Studio and capable Grand Side Agents. Have opening for Hoopla, Bowling Alley, Balloon Pitch, Pop-Kin-In, Huckle-Buck, Knife Jack, Iron Diggers for Bowls, Seals, Penny Arcade, Bursted Short-Rings Gallery and other Legitimate Grand Concessions. **W12** book American Fabulist. **WANT** Flat Ride, Octopus or Loop-o-Plane. **F. Z. VASCOE, Mgr., Box 424, Valdosta, Ga.**

**L. J. HETH SHOWS**  
**WANT TO JOIN IMMEDIATELY**  
Snake Show (Harn complete outfit), Midway Show, Fat Show, Monkey Circus, Elephant Show. **Doc Howell** wants additional Feature Acts for Ride Show. Don Carlin win or come on. **WANT** Plans Player and experienced Young, Attractive Chorus Girls for Musical Review. (Salaries paid out of office. All Legitimate Concessions open.)  
Fatefield, Ala., Week March 14. Catching Steel 'Plant Pay Days; North Birmingham to follow, Downtown Location.

**KLINE'S GREATER SHOWS**  
**WANTS FOR SEASON 1938**  
Opening April 16th near Chicago Can place Shows of Merit with or without outfits. Rides: Chairplane, Kiddie Ride, Octopus or Tilt-a-Whirl. All Concessions open, including Cook House and Corn Game. Help in all departments. All address:  
**BOB KLINE, Mgr., Lewis Hotel, Milwaukee and Division Sts., Chicago, Ill.**

**GRIFFEN AMUSEMENT PARK**  
JACKSONVILLE BEACH, FLA.  
On the Boardwalk.  
CAN USE four or five Rides, not to conflict. Permissable location. Season April 1 (October 1. Write at once. **F. A. GRIFFEN, Manager, Box 43.**

**"The Showman's Insurance Man"**  
**CHARLES A. LENZ**  
See Ad on Page 48

**SCHOOL BY MAIL**  
Grades 1-8. Adapted to individual needs of your child. Fits child for any good school. Send for catalogue. **WINNETKA EXTENSION SCHOOL, Winnetka, Ill.**

**WANTS**  
**SHOWS, RIDES, CONCESSIONS.**  
Jackson, Ala., March 14 to 19; Thomasville, Ala., March 21-28.  
**A. H. MURPHY, GREAT SOUTHERN SHOWS**

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## CONTESTS

The American public is thoroly familiar with the contests that have in the last few years become an important part of advertising and promotion to sell everything from tooth paste to newspapers.

The wide use of these contests has led to the development of an army of "professional contest" workers, said to number as high as 50,000 strong, that make a hobby of entering all the contests as they come and go. They study the contests—and the judges; they are the "sharks" that make the contest business almost totally a game of chance for the average person. There are magazines published for the "professionals," so large has become the number of these people.



WALTER W. HURD

Some of the interesting facts about the entire contest business have recently been made available to the public in the publication of "Tickets to Fortune" by the Modern Age Books, Inc., New York. The book is written by Eric Bender and it is published in popular style at a popular price.

One important point about contests in general is the extreme care taken by sponsors and channels of publication alike to check and double check to see that the contest conforms with the letter of the law at every point. This unusual precaution is ample evidence that contests as a rule violate the spirit of the law, if not the letter, or at least come so close to it that extreme legal precaution is necessary in every case.

Either the laws should be changed or the reformers should get busy on this new evil. But full publicity has not yet been given to the many ramifications of contests, so among the contest fans of the country will be found a due percentage of ministers, members of reform groups and others who would be shocked at the idea once they were faced with the facts of how close many contests come to being lotteries or games of chance.

The amusement games industry would favor the use of contests because of their popularity with the people. But the amusement games industry does not see the sense of fairness in permitting contests while at the same time banning lotteries and other border-line propositions even when used by charitable organizations.

Concerning the "moral" distinction between contests and other devices, Bender has this to say in his book: "Our business moguls are always more than happy to lean back in their chairs and grant interviews or address high-school graduating classes. They always urge the public to shun the primrose path of easy money. They preach the virtues of thrift and industry. They would be the first to oppose restoration of lotteries and sweepstakes. But these same moralists sponsor the contests, which are not only too close to lotteries for ethical comfort, violating every law of salesmanship and advertising, but carry also a distinct odor of dead fish."

In other words, the author does not think there is any difference between the sponsor of the average contest and the promoter of racing bets, lotteries or slot machines. He seems to think there is not any difference in the person who "plays" a contest, whether that person be a minister or

what, and the person who plays the races or any other game of chance.

The fact remains, however, that a lot of people like the contests. We, the people, must like them or they would not be so widely used by national advertisers, by newspapers and big business in general. If the people like them, what is the underlying motive for entering contests? And that brings the issue right back to the hope of the average person to get "something for nothing." The odds against the average person are so big that it would seem 90 per cent of the entrants would never buy the carton or wrapper or spend the time necessary to enter a contest.

Here again is an interesting trait of human nature that legislators, reformers and promoters of amusements should consider. The fact is that around 80 per cent of the people get a definite amusement value or some definite mental stimulation in taking a chance. The person who spends 50 cents for an item at the drug store in order to get the required carton for entering a contest knows that he has little chance of winning. But there is a period of anticipation during which the imagination goes thru all the mental experiences of winning the first prize. The person who spends his money to get the carton to enter the contest is perfectly willing to part with his money in order to enjoy for a few days or weeks the anticipation of winning a prize. The customer (or patient) is satisfied.

Now the big question for legislators and reformers to decide is whether the people who enter contests should be sent to mental institutions, forbidden by law to indulge in the contests or given credit for knowing whether they get full amusement value from spending to enter a contest. Or maybe it is a question of deciding that business needs the contests, hence possibilities of violating the spirit of the law will be overlooked.

The amusement games industry would take the position that the 80 per cent of the population that enjoy taking a chance in contests, lotteries, racing bets, bank nights, bingo, pinball games, slot machines, etc., are able to decide for themselves to a large extent whether they get value for their money. It should be recognized also that to most of these people the simple act of taking a chance to them is an exhilarating form of amusement. That is plainly evident at the races. Everybody knows that the races would go out of business in short order but for the betting. Everybody knows that the real thrill or amusement at the races is due to the fact that you have bet on your favorite.

In plain words, gambling on contests or anything else is a form of amusement and has a definite amusement value. In fact, history and human nature both indicate that gambling is perhaps one of the oldest and most popular forms of amusement. Thus the millions who enter contests are exercising their desire to gamble and they get a definite amusement value out of it. Contests may violate the spirit of the law, may be contrary to all the principles of fair trade, but at the same time millions of old and young enjoy them.

He that is without sin let him cast the first stone at the contests. But why not play fair? There are other millions who do not like contests, but who would enjoy bingo, bank night, pinball, bridge, lotteries, betting on the races or the amusement of playing some other game of chance.

6 locations  
**CAN** produce as  
 much earnings as  
 was formerly secured  
 from 60 - if  
**Keeney's KENTUCKY CLUB,**  
**DERBY CHAMP or 1938**  
**MODEL TRACK TIME**  
 are used on those  
 6 Locations

# KEENEY'S KENTUCKY CLUB

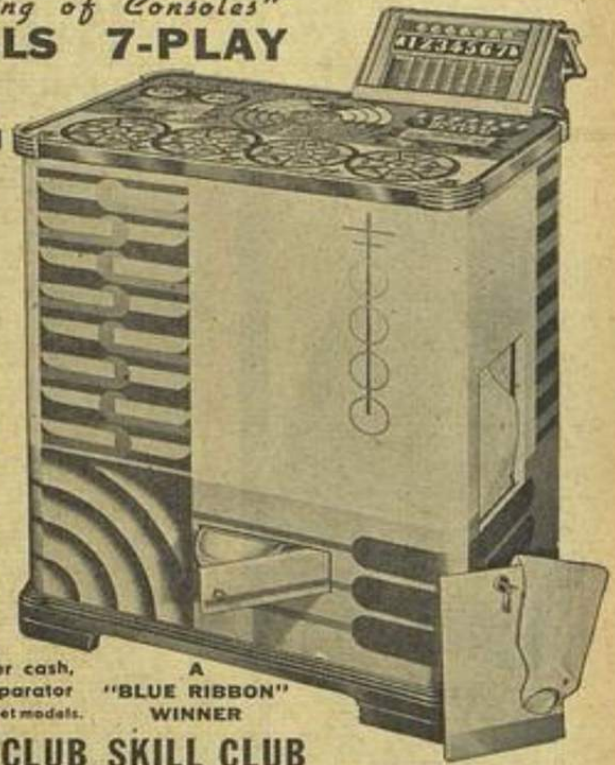
"The King of Consoles"  
**4-DIALS 7-PLAY**

**\$10**  
**ALL CASH**  
**TOP**  
**AWARD**

**HIGH**  
**ODDS ON**  
**EVERY**  
**PLAY**

Extends the play thrill beyond that of any other console game. New 7-play coin head showing last 4 coins played and ejecting gummed coins, paper discs and steel slugs. Breaking "gross" earning records everywhere.

Equipped for either cash, payout or check-separator operation. Also ticket models.



A  
**"BLUE RIBBON"**  
**WINNER**

## KENTUCKY CLUB SKILL CLUB

Same game as above, but equipped with miniature playing field and ball shooter for operation in territories restricted to 1-ball payout tables. Cash payout or check separator optional. Also in ticket model.

## Keeney's DERBY CHAMP

"Finest payout table  
 ever built"

**7-PLAY 1-BALL**  
**3 Spinning Dials**  
**\$7 Top Award**

Really Track Time in payout table form. Gives player 1-to-7 chances for a win with 3 different skill shots to obtain the award.

Same 4-coin-showing coin head and same single-drive mechanism as used in Kentucky Club. No payout table to date can even approach Derby Champ in the way of earnings and mechanical perfection.

Convertible to either cash payout or check separator model in few minutes time. Also made in Ticket Model.

A  
**"BLUE RIBBON"**  
**WINNER**



## NEW 1938 MODEL

**"TRACK  
 TIME"**  
 AND  
**"SKILL  
 TIME"**

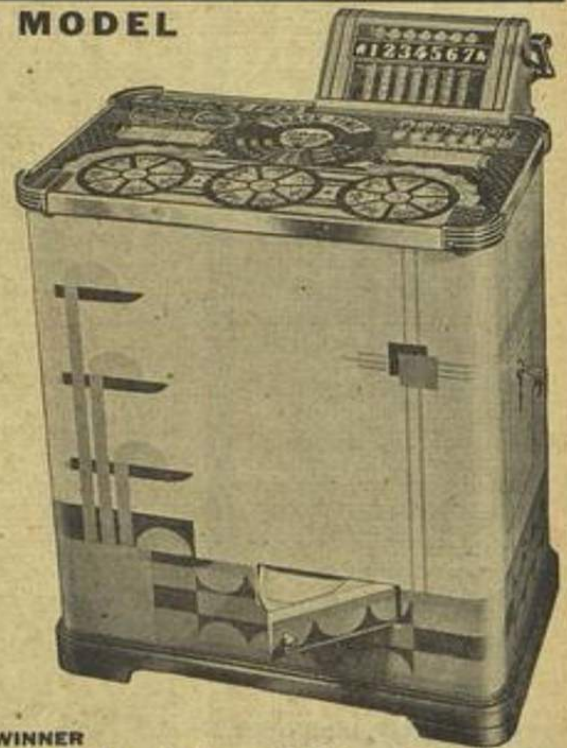
"World's  
 Greatest Coin  
 Game"

New, 7-play coin head showing last 4 coins played and ejecting gummed coins, paper discs and steel slugs.

New 1938 Model is producing even greater earnings than the Track Times of 1937, and without any losses due to "slugging" the game. Self-adjusting contact points on new style odds changer assembly, and all relays permanently set. New ball mixer principle.

New top glass and cabinet design and other new features. Check separator or cash payout optional. Also made in Ticket Model.

A **"BLUE RIBBON"** WINNER



**"FREE RACES"—"legalized", 5-ball, novelty pin games for "closed" territories.**

*Beware  
 of Future  
 Imitations*

of **KENTUCKY CLUB** and **DERBY CHAMP** The Greatest Money-Makers of All Times

We hope that operators, from their past unfortunate experience with imitations of Track Time and other Keeney Games, will not again make the same costly mistake by putting out their GOOD money for any of the inferior imitations of Kentucky Club and Derby Champ which we predict will soon be on the market. Remember—**KEENEY LEADS — THE IMITATORS FOLLOW.**

**J·H·KEENEY & CO.** 2001 CALUMET AVE., CHICAGO, ILL.  
 "The House that Jack Built"

this  
HOT AIR  
means money



—for it's  
HOT AIR  
that pops it

A simple method of blowing air past a heating element with a small electric fan . . . scientifically controlled and circulated . . . resulting in a popcorn of maximum bulk and fluffiness.

money back  
GUARANTEE

10-Day Money-Back Guarantee

Every AIRPOPS-IT popcorn machine is thoroughly tested before it leaves the factory. On single sample orders, if for any reason you are not entirely satisfied, you may return it to the factory within ten days and your money will be refunded.

GUARANTEED FOR ONE YEAR

A year's guarantee is given on all AIRPOPS-IT popcorn machines for the workmanship and materials.

### features

- NO OIL ODOR
- APT DROP CHUTE SLUG REJECTOR
- POPS DRY—SANITARY
- AUTOMATICALLY 'SEASONS' ITSELF AFTER CORN IS POPPED
- LOW CURRENT COSTS
- PLEASANT CORN AROMA WHILE POPPING — YOUR BEST SALESMAN
- FOOLPROOF
- DANCING POPCORN HOLDS INTEREST

**AIRPOPS-IT**  
INC.

330 East Ohio St., Dept. 133,  
CHICAGO

Write for Literature

## MERCHANDISE MACHINES

Reports of the fiscal year period of 1937-'38 indicate that cigaret production is still setting records, which means that the pace of 1937 is still being maintained. . . . The recently proposed tax on paper and wooden matches has been dropped. The Retail Tobacco Dealers of America and the New York Retail Tobacco Council opposed the tax. . . . Cigaret manufacturers are reported to have spent \$31,500,000 for advertising in 1937.

Chewing gum taxes paid to the federal government showed an increase for January, compared with the same month last year. The January total this year was \$78,884.87.

The Illinois budgetary commission, created by the Legislature to study the State's financial problems, has designated a sub-committee to consider a cigaret tax among other things. It will not worry cigaret machine operators in Chicago, as there are none. Rep. James Boyle, Chicago, is chairman of the budgetary commission.

A service kit for operators of bulk vending machines is on the market. An operator can carry one of these neat kits, the maker says, and it immediately stamps him as an up and coming alert business man and does much in putting him in higher standing with the location.

## Vending Firm Uses Candy Publicity

The following letter from F. H. Anderson, treasurer of Automatic Canteen Company of America, large operator of candy bar vending machines, shows the interest that organization is taking in the merchandising-advertising program fostered by the National Confectioners' Association. The letter is addressed to Otto Y. Schnering, chairman of the committee handling the program:

"Gentlemen: Since returning from our session with you on the program formulated for the entire candy industry by your committee, my associate officers and I have felt even more enthusiasm than we expressed at the meeting. We can assure you that our entire nation-wide organization will be in action behind this campaign within one week. We have already issued orders to have the type matter on our current issue of *Candy News*, our house organ, torn down, and the entire issue will feature this campaign.

"We shall appreciate your having 1,000 of the standard size decalcomanias sent to us immediately and within one week this entire quantity will be on the cars of Canteen service men and other employees throughout the country. If you will see to it that these are delivered to us by Friday of this week we shall have at least 100 cars on the streets of Chicago bearing the slogan 'CANDY IS DELICIOUS FOOD. ENJOY SOME EVERY DAY' on Saturday morning.

"Just as soon as we can determine upon the proper slogan for this slogan for the face of our Canteens you can count on us to have this message on 75,000 Candy Canteens extending from Coast to Coast. We believe it is conservative

to estimate that this story will be seen by at least 5,000,000 people every day. Each of these 5,000,000 workers is an actual or potential candy buyer during many hours of the day when he does not have access to Canteens and we feel that we can make a really worth-while contribution by stimulating thinking that will benefit not only our direct sales, but far greater quantities of candy sales to these workers and their families during their leisure hours.

"In addition, we shall ask the co-operation of all manufacturers supplying us confections on the matter of imprints on candy-bar wrappers and in every other place where the message can be carried to the consumer. We feel that this campaign offers the first really worth-while opportunity for complete co-operation within the industry that has ever been presented and that its results can be more far-reaching than anyone could now reasonably anticipate.

"We pledge our support to the entire idea and hope that everyone will cooperate whole-heartedly and unselfishly and that the moves laid down before us by the committee are only the start of an ultimate program that can unquestionably eliminate the word 'depression' from our particular industry."

## Pop-Corn Vender Is Hit in Office Bldg.

NEWARK, N. J., March 12.—Howard Kass, of Regal Sales, Inc., states that he has actual proof that office buildings are good locations for automatic pop-corn venders. He has one of the machines on location here in the Industrial Office Building. "The working hours in this



ALL IS SMILES as Rollin H. Stewart (center), of the Indiana Popmatic Company, finishes signing an order for 1,000 more Popmatics which Walter Gummerzhimer, Popmatic general sales manager, holds in his hand.

# U-POP-IT

EQUIPPED WITH A. B. T. SLUG REJECTOR



GUARANTEED FOR A SOLID YEAR — A PRODUCT OF DAVAL

ELIMINATES ALL SLUG EVILS

The ONLY thoroughly perfected automatic corn popper and vender

RANEL, INCORPORATED

325 N. HOYNE AVE. • CHICAGO, ILL.

SOLE AGENTS TO OPERATORS THROUGHOUT THE U.S.

Reconditioned and Repainted Like New!

## STEWART-McGUIRES

- 4 COLUMNS
- SLUG PROOF
- FREE BOOK MATCH
- CAPACITY—100 PACKS

ONLY \$19.50 EACH

METAL STANDS \$2.50 EXTRA

Complete line of 1/3 certified, de-oxidized cigarette machines, plus many accessories. Send for list, please pay all orders.

X. L. COIN MACHINE CO.  
1353 Washington St., BOSTON, MASS.

## BINGO BALL

### GUM 5c JAR DEAL

A LEGAL JAR DEAL

Flashiest, most beautiful and best arranged jar deal in history. Going over like WILD-FIRE — because it's LEGAL EVERYWHERE! Takes in \$30.00.

Pays out \$13.00 — NET PROFIT OF \$17.00 on EVERY JAR. Rush Your Order Now! Enclose 1/3 Deposit.

Don't forget our sensational BINGO BALL GUM for every 1c Bag Gum Vender.

—New LOW PRICE, only 53.00. Sample, \$2.50 in lots of 10.

BINGO BALL GUM MFG. CORP.

1123 Broadway, Dept. B, New York City.

### NORTHWESTERN VENDERS

The last word in Merchandising Machines. We are Missouri and Southern Illinois Distributors.

Tri-selector . . . \$30.00

De Luxe . . . 15.00

Both machines Vend Churns.

1/3 Deposit

Bal. C. O. D.

IDEAL

NOV. CO.

1518 Market

St. Louis, Mo.

building average between 9 a.m. and 5 p.m.," Kass stated, "this machine has been doing a land office business. All during the day elevator boys are kept busy bringing up bags of fresh buttered pop corn to people who work in the various offices of the building."

Kass reports that the machine has been giving good service and that many operators have stopped to see the machine in actual operation. He reports, too, that the management of the building is highly in favor of the merchandiser and claims it is one of the most popular venders ever placed in the building.

## Candy Trade Group Extends Promotion

CHICAGO, March 12.—Setting a goal for a 25 per cent increase in the candy business for 1938, the National Confectioners' Association is launching, throughout the United States, a merchandising and advertising program of far-flung proportions. Back of the campaign is the theme, "Candy Is Delicious Food—Enjoy Some Every Day." The association aims to have one million window transfers bearing this slogan in place by convention time in June.

All divisions of the industry, from the manufacturer to the point of ultimate sale of candy, are being called upon to co-operate in this major drive to make America not only more candy conscious, but also to impress upon the consumer the fact that candy is no longer regarded as a luxury but is an essential food product.

The campaign itself has been titled "Collective Co-Operation" by the special advertising and merchandising committee appointed by Thomas J. Payne, president of the association. The committee is headed by Otto Schnering, president of the Curtiss Candy Company, Chicago. Associated with him on this committee are W. C. Dickmeyer, president of Wayne Candies, Inc., and H. R. Chapman, vice-president of the New England Confectionery Company.

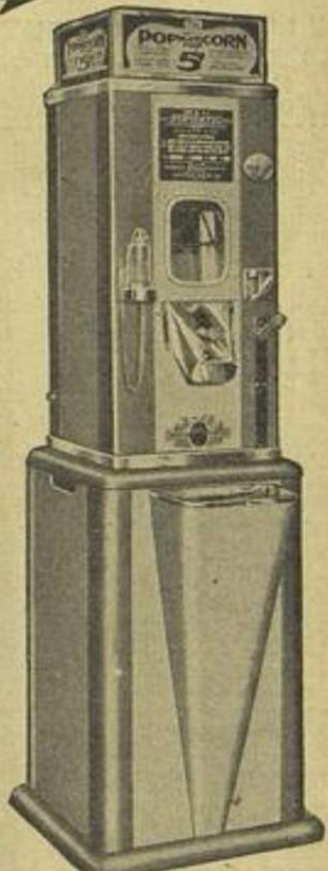
Meetings with manufacturers and jobbers are now being held in all important centers, where the program is being explained to the industry by executives of the association and members of the special committee. Among the cities where the program has been enthusiastically received are New York, Boston, Philadelphia, Chicago, Milwaukee, Minneapolis, Denver, Sioux City, Omaha, Los Angeles and Seattle.

In explaining the campaign Mr. Schnering said, "We are convinced that if we can pack a strong message into a few words and then get those words before the public with a million window transfers and millions of mailing pieces we will soon have more people doing more thinking about candy. If we can do that we know it will mean more sales for everyone in the business, whether he is a manufacturer, a jobber, a retailer or a supplier, and will lift the industry out of the present business recession. Our slogan, 'Candy Is Delicious Food—Enjoy Some Every Day,' is a simple, straightforward statement which when supported by the entire industry will, we hope, soon become as familiar to the public as 'Say It With Flowers.'"

Already thousands of stores have agreed to place the decal not only on their front door or front display windows, but on candy display cases, as well. Many are also putting the transfer on fountain mirrors. A large number of wholesalers have also arranged to put the new seal of the candy industry on their letter-heads, and many are also inclosing box inserts in all shipments to the trade. These inserts may be obtained at slight cost by addressing the National Confectioners' Association direct.

Prominent retailers interviewed feel that the new selling message of the industry prominently displayed in thousands and thousands of stores throughout America, the cumulative value of the thought expressed will be reflected in substantial increased sales of all types of candy—in bulk, bars and packaged goods.

Wholesalers and retailers are being contacted by representatives of both jobbers and manufacturers in order to secure the utmost co-operation in the shortest time possible. Some important vending machine concerns have also joined in the movement to give greater publicity to candy.



## Subways Brighten Up Old Venders

NEW YORK, March 12.—The subway system here brought back its Wrigley gum venders this week all dressed up with brilliant colors, screened glass front and a colorful light-up action. These oldtimers are not meant to replace the large aluminum models which made their appearance some months ago. Operators and jobbers, however, who have seen the old models in their new garb say that they will cut into the take which the metal machines have been realizing of late.

In the process of dolling-up the old cabinets they have been painted a brighter red, a screened glass front affording visibility of the contents has supplanted the old-time mirror, and lights that flash on and off inside the machine have been installed. These attract attention and show the tabs displayed in front of the stacks. The bulb is hidden in the top of the machine and wiring is protected in a metal container in compliance with present fire laws. Machines are anchored against the wall or on the steel pillars of the subway.

This dressing-up of these venders is nothing new. The men who service these subway venders are staunch believers in the old vending machine rule that every machine should be thoroughly cleaned, painted and overhauled each spring. The revenue these old machines have taken in year after year is proof that adherence to this rule pays profitable dividends.

### PLACE YOUR ORDERS NOW!

Seven star features put the new POPMATIC definitely ahead of anything in its class:

- ★ Simplified, dependable operation.
- ★ Accurate seasoning-compound leveling system.
- ★ Positive slug rejector.
- ★ Combination cut-off switch—and popcorn release.
- ★ Sanitary corn chute, automatically closed when not in use.
- ★ Air-conditioning insures crisp, mammoth grains.
- ★ Glass-enclosed popping unit prevents leakage, makes cleaning easy.

A STEADY, PROFITABLE, LEGITIMATE BUSINESS OF YOUR OWN! WRITE OR WIRE YOUR DISTRIBUTOR—TODAY—FOR COMPLETE INFORMATION!

Copyright 1938 — Popmatic Manufacturing Co.

**POPMATIC**  
Manufacturing Co.  
5147 NATURAL BRIDGE AVENUE  
ST. LOUIS • MISSOURI



A. S. DOUGLIS, president of Ranel, Inc., manufacturer of U-Pop-It corn-popping vending machines.



WRITE FOR PRICES AND COMPLETE DESCRIPTION OF STOP AND SHOP.

World's Lowest Price Quality Triple Vender. CHEAP and UNIVERSAL. Outstanding Single Bulk Venders of This Era.

**VICTOR VENDING CORP.**  
4203 FULLERTON AVE., CHICAGO.

## PROVEN Money Makers!



Experienced operators know the important thing is to get the Vender into the location! Tom Thum's got everything back! Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll make jar against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Thumler Lock, adjustable dispenser. Vends candy, gum or peanuts, 1 1/2 and 3-1/2 sizes. Thousands of Tom Thum's Venders now profit to operators. Don't wait. Write for full details, prices and money-back guarantee today. **FIELDING MFG. CO., Dept. 12, Jackson, Miss.**



## LUCKY DISPLAY VENDOR For All Type Jar Deals

Take the guess out of operating. Increase your profits 100%. Reflected Lighting. Chest Proof. Light weight gauge steel, practically indestructible, streamlined. Jar tilted to 65° angle, any color. Locations demand the display vendor for their jar deals. Big profits! Fast action! Sample Order \$7.50; lots of six, \$7.00; lots of 12, \$6.40. Adjustable Card Holders, \$1.00 Extra. 1/2 Deposit. Balance C. O. D. Distributor's Jobbers and Operators write.

**BARKSDALE MFG. COMPANY, Blytheville, Ark.**

## TOYS-CHARMS for Vending Machines



★ Featuring the **PERFECT-PAC \$1.25 ASSORTMENT**  
★ NEW—UNUSUAL—APPEALING! PERFECT-PAC contains 250 Charms and Novelties; many items exchanged. Assortment includes: RHINESTONE JEWELRY CHARMS (both sides studded)—FLAGS of all Nations—GENERALS of all Nations—ALL BIRDS and DOGS—NOVELTY BRACELETS—BEADED CHARMS.  
★ Order a sample PERFECT-PAC today. Enclose remittance. Personal checks delay shipment.  
★ Put PERFECT-PAC beside any other assortment. See what happens! (We also sell 42 different kinds of candy. Write for lists and prices.)  
**COLONIAL SALES & NOVELTY CO., KANSAS CITY, MO. DD01-11 WAYNE.**

**ATTENTION • AGENTS • PITCHMEN**  
**CANVASSERS • STREETMEN • CARNIVAL OPERATORS**  
**B & N SALES**  
Is Pleased To Announce the Opening of Two New Branches Located at  
**704 PRESTON AV. HOUSTON, TEXAS**      **215-17 W. 9th ST. KANSAS CITY, MO.**  
OUR NEW CATALOG WILL BE READY SOON FOR MAILING. WRITE FOR THIS BIG FREE "MONEY-MAKING" BOOK AT ONCE.  
Other Branches at  
527 Woodward Ave. • 112 N. Broadway • 967 Liberty Ave. • 1444 W. 3d St.  
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Boston Baked Beans  
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Rainbow Peanuts  
Dainty Cup Eggs  
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200 Charms—40 Varieties.  
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CITY \_\_\_\_\_ STATE \_\_\_\_\_  
ZIP \_\_\_\_\_

Send me full particulars and samples of your Hard Shell Candies.

345 W. Erie St.  
Chicago, Ill.  
PAM CONFECTION FACTORY  
(National Candy Co.)

# Pop-Corn Merchandising in Tune With Spirit of Fast-Moving Age

By WALTER GUMMERSHEIMER

General Sales Manager, Popmatic Manufacturing Company, Inc., St. Louis

We are now living at high speed in a faster world and we don't have time to wait for anything, even though we are not going any place. It is just our natural make-up and we can't help it because so many things happened in the last 20 years to create this condition. The result is 85 per cent of the entire population of the world is trying to do things faster. In many instances authorities have called it nervousness, but that is not true. It is merely the fact that people are made of faster flesh today than they were many years ago, or just one of those things!

If you drive a car less than 90 miles an hour you will get nervous and think you'll never get there. If you had an appointment with someone on the 15th floor of an office building and the elevator was not running you would go home, call him up and make another appointment—not because you were lazy, but just because you didn't have time to wait. We are living in a faster age.

The automobile, the airplane, the fast trains, the ocean liners, stimulants and entertainments—every day is like Sunday, every night is like Saturday night—world happenings brought before your very eyes with educational motion pictures proves progress has made the people intelligent over a shorter route; or, in other words, people acquired more knowledge in a short period of time or faster education.

Slow-moving people do not seem to accomplish anything, so if you are one of the 85 per cent that is always in a hurry and like action do not think you are nervous or impatient—you are an up-to-date, de luxe flesh model eager to do things in a big way, fast, without losing any time—to keep the wheels of progress turning.

### More Time for Luxury

Often people remark, "Machinery of today is taking employment away from the laborer." That is untrue. Every time a new piece of labor-saving machinery is invented and manufactured the labor is saved and the laborer is moved to a higher position. If the world continues to make progress for the next 20 years as it has in the past there will be no common laborers. Machinery will do their work and they will be skilled mechanics.

More time for luxury and let machinery do the work—that is what the human being is entitled to and that is what is happening: The advancement of civilization or progress, which means development of the modern mechanistic age; going forward; increase in proficiency, advancement.

The faster you complete your job the quicker you get your money, the more time you have for recreation, and as time goes on you will have less working hours per day and you will have to hurry in order to stay in line with yourself.

When a salesman presents his proposition to a prospect he is not expected to lounge around and deliver his message in a long-drawn-out manner. The business man of today is made of the same fast flesh. He wants you to make your story snappy, get to the point in a hurry or he might tell you: "Listen, young man, I have work to do and I can't fool around with you all day!" If the conversation has gone this far, owing to the fact that the salesman was slow on the trigger, he may as well say to his prospect: "I'm sorry I took up your time, I will see you later." More than half the job of successful selling is having something your prospect wants, something that makes big profits. After all the merchant is in business for only one reason and that is to make money. That is why he wants a pop-corn machine—it will not add to his overhead.

Years ago in the slow-hand age if a salesman had any difficulties with his prospect and did not sell him he would go home discouraged and stay there the rest of the day, worry half the night and figure the day was just a jinx. But today the average salesman does not get a good start until his first prospect turns him down or gets him angry. Then he really sticks out his chest, takes the kinks out of his knees and again becomes master of himself. By this time he really feels like pitching and begins to smile and say: "Why worry about a

fellow like that when there are millions of prospects in this country to call upon and opportunity is just one prospect after another."

### Speed Selling the Thing

Speedy selling is in full command of the situation today. The salesman has reached the goal he has been looking forward to—Fast Action. Either his prospect buys or he does not buy and there is no need of losing a lot of time and wasting a lot of energy on foolish conversation if he can avoid it, because time is just as valuable to the salesman as it is to the prospect. It is just as important that a salesman make money and be progressive as it is for his prospect.

After all you can't sell them all. Some men are in business, others are business men. But if you follow the Golden Rule of salesmanship (just plain common sense) you will find that the law of averages has never betrayed a salesman who planned his work, then worked his plan.

Good salesmen are always in demand. If you possess these qualifications during this machine age you will profit by the art of selling during this period and you are rightfully entitled to the compensation you receive for the energy you put forth, which proves your progressiveness.

Every time I hear somebody complain about the "Machine Age" destroying opportunity in America I cannot help thinking about one of our men who recently made \$300 in a single day, and another whose commission was \$3,150 in one month. They are cashing in because this is a machine age—a coin machine age. We hear a lot of talk about depressions, recessions, and the discussion usually winds up by blaming it on machinery, yet a distributor recently sold \$17,000 worth of machines and collected cash for same, and it took another one of our distributors just one day to close a deal for \$4,487.50 worth of machines and make a nice profit for himself.

### Turn to Pop-Corn Venders

Salesmen and distributors who are used to making big money are flocking into the pop-corn merchandising field—there is a good reason. It is the fastest growing, most profitable business among the new industries of America and the right man can really make progress. After almost 10 years in this business, and during a period in which I sold several million dollars' worth of coin-operated equipment, I had the good fortune to become associated with pop-corn merchandising machines—a real "natural" in the field of merchandising.

We are really just getting started—the biggest profits are still to come. Pop-corn merchandising machines are time savers and are just like extra salesmen in the store without having their name added to the pay roll.

In the past five months I have traveled all over the United States demonstrating and selling machines to all types of distributors, some of whom never previously handled this kind of coin-operated equipment. Everyone received my proposition with outstretched arms.

Merchants like Popmatic because they know the nickel items move fast and they do not have to build a market for pop corn and are smart enough to know that hot, crisp pop corn is a thirst taster, which eventually means more profit.

The automatic merchandising business should become one of the leaders of industry in the very near future, and I am fully convinced that there will be more pop-corn machines sold within the next two years than the manufacturers can produce.

## Cigaret Assn.'s Exhibit Praised

NEWARK, N. J., March 12.—The splendid manner in which the exhibit and banquet committee of the Cigaret Merchandisers' Association of New Jersey conducted its first anniversary banquet and exhibit of the evolution of the

## THIS WEEK'S SPECIALS

WURLITZER 412 (Late 1936 Model) \$114.50

GUARANTEED RECONDITIONED CONSOLES.

ROLETTA, JR. \$99.50  
TRACKTIME (Cash & Ticket) 124.50  
SILVER BELLS 69.50  
FAST TRACK 49.50  
GALLOPING DOMINOES (Factory Rebuilt) 129.50  
ROSEMARY 52.50  
PACES RACES (Brown Cabinet, Serial Over 4,000) 192.50

Write for List of 250 Pay Tables, Novelty Games and Counter Games. 1/3 Deposit.

## ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago.

## SLOT MACHINES

PRICED LOW, PERFECT MECHANICAL CONDITION AND GOOD APPEARANCE.

Castle Dough Boy, 5c. \$20.00  
Grotzenbe Columbia, Like New, Late Model. 45.00  
Jennings Dumbert, 5c. 12.50  
Jennings Little Duke, 1c. 12.50  
Mills Blue Front Vendor, 5c. 22.50  
Mills Tiger Front O.J.P., 5c. 22.50  
Mills Cherry Bell, 10c. 55.00  
Mills D.J.P., Escalator Vendor. 30.00  
Mills Skyrosper, 5c. 22.50  
Mills O.T. Blue Front, 1c. 25.00  
Pace Comet, 5c. 32.50  
Pace Ball Gum, Automatic Pay, 1c. 12.50  
Walling, 1c. 18.00  
Walling Twin Jack Pot. 16.50  
Walling Roi A Top, 5c. 32.50  
Mills or Jennings Cabinet Stands. 6.00  
Mills or Jennings Cabinet Safes. Single 15.00  
Double 20.00  
Walling Cabinet Stands, New. 9.50

TERMS: One-Third Deposit with Order, Balance C. O. D.

W. B. NOVELTY CO., INC.

3800 N. GRAND BLVD., ST. LOUIS, MO.

cigaret vending machine at the Hotel Douglass here was seen by LeRoy B. Stein, manager of the association, as concrete evidence of the solid foundation upon which the organization has been built.

In his message to members of the association, Stein stated: "The phenomenal accomplishment of this committee is unprecedented in the annals of trade associations. For an organization in its embryonic stage to attempt and to successfully conclude an undertaking of this magnitude is ample proof that the reputation of the C. M. A. of New Jersey as a leader in trade association activities is amply justified. Associations which have existed for five and even ten times as many years have feared to undertake the tremendous responsibilities of an industry exhibit, and yet, our organization in its formative period has proved that that which it undertakes it accomplishes.

"No one should minimize the strength of our association, the solid foundation upon which it has been built step by step thru the few short months and the feeling of friendship which exists among the members. If occasionally there are disturbances, it must be remembered that like growing infants we must suffer a fall now and then in order to learn to walk upon our feet unaided, and as we grow in years, so we will grow in strength.

"Like life, a trade association is simply a matter of concentration; it becomes what we want it to be. The things we do today are the things which determine our actions of tomorrow and like the books we read, the thoughts we think and the company we keep are all the composite of our actions today. Let this philosophy be our guiding spirit for greater achievement in 1938."

## Ads in Billyboy Boost Biz 300%

PHILADELPHIA, March 12.—Roy Torr, who regularly advertises and sells Pure Breath gum, drilled and numbered ball gum and peanut and gum machines to jobbers and operators, took time out this week to compare his business today with that of a year ago when he first started advertising in *The Billboard*.

According to Torr, his records not only indicate an increase of more than 300 per cent in volume, but 80 per cent of his business today is being done with readers of *The Billboard*.

## PURE BREATH GUM

(A Standard Size Stick Gum)

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

\$10.80 Per Case  
10,000 Balls  
TRANSPORTATION PAID

DRILLED BALL GUM, NUMBERED 1 TO 1200—SPECIAL \$4.00 per set. (Less 10% on 10 sets or over)

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.

## STOP HIGH-JACKERS AND THIEVES

Pin and Slot Operators with "Stop-Thief," a large metal pipe (2 1/2") with many layers of asbestos and chemicals that form gas if torch is applied. Steel mesh cover arches inside machine and screws down in floor sill or set in concrete or wall. Resilient rollers, saws, torches, wrenches cut hour. Really installed, guaranteed. Send measurements from floor to bottom of machine or wall by side. Three sets up, each free with this attachment. \$9.00 each. STOP THIEF CO., Box 57, Manteno, Ill.

ADVERTISE IN THE BILLBOARD  
YOU'LL BE SATISFIED WITH RESULTS



# Tells What Advertising Means To Candy Mfr. and Consumer

(Reprinted from *The Chicago Evening American*)

One of the most widely advertised industries in America is the candy trade. Yet United States government statistics show that instead of increasing the retail price of sweets, advertising actually helped to reduce the average cost from 23 cents to 15 cents per pound over a period of nine years.

These government figures are interesting. They show that while total consumption increased approximately 33 per cent over the nine-year period, the total cost to the consumer dropped from \$342,515,000 to \$309,291,000. That's a nice saving for the country's sweet tooth.

Just what advertising has meant to the consumer as well as the candy manufacturer is clearly demonstrated in the following article.

Few men know their subject better than William C. Kimberly, executive secretary and treasurer of the Association of Manufacturers of Confectionery and Chocolate of New York State.

He not only fairly bristles with hard, cold facts, but he has at his fingertips those off-the-trail stories that put life and romance into every-day, over-the-counter-table business. Take the story he told about the discovery of chocolate, for example. Here's the way he told it:

"Remember some of the tales you learned in your history classes about Cortes and his conquest of Mexico? Sure you do. But do you know the greatest prize the conquistador found in the temples of Montezuma? It wasn't gold, altho he found plenty of that. It was chocolate. Historians tell how Cortes was entertained by the Aztec emperor and given a smooth, appetizing drink from a golden cup. That was chocolate, used as a beverage ever since. But it was not until the invention of the revolving steam pan in this country three centuries later that the product of the cacao plant was used for candy making."

But Mr. Kimberly has other stories of the candy industry to tell, more up

to date, like the one about the famous candy bar which was increased in size and quality but slashed in price from 10 cents to 5 cents. He said:

"This boob about advertising increasing the cost of an article to the consumer finds contradiction at every hand in the candy business. There are at least a score of instances that I can recall off-hand. One of them—no more outstanding than the others—is the case of the famous candy bar that sells millions of pieces every year. The manufacturer is a member of this organization, as well as the National Confectioners' Association. When he started out his bar sold for 10 cents. Its popularity was assured by the steady repeat orders he received. Once he was certain of his product he started advertising on a national scale.

"What was the result? The demand increased to the point where he had to build a new plant to meet mass production requirements. Instead of passing on the advertising cost to the consumers—as misinformed or malicious critics of advertising would have it—he paid off in dividends to the folks who were buying his bar. He gave them a bigger bar, with better filling, better chocolate coating and cut the price in half."

## Airpops-It Offers Double Guarantee

CHICAGO, March 12.—A twofold guarantee plan has been announced by Airpops-It, Inc., which indicates the confidence that the firm has in its pop-corn vending machine. Airpops-It has been designed to offer operators a machine that pops the corn "dry" in contrast to the "wet" system of popping corn. The twofold guarantee offers a 10-day plan on the purchase of a sample machine so that the customer can order a sample and obtain the guarantee that "if for any reason he is not entirely satisfied he may return it to the factory within 10 days and his money will be refunded. "This guarantee on sample orders," according to Hal Hull, sales manager, "is meeting the operator more than halfway if he has any skepticism at all about pop-corn vending machines. The guarantee shows our confidence in the machine we have built and also our confidence in the future of the new pop-corn machine as a business. Our proposition makes it possible for every operator to try the new field and to convince himself as to the possibilities, while we assume the chief risk in our 10-day guarantee."

The second guarantee plan offered with Airpops-It covers all machines for one year as to workmanship and materials. The makers say that such a guarantee is full assurance to the operator that he can invest in these machines and know they will last long enough for good returns on the investment.

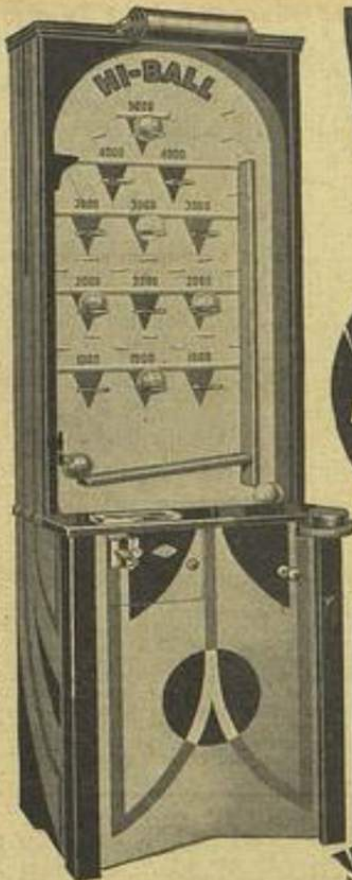
Mr. Hull said that the firm is stressing the popper unit in the machine as "the heart of Airpops-It. The popper unit is of air-tight construction, made of stainless steel and requires practically no cleaning. The entire popping contents are dispensed each time the corn is popped. Pyrex glass is used in the corn popper window to eliminate the possibility of cracking.

"Another important fact about the popper unit," Hull said, "is that it can be easily removed from the machine for repairs or an extra unit can be carried in stock to replace the original one when it is removed for any purpose. This is something that every operator should consider in a pop-corn machine."

The Airpops-It firm is getting its plant organized for full production within 10 days, according to Hull.

## Wrigley Reports Successful Year

CHICAGO, March 12.—Pioneers in the use of vending machines to make it convenient for the public to buy chewing gum, the William Wrigley Jr. Company and its subsidiaries reported



**EXHIBIT'S**  
**"HI-BALL"**  
100% LEGAL

**TO-DAY'S MOST POPULAR SKILL AMUSEMENT GAME**

**A GREAT MONEY MAKER**  
**NOTHING ELSE LIKE IT**  
**NO COMPETITION**  
**NO SERVICE WORRY**

**NO BLOWERS - NO BATTERIES**  
**NO MOTORS**  
**NO ELECTRICAL CONNECTIONS**

Requires only 26" x 20" of floor space.  
Can be furnished with remote control—no chute necessary—all plays mechanically recorded at \$15.00 additional.

**ONLY 99<sup>50</sup> TAX PD.**  
F. O. B. CHICAGO

ORDER FROM YOUR DISTRIBUTOR • OR WRITE  
**EXHIBIT SUPPLY CO.**  
4222 W. LAKE STREET • CHICAGO

### 7 DAY FREE TRIAL ON SAMPLE NOT A WATER GAME NOT A TICKET DEAL PENNY SKILLO MEANS DOLLARS IN MERCHANT'S TILL



Fastest Penny Coin Cigarette Game ever produced—talk about "action" "playing penny", er, "money maker", you have it—new and different, 40% for location—50% for you. Notice machine keeps accurate count of what merchant pays out in reward—total profit, 10¢, 15¢, 20¢, 25¢, 30¢, 35¢, 40¢, 45¢, 50¢, 55¢, 60¢, 65¢, 70¢, 75¢, 80¢, 85¢, 90¢, 95¢, 1.00. Box of 100 Skillo, 12¢. Skillo keeps permanent quick profits. TRIAL SAMPLES, \$5.50 EACH, CASH. No Personal Checks, please.

AMERICAN SALES CO., Kansas City, Mo., 200 East 15th Street.

**SALESBOARD OPERATORS**  
Read  
**"DEALS"**  
A column about new salesboard ideas, deals and personalities.  
In the  
**Wholesale Merchandise Department**  
**THIS WEEK and EVERY WEEK**

**SAY YOU SAW IT IN THE BILLBOARD**

the largest earnings for the year 1937 since 1931.

"The excess of earnings over dividends paid for the year," said Philip K. Wrigley, president, in the letter to stockholders, "amounted to \$415,868 to be added to earned surplus, against which there were charges of \$220,362 for additional federal income taxes in prior years and \$126,145 for transfer to paid in surplus, leaving a net addition for the year to earned surplus of \$69,361."

The company, Mr. Wrigley said, has "enjoyed a full measure of co-operation and support from our people," and will continue "our aggressive sales and advertising activities."

Results so far this year, he added, "have been very satisfactory."

The company's consolidated balance sheet as of December 31, 1937, showed current assets of \$43,793,000, including cash of \$13,043,972. Current liabilities were \$3,557,096. This compares with current assets of \$42,657,252, including cash of \$12,637,485. Current liabilities were \$3,333,935. Inventories were \$9,165,419, compared with \$8,615,411 a year earlier.

## Still Looking for Razor Blade Vender

"To the Editor: Your willing co-operation in helping us locate the manufacturers of razor blade vendors is greatly appreciated. Of the two names submitted, we find that the Detroit firm has discontinued the vendors as unprofitable. The other you mention does not suit our purpose.

"Which leads us to the point of asking you whether you would know of any other manufacturers. Some time ago a list of the various manufacturers appeared in your publication. We have some back copies but could not find the article we desire in any of them.

"Would you be able to supply us with the names of manufacturers of machines that vend penny boxes of matches. A machine of this type might be converted to our needs. Whatever you can do along these lines will be helpful indeed.—N. B. Company, Rochester, N. Y."

## CLOSEOUT ON NEW MACHINES

- WE ARE BALLY DISTRIBUTORS FOR PA.
- Rocket Novelty Pin Game, List \$ 59.50
  - Revere Novelty Pin Game, with Bank Reserve, List 99.50
  - Magie Ball, New Bally Legal Game, List 107.50
  - New Pacific "Play Ball," World's Series Type, Special 125.00
  - New Sidney "Dark Horse" Gonjole, in Crates, Special 89.50
  - Used "Paces Races," Perfect 75.00
  - Sebring Ray-O-Line Rifle, Perfect 135.00
  - Bally Bankette, New, at Close-Out Prices, Bally New Coin and Pay-Out Tables at Close-Out Prices.
  - Turf Champs, Perfect, 5000 Serial, Special 35.00
  - Western Thoroughbred, Used, Special 50.00
  - Walling Reliance Slot, Double Jack, 50 29.50
  - Jennings Duchess, Double Jack, 50, 25.00
  - On Hand, Track Times, Corralis, Kick Cubes, Derby Day, Used.
- We carry a full line of Arcade Machines, used. Also all kinds of new and used Coin Games, Rats and Counter Games.
- Write for Catalog and Price List. 1/3 Deposit All Orders.
- K C VENDING CO.** - 415 Market St., Philadelphia, Pa.

## BE THE LIFE OF THE PARTY

**FUN—MAGIC—MYSTERY.**  
Over 500 Articles to choose from. Send 25c for Catalog (Refunded with first order), or better still, send \$1.00 for 20 "Red-Hot" Items.

**T. R. PAYNE,** New York, N. Y.  
25 Cardinal Pl.,

## FREE! 1938 WHOLESALE CATALOG

**SPORS 4000**

**MONEY MAKERS**

**NEW PATENT**

**SPORS COMPANY**  
1115 CENTER STREET, MINNAPOLIS, MINN.

Has 200 pages of World-Wide Bargains, 4,000 salesmen's specialties, 15 selling plans, new creations, outstanding values—at rock-bottom wholesale prices. This catalog is FREE. Send for a copy today.

**SPORS CO.,**  
3-38 Superior St.,  
Le Center, Minn.

## Phono Needles

By ART OLSEN

President Permo Products Corporation, Chicago

For some years automatic phonograph operations have been an important industry in itself. Operators have increased their routes and number of instruments to great proportions, and it is said some operators have as many as 2,000 to 3,000 automatic phonographs in operation. It is only natural that this concentration would stimulate a high degree of specialization and study of every phase of operating music and its ramifications. Needles occupy an important part of the operating picture and the question is often asked, "What is the difference between the elliptical and conical-pointed needle?" and "What is an elliptical-pointed needle?"

It is all in the elliptical point. We have manufactured conical pointed needles as long as we have been in business. In fact, the conical-shaped needle was the first type of long play needle we manufactured 10 years ago. However, since the development of our elliptical-shaped point we no longer recommended the conical needle to the automatic music operators. We had soon learned from our own tests and reports in the field that our elliptical-shaped point outperformed our conical needle by nearly 100 per cent.

I can illustrate the front view of the elliptical-shaped needle or as it would appear in playing position in the record grooves. The shape and appearance of the point itself in this position is identical to that of our conical needle or approximately to any conical-shaped needle in any position.

"How do you figure that the elliptical-shaped point is really two points in one?" you may ask.

The design and construction of a long-play conical-shaped needle necessitates that it be played in one position only in the pick-up. It is impossible to remove a conical needle from the pick-up and then reinsert it in the same position as before. Consequently, the sharp edge worn into the hard precious metal point, when turned in the pick-up, becomes a cutting tool in the record grooves causing serious damage to the records and very poor reproduction because the sharp point will not fit into the record grooves correctly. So, a conical needle is definitely a one-position-play needle. With the elliptical point its position in the pick-up is reversed by music operators, who give it a one-half turn every three to four hundred plays. This is only possible with the elliptical point, as the needle then rides perfectly in the record grooves on the opposite side of its elliptical or double point, never presenting a cutting edge to the records. The elliptical point keeps polishing and wearing down in the record grooves, reshaping itself as it plays along, following each successive reversing operation.

High fidelity reproduction and longer record life are only possible thru the



maintenance of a minimum amount of point bearing surface in the record grooves during the life of the needle. This is really the most important reason for the design of the elliptical point. It provides a more than 2,000 play needle and at the same time maintains a minimum amount of point bearing surface for the full life of the needle. Experienced operators know that the better the reproduction of their instruments the more income they will produce in addition to the saving of record life and economical needle performance.

## New Orleans

NEW ORLEANS, March 12.—Distinguished out-of-town guests here this week included a party of Texans headed by Fisher Brown, of the company of that name of Dallas, and H. H. Horton, of Stelle & Horton, Houston. They directed a special "open house" over last weekend at the Louisiana Amusement Company's office on Carondelet street. A large number of local and out-of-town music operators stopped in to meet the Texas friends and to admire the good-

looking and fine-sounding new Rock-Ola product. "It's the finest piece of mechanism ever manufactured in the Rock-Ola plant and should be the pride of phonograph operators everywhere," Distributor Brown said. His remarks were heartily echoed by the local ops.

The Great Southern Novelty and Amusement Company is doing big business here in rebuilding old coin phonographs of every make. It's a new business here and the firm has recently been forced to move into new quarters to handle increasing orders of this kind.

As usual the Jerry Germain's office reports more large individual sales of new Wurlitzers. Placing orders for a half to a full dozen new machines during the past several days, according to Manager Jules Peres, were Andy Monte, of A. M. Amusement Company, this city; Carlo Marcello, Gretna, La.; G. W. Hunter, of Mobile, Ala.; Abe Kalif, McComb, Miss., and a few others, not to mention numerous single machine sales of the 1938 machine.



LOOKING OVER the new Wurlitzer model 24 are D. M. Margolin and Joe Eisen, of the Pein Coin-Matic Company, Philadelphia. At the extreme right is J. E. Broyles, assistant to the vice-president of the Rudolph Wurlitzer Company.

## Color and Light, Seeburg Theme

CHICAGO, March 12.—Color and light—just two little five-letter words. But the true meaning and value of those two words is not fully appreciated or realized until one stops to consider the terrifically important part they play in daily life and in business, maintains H. T. Roberts, sales manager of J. P. Seeburg Corporation. "The true value of using these two all-important forces of attraction was not fully realized until a few short years ago," he stated. "Each year since has seen rapid strides and new adaptations of them made, until today color and light stand as two of the greatest merchandising factors in modern business.

"Like any other industry, the music industry has progressed with the years," he went on. "Over a period of time the J. P. Seeburg Corporation has made changes—advancements and improvements in its Symphonolas. These changes were in varied forms, but each has contributed its part to help Seeburg Symphonolas gain the enviable position they now occupy in the automatic music industry. Like other progressive business houses, we have realized the importance of attraction as a basis for easier, more complete and satisfactory merchandising of our product. And it is this same realization that has caused us to embody within the new Symphonolas, Concert Grand, Regal and Gem, those two most powerful merchandising forces—color and light.

"It is a proven fact that these two factors have helped Seeburg operators sell more music," Roberts continued. "The fact that greater play has resulted thru complete colored cabinet illumination of the Concert Grand, Regal and Gem conclusively proves that the attraction of color and light does sell people and music. And the lighted multi-selector panel on the front of every Seeburg Symphonola makes it easy for those people to make a choice or select their preference in music."

## Detroit

DETROIT, March 12.—After an absence of several months M. L. Joslin, of the Ventor Corporation, is expected to return to the city shortly. There has not been a meeting of the Greater Detroit Vending Machine Operators' Association, of which he is president, since he left. One is expected to be called soon after Joslin returns.

George Toul, manager of the American Foods Company, is jobbing nuts to vending machine operators in addition to his other activities these days.

Chris Hornbeck is doing double duty these days as he has taken over the management of the routes owned by Earl W. Phillips. Phillips retains control. (See DETROIT on opposite page)

## "Please Be Kind" Near Top as Radio's Most Plugged New Song

NEW YORK, March 12.—Of the shifting popularity of songs on the air, the most significant change is the coming to the fore, second only to this week's winner, *Thanks for the Memory*, of *Please Be Kind*. The ballad isn't getting terrific plugging. For that matter, most of the songs this week seem to be coasting along on their own as indicated by the comparatively low number plugs rung up for highest score. Tho this is only the third week, *Please* has been offering serious competition and it's likely the number will hold its place among the best half dozen buys for some time. *Thanks* landed in the heading thru sheer perseverance. It's safe for its sturdiness.

While there were no startling fade-outs, and in spite of the general slackness down the plug line, five new songs entered the top running. Among the debutants, *How'dja Like To Love Me?*, from the Paramount picture *College Swing*, fared best, perhaps for its liveliness. The others are *Love Walked In*, from UA's *Goldwyn Follies*; *Gypsy Told Me*, from *Happy Landings*, a 20th Century-Fox production; *On the Sentimental Side*, from Paramount's *Doctor Rhythm*,

and *Who Are We To Say?*, from MGM's *Girl of the Golden West*.

While picture tunes are edging in on the most plugged brackets, pop ballads are still the standard demand. Such torchbearers as *You're an Education*, *Let's Sell To Dreamland* and *I Double Dare You* should be nickel winners. Largely thru the efforts of Tommy Dorsey, *More Than Ever* enters its eighth week. Two naturals for the slots are *Shack in Back of the Hills*, which is another *Shanty in Old Shanty Town*, and *On the Sunny Side of the Rockies*, from *Roll Along, Cowboy*. Cropping up of *Gypsy Told Me* should help revive *Gypsy in My Soul*.

The following 10 tunes are more genuinely the popular ones today:

- 1.—*Thanks for the Memory*
- 2.—*Sweet as a Song*
- 3.—*Tipitin*
- 4.—*Whistle While You Work*
- 5.—*I Double Dare You*
- 6.—*Goodnight, Angel*
- 7.—*Dipsy Doodle*
- 8.—*Please Be Kind*
- 9.—*Always and Always*
- 10.—*Love Walked In*

## Sheet-Music Leaders

(Week Ending March 12)

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

Position Last Wk.	This Wk.	Title
1	1	Whistle While You Work
2	2	Thanks for the Memory
3	3	There's a Gold Mine in the Sky
10	4	Tipitin
4	5	Heigh Ho
9	6	Goodnight, Angel
6	7	A Gypsy Told Me So
11	8	I Can Dream, Can't I?
7	9	Sweet as a Song
8	10	Dipsy Doodle
13	11	Ten Pretty Girls
5	12	I Double Dare You
12	13	Moon of Manakora
15	14	One Song
..	15	Love Walked In



HERE IS AL W. VITALIS, of Cleveland, signing on the well-known dotted line, while W. C. Miller, of Youngstown, O., and J. Harry Payne, Ohio district manager for the Rudolph Wurlitzer Company, look on.

**L GABEL RECORD \$35<sup>00</sup>** (LOTS OF 5)  
 (SINGLE MACHINE \$39.50)



Take advantage of this unusual opportunity! **GUARANTEED PERFECT 24-Record GABEL** money-makers. Write—Wire—Phone, Enclose 1/3 Deposit, with **ORDER**—Balance shipped **C. O. D.**

**SPECIFICATIONS:** Beautiful Streamline Cabinet (All Colors). Size, 48" High, 37" Wide, 19" Deep. Operates 24 10" Records. Automatic Selection, Volume Amplification, Magnavox Speakers. Perfectly reconditioned and guaranteed.

**ROBERT GRENNER CO.**  
 246 W. 54th St., (Circle 7-1381) N. Y. C.

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 equipment on ALL new phonos. It is recommended and sold by all record distributing companies. . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

Insist on **PERMO-POINT**  
 The Only Needle for Dependable Performance

IT'S ALL IN THE PATENTED ELLIPTICAL POINT!



**PERMO PRODUCTS CORP.**  
 Metallurgists—Manufacturers  
 123 BERTWOOD AVE., CHICAGO, ILLINOIS

**Coinography**  
 —By The Coinographer—



**ALBERT M. KOPLO**

There was a world's fair in St. Louis back in 1904. Most people have forgotten it and some of the younger fry haven't heard about it yet. But Albert M. (Al) Koplo hasn't forgotten, because he put on his first pair of long pants and went to work selling pennies at a penny arcade there. That marked his debut into the coin-machine world and after 34 years he's still going strong in this fascinating game.

Al could certainly write a book on the development of coin-operated machines in the time he's been around. He recalls that in his first contact with coin-operated music machines—the orchestra, the banjo, the piano and others of similar nature—the operators had to look a lot harder than they do now to find a location large enough to house the machine and yet have room left over to serve the customers.

Koplo has worked in many capacities in the coin-machine business. For many years he was in the operating end of the game. He is now Rock-Ola factory representative for Chicago and part of Illinois. He says that in selling Rock-Ola phonographs his operating experience has proved invaluable to him. "If I hadn't been an operator," says Al, "it would have taken a little longer to realize what their problems are. And being a factory representative I can now explain the problems which the manufacturer faces. After being on both sides of the fence I believe that I am more competent to be of useful service to the operator and the company in bringing a spirit of co-operation between them."

"Al is a resident of the Windy City when he's not out on the highways and byways of Illinois. He has a charming wife and young daughter. He prefers blue neckties but often wears red. If he has a hobby he keeps it a secret. He claims he's happiest when he's helping his operators make more money.

**ILLUMINATED GRILLS**

For All Makes and Models of Phonographs



Modernistic — heavily Chromium-Plated Frame. Three full-length genuine Lumiline Tubes. Lights in Beautiful Pastel Colors. Monochrome Blue, Emerald and Pink. Installed in 3 minutes. Increase your play from 30% to 200% at minimum cost.

**SAMPLE.....\$9.95**

Write for Quantity Prices  
 Write, Wire or Phone Your Order Today!  
 Third With Order, Balance C. O. D.

**LUMI-CHROME MFG. CO.**  
 25th and Leavenworth Sts., Omaha, Neb.  
 GRILL CLOTHS—Gold, Silver or Crimson,  
 50c Extra. State Preference.

**CLOSING OUT**  
 52 - MODEL 412

**WURLITZERS**

GUARANTEED AS GOOD AS NEW  
 WHILE THEY \$94<sup>50</sup>  
 LAST ONLY....

1/3 Cash With Order, Balance C. O. D.  
 (Subject to Prior Sale.)

**EMERSON AUT. MUSIC CO.**  
 99 40th Street • IRVINGTON, N. J.

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

*The COLOR and LIGHT that SELLS!*



**SHOWBOAT'S A-COMIN'!**

Ornate with brass and gilt—strung with glittering flares and gaudy pennants—bringing brilliance, gaiety and life to lazy river towns—Attracting thousands! Thus was the merchandising principle, *Attraction*, successfully applied with **COLOR and LIGHT** during the romantic Showboat years.

The Showboat is a memory and the amusement world has moved on, but the example set by the river Showmen, the exploitation of entertainment by *Attracting* with **COLOR and LIGHT**, is still the most powerful selling fundamental. It is the force behind a more profitable merchandising of the entertainment you are selling, the music of your automatic phonographs.

**ONLY SEEBURG'S ORIGINAL COMPLETE CABINET ILLUMINATION**  
 Provides the **COLOR and LIGHT** that SELLS MORE MUSIC!

20 RECORD MULTI-SELECTOR SYMPHONOLAS  
**CONCERT GRAND • REGAL • GEM**



**THE CONCERT GRAND**  
 Fine Musical Instruments Since 1902



**J. P. SEEBURG CORPORATION**  
 1500 DAYTON STREET • CHICAGO

**DETROIT**

(Continued from opposite page)

trol of his machines but is devoting his own time to other activities.

The Gold Star Products Company, operated by H. A. Ludwig, has added a new line of cigaret vending machines. For a long time this firm has jobbed peanut machines.

Harry G. McKee, manager of the Dasco Products Company, is planning a campaign for the promotion of the specialty moldings and frames manufactured by his company for vending and other coin-controlled machines.

## "Whistle" Leads Sheet Music; "Thanks for Memory" Is Second

NEW YORK, March 12.—It is practically unanimous that *Whistle While You Work* and *Thanks for the Memory* are the best selling pieces for sheet music this week, since the picture *Snow White and the Seven Dwarfs* has yet to make its rounds in some parts of the country. Its hit tune, *Whistle*, will likely be a hold-over in popularity over the countryside.

*Thanks for the Memory* is a good bet for a couple of weeks in view of its having come on top this week among songs most plugged on the air. Sentimentality in *There's a Good Time in the Sky* builds this number for the records long after the radio bands cease pushing it.

Two more songs from *Snow White*, *Heigh Ho* and *One Song*, ought to be good buys for the machines for the same reason that *Whistle* still gets them.

New to the roster this week in *Lone Walked In from The Goldwyn Polka*, which is popular at the box offices. The

weakened *Rosette* collapsed entirely this week, its name lacking among demand lists everywhere.

### PRICES REDUCED AGAIN

GUARANTEED . . . RECONDITIONED  
READY TO OPERATE

Wurlitzer P 10 . . . . .	\$ 59.50
Wurlitzer P 12 . . . . .	75.50
Wurlitzer 4 12 . . . . .	99.50
Wurlitzer P 400 . . . . .	122.50
Seeburg Symphonola, Model A . . . . .	84.50
Seeburg Symphonola, Model A, Sing Proof . . . . .	92.00
Seeburg Symphonola, Model A, Il- luminated Grill . . . . .	99.50
Seeburg Symphonola, Model B . . . . .	100.00
Seeburg Symphonola, Model B, Il- luminated Grill . . . . .	115.00
Seeburg Symphonola, Model O or D . . . . .	115.00
Seeburg DeLuxe . . . . .	54.50
Seeburg DeLuxe . . . . .	35.00
Rock-Ola 1628 Model . . . . .	82.50
Mills Dance Master, Deluxe . . . . .	64.50
Mills Dance Master . . . . .	39.50
Mills Troubadour . . . . .	25.00

TERMS: One Third Deposit, Wish Order,  
Balance C. O. D.  
SEND FOR OUR LATEST PRICE LIST  
OF PIN GAMES, AUTOMATICS, SLOTS,  
SCALES, ETC.

**W. B. NOVELTY  
CO., INC.**

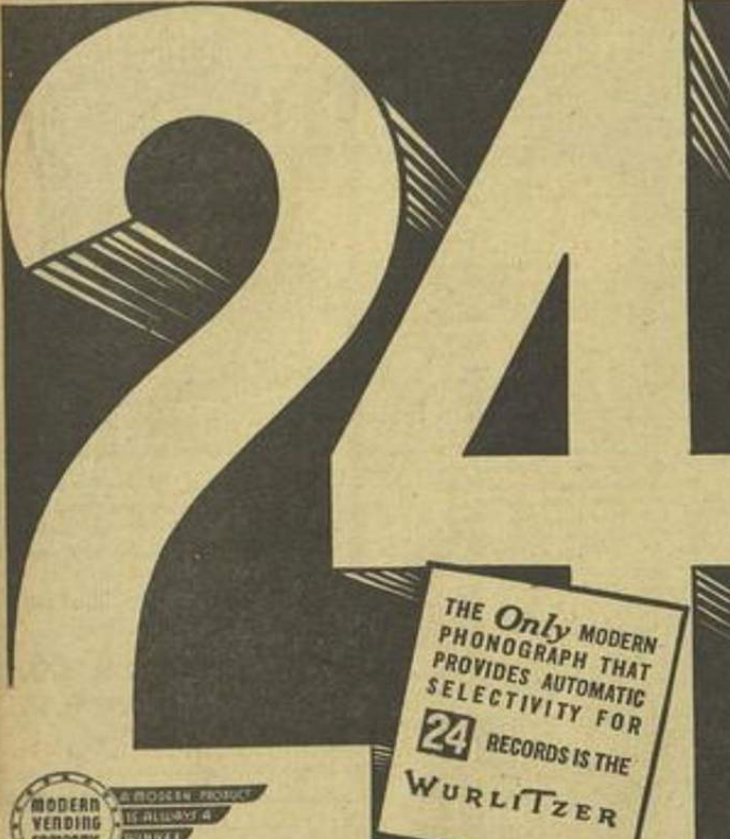
3300 N. GRAND BLVD., ST. LOUIS, MO.

### WANTED

(By Rock-Ola's Eastern Distributors)  
**OLD PHONOGRAPHS**  
Guitars, Slots, Venders, Scales, Etc. In trade  
on New 1938 Rock-Ola MORARON & WIND-  
SOR 20-RECORD PHONOGRAPHS. Write  
what you have and what you want.  
**SILENT SALES SYSTEM**  
1928 14th St., N. W., Washington, D. C.

### FOR SALE

\$5 Wurlitzer Phonograph, Model 412, in first-class  
condition, mechanically and in appearance, \$99.50  
each. One-third cash, balance sight draft attached  
bill of lading. MAMMOTH SALES CO., 509 17th  
St., Denver, Colo.



**THE Only MODERN  
PHONOGRAPH THAT  
PROVIDES AUTOMATIC  
SELECTIVITY FOR  
24 RECORDS IS THE  
WURLITZER**



**MODERN VENDING COMPANY**  
656 BROADWAY, NEW YORK CITY, N.Y.  
822 FIFTH STREET, MIAMI BEACH, FLA.



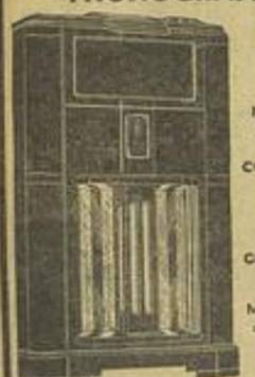
## WURLITZER 400's

1936 MODELS  
**\$129<sup>50</sup>**

These Machines have been used less than six  
months—Look and operate like new.

**Central Distributing Co.**  
105 W. LINWOOD BLVD., KANSAS CITY, MO.

### MODERNIZE YOUR PHONOGRAPHS



NEW  
ILLUMI-  
NATED  
GRILLS  
New Type  
PROGRAM  
FRAMES  
COIN CHUTE  
GUARDS  
EASY TO  
INSTALL  
GRILL PRICES  
\$  
or \$16.00  
More Each  
ample \$18.00  
F. O. B.  
N. Y. C.

YOU GET WHAT YOU PAY FOR!  
Our Grill Sturdily Constructed. Will Last  
as Long as Your Machine.  
Wire—Write.

**CAPITOL AUTOMATIC MUSIC CO.**  
460 W. 34th St., New York City.  
Phone: Med 3-5089.

### OPERATORS MAKE YOUR PHONOGRAPHS LOOK LIKE NEW WITH OUR

**NEW  
ILLUMINATED  
GRILLS**  
Easily installed in a few minutes.  
**\$10<sup>25</sup>**  
EACH  
F. O. B. — MT. VERNON, N. Y.  
**COUNTY AMUSEMENTS**  
17 West Prospect Ave., Mt. Vernon, N. Y.

### USED PHONOS ROCK-OLA

1925 Model . . . . . \$67.50  
1926 Model . . . . . 75.00  
Rhythm King . . . . . 85.00  
Night Club . . . . . 70.00

All Machines Guaranteed in Perfect Working  
Condition. 1/3 Deposit, Balance C. O. D.

**SOFCHEK BROS.,** Roebling, N. J.

## The Week's Best Records

Selected by The Billboard From the Latest Recordings  
Released

That phonograph operators may be more selective in buying records The  
Billboard presents this special feature. Each week's popular dance and race  
records are heard, but only those with greatest play potentialities are listed.

### SWEET MUSIC

**HORACE HEIDT**  
Brunswick 8078

**TI-PI-Tin** (Horace calls on all the voices to join the serenade  
to make this waltz novelty just right, by Heidt).  
**A Shack in the Back of the Hills** (more melodies like this one  
and your phono can pay off the mortgage on the shack).

**GUY LOMBARDO**  
Victor 25787

**Drop a Nickel in the Slot** (the Lombardo trio finds romance in  
every record, and that's where you'll find the 5-cent piece!).  
**Two Bouquets** (a sob song for Lombardo fans or any fan that  
doesn't mind a tear in the beer).

### SWING MUSIC

**BENNY GOODMAN**  
Victor 25792

**Don't Be That Way and One o'Clock Jump** (the answer to all  
your dreams come true. It's the real thing, Goodman at  
his goodest).

**HUDSON-DeLANGE**  
Brunswick 8081

**Mr. Sweeney's Learned to Swing** (the Scotch were doing it with  
Loch Lomond and now the O'Relllys can take a fry).  
**At Your Beck and Call** (they'll be back to call for this smoother  
side and the strong men will weep when Mary McHugh  
sings the side).

**CHICK WEBB**  
Decca 1681

**Harlem Congo** (it's a killer, if there ever was one).  
**I Got a Guy** (the chicklets slow down so that Ella Fitzgerald  
can shout 'bout her man).

### INSTRUMENTAL and NOVELTY

**AL DUFFY FOUR**  
Decca 1683

**Ciribiribi and Marie, Ah, Marie** (a fiddle, clarinet, guitar  
and bass swing it out lightly so that they'll recognize the  
melody of these two classics. It's slick stuff where they  
don't like their swing noisy).

### RACE

**JOHNNY DODDS**  
Decca 7413

**Shake Your Can** (it'll be a long time before it's ready for  
the garbage man).  
**Blues Calore** (the band is a beater-upper and the singer sobb  
that you'll never miss your baby until she's gone away).

# British Editor Assails Laws

Attacks laws which magistrates call "farce," yet fine minor violators

LONDON, March 5.—(The view that the betting laws were a farce was expressed recently by Manchester city magistrates when they heard summonses under English Betting Act of 1853 against an arcade proprietor for operating cranes and rotaries. Even the police admitted games were purely skill games, still because the inspector received one or two prizes the magistrates had to fine the operator for allowing the public to use mechanical games for the purpose of gain—namely, money and other valuables. The police inspector who had visited the arcade admitted there was nothing to suggest that the public visited the fair for betting purposes. They are there solely for amusement, he said, and added that the premises were well conducted. Still the op was fined. The following editorial, entitled "A Farce," is reprinted from *The World's Fair*, British amusement trade paper, in which the editor attacks the unfairness of the decision.—The Editor.)

Once again the antiquated betting laws of this country have come under the criticism of those whose duty it is to administer them. As will be seen from a report published on another page, the Manchester city magistrates made some scathing comments in a case which came before them last week concerning the running of a Fun Fair in one of the city's leading thoroughfares.

A police inspector, when giving evidence, admitted that the games in question were games of skill and that in playing on them he had won one or two prizes. Answering questions put by the defendant's solicitor, the inspector agreed that there was nothing to suggest that the public visited the fair for betting purposes. They were there solely for amusement; he added that the premises were well conducted.

The magistrates imposed a nominal fine and said they considered the betting laws to be a farce. While we endorse their opinion, we believe that the situation calls for the use of stronger words. If ever there was a glaring case of the injustice and harshness of present conditions, it is the case under review. Why the police ever brought the case in view of their admission is beyond our comprehension. If they wish to take action whenever any law on the Statute Book is infringed then we can tell them of a thousand and one ways in which they can indulge in their desire.

What is the object of this continual pin-pricking? Here we have an amusement caterer carrying on a business under proper conditions, yet he is hauled before a bench which shows him every sympathy, but in view of the law feels impelled to impose a fine.

We are hearing a lot just now about football pools, and according to an investigation recently conducted by a leading newspaper over £40,000,000 a year is "invested" (nice word that) in them. The assistant postmaster-general told us the other day that the chances of success were about 1 in 80,000,000 in some of the pools. Yet the craze goes unchecked and it is difficult to imagine to what proportions the pools will have grown in a few years.

We have nothing against football pools, dog racing or any other form of amusement in which the public likes to have its little flutter, but we do strongly object to the legal muddle which permits and tolerates such wholesale gambling while a business which provides just as much if not more employment than the pools and in which millions of pounds is invested with a consequent gain to industry is harassed and penalized.

Some "farcies" on the stage have a long run. Here is one in respect of which it is time the "coming off" notices were put up.

# Penny Skillo in Form of Jar Deal

CHICAGO, March 12.—Built in the form of a jar deal, Penny Skillo is being offered by the Century Manufacturing Company as "new sensation in penny machines." It offers a miniature game feature in which the player inserts a

## Correction

NEW YORK, March 12.—The phone number which appeared in the advertisement of the Mikro-Kall-It, Inc., microphone action counter game was given as Wisconsin 7-9516. This number should have been Wisconsin 7-9561. Those who called the old number and were unable to reach the firm are assured of getting in touch with executives of the firm by calling the correct number given above.

coin in the chute at the top. The coin rolls down thru brass pins into red, white or blue award pockets. The award is made up to as high as 15 to 1 in cigars or other merchandise.

The makers of the machine state that it will take away the play from any three-reel cigaret machine week after week. Here is a real business stimulator that draws the play just like a magnet because it has everything. The machine keeps accurate count and perfect check-up of skill award payouts as each lucky penny is dumped into money separator box in the machine. This makes it interesting to the merchant on a 40 per cent basis to him, plus his merchandise profit. It can be regulated for conservative and liberal awards.

# Exhibit Promises Baseball Machine

CHICAGO, March 12.—Stating that he wished to add a new descriptive word to



D. J. MOLONEY, plant superintendent Bally Manufacturing Company, plays the Magic Ball air-controlled game, while Jim Buckley, Bally general sales manager, looks on.

coin machine publicity, Leo J. Kelly, vice-president of Exhibit Supply Company, said that the word "beehive" would best indicate how busy the plant is at this time. There are some good witnesses to the fact that the plant is in full production on a number of machines now well known to the trade.

Down the center of the factory could be seen this week a long row of Hi-Ball cabinets going thru the assembly line to have the mechanisms installed.

"A new baseball game will soon be announced to the trade," Kelly said. "It will be a game with big possibilities under present conditions, as it has been developed and built to meet present needs in the operating field. It will have the necessary player appeal and yet simple in its construction so that operators will like the mechanism. The best news is that it will be offered at an attractive price."

# Rock-Ola Men Hold Meeting at Plant

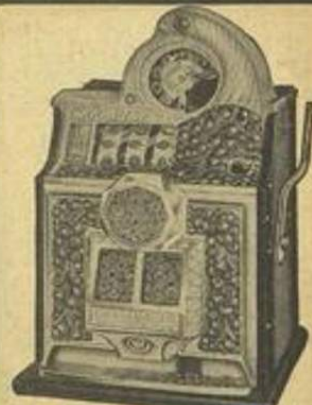
CHICAGO, March 12.—Rock-Ola representatives in the Middle Western States convened on March 9 at the Chicago factory for a day's session preparatory to a big spring and summer drive on Rock-Ola phonograph sales. In the evening the representatives gathered in the factory display room, where instructive talks were made by Rock-Ola executives.

I. F. Webb, vice-president in charge of

phonograph sales, presided as chairman and stated: "We expect the sales for spring and summer to be double those of any previous year. Our 1938 phonograph has many new features to make this greater sales volume possible. For instance, for the first time since Rock-Ola has been building phonographs we have been receiving hundreds of inquiries from location owners about our new 99 per cent slugproof coin chute. One location owner hit the nail on the head when he stated that he would not accept any slugs in his cash register, so why should he or the operator who placed the machine in his establishment accept them in the phonograph?"

Webb then displayed the new coin chute and then described its detailed construction. A convincing demonstration of the new chute was made by trying to play the Rock-Ola Monarch 20 model with 1,400 different types of slugs, it is reported. "Upon actual performance only 1 per cent of these slugs succeeded in getting music out of the phonograph," Webb reports.

Jack Nelson, vice-president and general sales manager at Rock-Ola, gave an interesting talk in comparing Rock-Ola phonograph's streamline cabinet to the new streamlined trains and their success in bringing in extra revenue. "One of the most important factors in selling coin-operated music to the public today is the application of the proper design of the phonograph cabinet," said Nelson. "Recognizing this important factor, our engineers applied streamline design to our 1938 models, and the tremendous de-



# DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play Made Only By

# WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.  
Est. 1880—Tel.: OOLumbus 2770.  
Cable address "WATLINGITE," Chicago.

### SHAKO

PERMANENT SALEBOARD  
Uses Colored Balls Instead of Numbers. MAKES 50 to 2,000 BALL BOX. Works on same principle as regular Saleboard. Big difference, you don't throw it away when completed. Same Balls and Box used over and over again.

FIRST COST — LAST COST. No refills to buy. And there is nothing to get out of order.

RETAILS with 2,000 Colored Balls, \$18.00. With 4,000 Balls, \$12.00. YOUR COST, \$10.00 and \$7.00.

32". Deposit with Order. Balance C. O. D., F. O. B. N. Y.

WRITE—WIRE TODAY.  
MORRISON AMUSEMENT CO., Inc.  
737 Fulton Street, Brooklyn, N. Y.

# OPERATORS! INSIST ON AN R-M COIN CHUTE ON THE GAME YOU BUY!

EASE OF OPERATION — CHEAT-PROOF, LONG-LIFE FEATURES  
R-M Sr. — Indestructible E-Z operating lever — adjustable Speed Lock  
R-M Jr. — Ball-type finger piece for operating ease. Shim-Proof, 7-Coin Multiple Play Cap Prevents Bent Slides.  
Write for details on special CHECK model.

# RICHARDS MFG. CO.

2458 LAWRENCE AVE. CHICAGO, ILLINOIS

BUY FROM THE LEADER		LOOK AT THESE PRICES	
AUTO DERBY .....	\$14.50	GREAT GUNS .....	\$15.50
BEAM LIGHT .....	32.50	HIT 'N' RUN .....	12.50
BOO HOO .....	12.50	HIT 'N' RUN, Patent and Ticket .....	34.50
BUMPER .....	8.50	HOME STRETCH .....	14.50
CARNIVAL .....	24.50	HOT SPRINGS .....	11.50
CHICO RACES .....	10.50	LONG BEACH .....	22.50
DUX .....	28.50	MERCURY .....	10.50
FIRE CRACKER .....	8.50	REPLAY .....	10.50
GENCO FOOTBALL .....	22.50		

A One-Third Deposit is Required With All Orders. Balance to Be Shipped C. O. D.  
All of Our Machines Are Carefully Serviced By Expert Mechanics Before Being Shipped.  
ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

Bangalla .....	\$ 90.00	Turf Champs .....	\$ 30.00	Pacific's Domino .....	\$ 45.00
Trax Times .....	100.00	Lite-a-Pale .....	15.00	St. Jennings Console .....	70.00
Saddle Club .....	120.00	Sunshine Derby .....	8.00	Chiefs .....	70.00
Exhibit's Tanforess .....	65.00	Carom .....	23.00	Jumbo, Cash .....	7.00
St. Paces Race, 30 to 4 ar. Over 4000, heavy-duty Motor .....	115.00	Galloping Dominoes .....	100.00	Winner .....	22.00
Evans' Roulette .....	50.00	Ken Kubes .....	90.00	Air Races .....	16.00
Late Fairgrounds .....	85.00	Turf Special .....	90.00	Stoner's Lotion .....	35.00

CONNECTICUT AMUSEMENT MACHINE CO., 294 N. Main St., Waterbury, Conn.

## G-MAN GRIPPER

The Only 3 - Way Gripper with Theft-Proof Lock and Improved Coin Head. All metal throughout. Orange Color—Crackle Finish Cabinet—Nickel Finish Handles. Legal everywhere.



**\$16.75**

TAX PAID

F. O. B. Chicago.  
Stand—\$1.50 Extra.

## CONSOLES

Paces Races (Serial 3800) ..	\$119.50
Rays Track ..	79.50
Bally Bells ..	79.50
Bally Favorite ..	79.50
African Golf ..	69.50
Evans Bangtail ..	124.50

## ONE BALLS

Classics ..	\$29.50
Caroms ..	29.50
Golden Wheel ..	34.50
Fate Finish ..	34.50
Racing Forms ..	39.50
Prizeless ..	44.50
Arlington ..	47.50
Mills Clocker ..	47.50

## SLOTS

33 Paces Comets D. J., 25c play, used only 3 weeks ..	\$39.50
26 War Eagles, 10c play, S.J., Serial over 400,000 ..	34.50
500 Mills, Wurlitzer, Rockola Phonographs — Write for prices.	
100 A. B. T. Targets ..	24.50
200 Stewart McGuire Cigarette Machines, 7 Column Deluxe ..	54.50
5 Seeburg Rayolites ..	195.00

## GERBER & GLASS

914 Diversey Parkway,  
Chicago, Illinois

## THE COIN CHUTE LEAGUE

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### Employment

The *New York Times*, in its Sunday magazine section, March 6, 1938, features an article, *The Man Over 40: A Machine Age Dilemma*.

The fact that *The New York Times* is often called "the rich man's newspaper" is assurance that the article is not published for the promotion of any radical ideas.

The article is written by Waldemar Kaempffert, a writer of popular scientific articles, who has a reputation for being fair and progressive at the same time.

Kaempffert is not entirely a stranger to the coin-operated machine industry. He was formerly connected with the Rosenwald Fund in Chicago and at one time was interested in making a historic collection of coin-operated machines in the marvelous Museum of Industry in Jackson Park, Chicago. It has been my privilege to publish articles by Mr. Kaempffert in coin machine publications.

Members of the coin machine industry who wish to promote good will for the industry by understanding modern problems of unemployment will do well to read his article.

Mr. Kaempffert puts the responsibility for lack of jobs for men past 40 at the door of business and industry where it belongs. In this day of blaming everything "on the government" it is refreshing to find an authority who quietly but firmly says that "industry has created a problem for which Social Security has not found an answer." That is, while business men curse and fume about "the government" today the evil of the army of unemployed over 40 lies at the door of business. They created the problem but have been trying to throw it in the lap of "the government."

Kaempffert points out one of the strange features of this problem. One of the alibis which business men usually give for turning down older men is that "they are poorer health risks." But all the evidence points to the fact that modern medicine and science is building up the health of the people so that the proportion of older people is surely increasing.

In 1908 the census showed 28 per cent of the population to be between 40 and 64; in 1930 the proportion had risen to 35.4 per cent. It is still rising.

The employment of people of 40 and older thus becomes a problem that will increase instead of getting better. Social Security, with its old-age pensions, is an attempt to turn over to "the government" the job of taking care of these people. But it has only begun in the United States. If Mr. Kaempffert had not been too kind he might have said that there are thousands of business men in this country that are doing their best to scuttle the Social Security laws.

Fortunately, here and there the coin-operated machine industry is able to make a contribution to old-age pensions thru its amusement games division.

Fortunately, many operators are members of the American Legion or Veterans of Foreign Wars, and both of these or-

ganizations at their national conventions voted full sympathy with the movement to come to the rescue of the unemployed man of 40 and above.

### Contributions

Worcester County, Md., has made its report of the contributions which the coin-operated machine industry made to the relief fund since the State licensed various types of machines less than a year ago.

The total receipts from operators in less than a year amounted to \$3,297. The licenses issued to date include 141 for pinball games and 57 for phonographs.

### Community Chest

President Roosevelt officially opened the annual Community Chest drive by addressing a meeting of the Mobilization for Human Needs in the White House on March 11. The President appealed for a "united front" in making the 1938 private charity program a success.

The President also said that of the total unemployed today about one-third of them are under 25 years of age. That means a double problem—the unemployed over 40 and the unemployed under 25.

## New Orleans

NEW ORLEANS, March 12.—The regular monthly meeting of the New Orleans Coin Machine Vendors' Association was held March 7 at 1002 Poydras street, with President Julius Pace presiding as usual. The meeting was well attended and all present took some part in discussions that featured the program. A banquet followed the meeting. About 25 members attended.

Altho open only a week, the Bucktown Sportland, operated by the New Orleans Novelty Company, is already enjoying a splendid patronage despite its suburban location and the still cool weather. There is little doubt that when the season really opens at the lakeside resort the Sportland will go like a house afire. Manager Louis Boasberg says that he has been forced to double the number of slots on location and has added three new *Calle Play Boys* and three Jennings Dixie Belles chromium fronts to meet the demand.

Two new Bally pin games have been seen for the first time during the past week at the offices of the Dixie Coin Machine Company, territory distributor for Bally products. There are Reserve and Sport Page, both of which were quickly bought by out-of-town operators and already are earning money for their backers. The Dixie Company also reports a good demand for Bally's counter machine, *Life-a-Pax*. "The *Life-a-Pax* is one of the best sellers we have ever handled for Bally," officials of the Dixie Company relate.

As usual Poydras street distributors entertained a large number of out-of-town guests this week in spite of the

fact that Mardi Gras has gone with the winds. Among those whose faces were seen during the past week to 10 days pricing new material and taking sales slips home with them for future deliveries of new games were A. J. Gustin, Plaquemine, La.; George Roast, Hammond, who reports the opening this week of what looks like Louisiana's biggest strawberry crop; E. J. Thoman, McComb, Miss.; J. Michem, of Louis & Michem, of Lake Charles; A. Magliore, of Good Hope; Ralph Palsetta, Donaldsonville, home of the South Louisiana State Fair; Abe Kalif, McComb, Miss.; E. J. Rousellin, Lake Charles; W. J. Tortorich, Baton Rouge, and a dozen or so others.

F. W. King, head of the C. & N. Sales Company, is out on an extensive trip in South Mississippi and Alabama and writes home for more order blanks. King is going in for a side line by selling tung oil acreage and he has one of the surest money makers that this section has ever offered.

The Tattler Tells Me That: Dom Fazio and Ferd Dunn are still getting scented mail from the Windy City. . . . Melvin Mallory won't even attempt to raise his usual spring crop. That last year's mistake attempt proved one too many failures for Mallory. . . . Harry Best will put on a Hungarian Rhapsody this summer. . . . Association Secretary Jules Peres plans the early opening of a night club in back of his new palatial City Park avenue home. . . . Joe Pipitone, local catch of the moment, still prefers the Creole type, shunning others very tactfully. . . . Bennie Cohn is still looking for a certain out-of-town Kitty. . . . Burt T. because eligible for his present membership in the Torch Bearers' Club (Heart-Broken Bachelors) because of certain little redhead. . . . Louis S., of a Rampart street music house, often brings Thelma T. around to the office to see just how well he does his work. How about her ability to cook, Louis? . . . With spring in the air fishing equipment is being brought out of the cedar chest and polished up. Among the early starters are Frank Alessi, Ed Kramer, Vincent Casertano and Gus Lamana. . . . A certain happy event in coin machine row will cause many broken hearts and will be an immense surprise to the entire colony because they are keeping "their eyes glued on the wrong other half."

## Gerber Extols G-Man Gripper

CHICAGO, March 12.—Gerber & Glass, distributors, report the fine job they are doing with their new counter machine G-Man Gripper. They attribute the success of this machine to many reasons, the most important being the powerful appeal it holds for both players and operators alike. "Operators like G-Man Gripper," they state, "because it is so legal that it can be placed on any type of location in any territory. Since this machine is small in size they can also place it on many spots where they have other equipment in operation. This small size plays an important part, too, in obtaining new locations for the machine.

"The tremendous appeal of the machine," they continued, "lies in the fact that it offers three distinct types of strength tests—push apart, squeeze together and grip. Operators endorse this machine because it is simple to operate and requires little care beyond that of making the rounds to scoop the pennies out of the coin box. These collections are really tops, too, as far as earnings of penny machines go if we are to judge by all the reports we've received from satisfied operators so far. This game is packed full of player appeal and is a real profit maker, too. Since it pays out no awards, every penny that enters the coin chute spells profits for the operator."

### Beg Your Pardon

In *The Billboard*, March 12, page 84, under New Orleans Notes, a H. E. (Herb) Wedewen is referred to as credit manager of the Rudolph Wurlitzer Company. We regret this error. William P. Bolles is credit manager of the Wurlitzer firm. Bolles recently spent two days in New Orleans.



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SUCCESS on many ordinary  
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 NOVELTY GAMES  
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 Chicago Derby 42.50  
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**Relay Line-Up** \$35.00  
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 Round Up 3.00  
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### Snappy Is Sure Thing, Says Exec

CHICAGO, March 12.—"Someone once told me," states Sam Gensburg, official of Chicago Coin Machine Company, "to always bet on a sure thing. Well, sure things are, I believe, few and far between, and I am confident that all coin machine operators, jobbers and distributors will agree with me. But from the way they have been placing orders for Snappy, our new 5-ball novelty game, it looks like they're betting on it in the same light as I am—as a sure thing. Snappy offers an entirely new type of appeal to all coin game fans, they report. It's punch packed with excitement from start to finish, and I believe this is one of the strongest factors in the outstanding success it is making on locations everywhere.

"Altho it has been on the market only a few weeks, operators report that it has caught on with the public much faster than the average novelty game," Gensburg went on, "and is already earning as high profits as most games earn after they have been on locations for at least a month.

"Before going into production on Snappy we felt that here was a game that would inject into many territories as well as locations new strength for steady, profitable operation. Reports from operators everywhere point to the fact that we were absolutely right in our belief. As further evidence of their faith in us," he concluded, "are the daily orders for this outstanding new coin game. This steady increase of orders has caused us to change production schedules so that we can make deliveries promptly."

### Winner Deals On Seven-Day Trial

CHICAGO, March 12.—Winner Sales Company reports increased sales on its new jar deal proposition. Three deals, each one a complete set-up, are said to be offered at a very attractive purchase price. The company is also permitting operators to examine their purchase on a seven-day trial basis, whereby "the Winner Company takes the risk, and guarantees to refund the purchase price if operators are not thoroughly satisfied upon opening their shipments and examining the contents thereof."

### St. (J. H.) Keeney Banishes Bugs

CHICAGO, March 12.—J. H. (Jack) Keeney argues that if St. Patrick won his sainthood on the strength of his banishing snakes from Ireland, he (Jack) should be called St. Keeney because of Keeney games having eliminated so many of the "bugs" heretofore

experienced in coin game operation.

"Take the new force-spring self-adjusting contact fingers used on the odd-changer assembly in Kentucky Club, Derby Champ and the 1938 Model Track Time. Those little gadgets," claims Keeney, "permanently eliminate the bother of frequent contact adjustments and cleaning, and also of contact fingers breaking off.

"Then there are our new permanently set and self-adjusting relays as now used in Keeney Games. These," explained the head of Keeney & Company, "put an end to relay troubles. When you take a game that is right in its play appeal and give it a bug-proof mechanism, well, you've got something there.

"And I guess we have, judging from the sales of all our games. New releases were put thru last week on Derby Champ and Kentucky Club. We're working on our sixth run of Free Races and even that run is already about sold out. And the new 1938 Track Time is just getting under way, and we'll soon be putting thru a new run of this game," he concluded.

### Biz Picking Up, Says Monarch Head

CHICAGO, March 12.—According to Roy Baselon, head of Monarch Coin Machine Company, there has been an exceptional spurt of activity, especially noticeable during the past few weeks. Says Baselon, "The past few weeks has seen a great rise in sales of all types of coin-operated equipment insofar as we are concerned. Naturally we're enthusiastic over it and are keenly optimistic about the future. We've purchased a good deal of excellent new and reconditioned equipment which operators are going for in a big way.

"At the same time," he went on, "our famous Bags of Gold is stronger than ever. I was confident when we first introduced Bags of Gold that it would outsell the average deal of its type, but didn't figure on outselling by such a tremendous margin. It has so much fascination that operators in many sections have placed as many as a dozen repeat orders for the same locations. They have certainly proved this deal to be worthy of its name by the outstanding size of profits they have earned with it."

### Milwaukee Coin In New Quarters

MILWAUKEE, March 12.—Under the management of Sam Simonson, the Milwaukee Coin Machine Company has outgrown its old quarters and has now taken offices at 2816 West North Avenue. Simonson reports that the new salesrooms are much more convenient for ops to reach and the added room and loading dock in the rear are added conveniences.

"Business has grown so much during the last six months," said Sam Simonson, "that we have literally been crowded out of the old place. In our new location, we have ample space and fine modern facilities to uphold our traditions for the best service it is possible to render. Also, the new latchstring will always be out to all our friends to drop in and see us. This invitation, of course, includes their families and friends."

### Penny Is King, Says Gottlieb

CHICAGO, March 12.—An idea recently used by D. Gottlieb & Company is a personal message from Dave Gottlieb to operators incorporating a picture of new King Penny. The object of the message is to make operators penny conscious, officials report, and to give them pointers on how to keep profits coming in steadily in spite of economic conditions.

"A new King has just stepped on the throne in the coin machine business," reads Dave Gottlieb's message. "He is King Penny, the biggest coin today. Penny machines are doing a big business everywhere, because players demand more for their money in times like the present. They would rather spend five pennies than one nickel—it's human nature. Smart operators don't sit by and wait for times to improve before they can make money. They operate penny machines and make money right now.

"In line with this fact," he continued, "the two Gottlieb Grip Machines have recently been developed as the first of a series of penny machines to give operators steady income during depression. The latest, the De Luxe 3-Way Strength Tester, tests the hand grip and arm strength by push and pull. It incorporates a new anti-tilt device that prevents gyping, and also has the new button indicator release to permit competitive play. The Giant Grip Seal is a hand-grip tester. It also has the button indicator release feature and anti-tilt device. Both machines are ruggedly built with long-life mechanism and very handsome in appearance, finished in cracked duco with chrome handles and trim.

"Another advantage of penny machines," Gottlieb concluded, "is their unquestioned legality. They are not frowned upon by the authorities, but go right on making money."

### Royal Going Great, Pollard Reports

CHICAGO, March 12.—"Yes," says Reynold Pollard, official of Royal Coin Machine Company, "business is considerably better with sales rising by leaps and bounds daily. At the present time we have one of the largest stocks of new and reconditioned equipment in our history—games that are selling at ridiculously low prices. The past few weeks has seen a marked increase in sales of this equipment in all sections and particularly in sections where operation has been more or less crippled due to legal restrictions. All indications point to the fact that officials of these restricted territories are taking a more liberal attitude toward coin game operation.

"This is indeed encouraging," he went on, "not only to operators in those sections, but to everyone connected with the coin machine industry. I have noted of late what seems to me to be an unusual number of operators from out of town who have been in Chicago on buying trips. I am happy to say that with our new and enlarged headquarters we are able to serve these operators more efficiently and also render them faster service on shipments. They realize more and more the true value of buying their equipment from Royal—that it is absolutely dependable for long-time operation."

### Sport Page Hangs Up New Record

CHICAGO, March 12.—Average earnings from Bally's new Sport Page multiple one-shot payout are actually exceeding records established by Fairgrounds one-shot, according to Jim Buckley, vice-president and general sales manager of Bally Manufacturing Company.

"Our new Sport Page one-shot," Buckley stated, "is definitely the game to keep those fancy 'la Fairgrounds' profits coming in to operators for another solid year. Sport Page is deliberately designed to embody the authentic time-tested Fairgrounds play-appeal, plus a more attractive panel, a flashier backboard, new gadgets to pep up the action and numerous mechanical and anti-cheat refinements which will add thousands of dollars per machine to the operator's annual profit."

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Alarm Flying High	\$10.00
Prizes	Each.
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### NOVELTY GAMES

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Get Skill	\$18.50
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"21"	6.00
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Liberty Bell	59.00
Exhibit's Races, 7-Coin Head	49.00

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# MEN & MACHINES

**NOVELTY GAMES:** One of the two manufacturers that specialize in novelty pinball games says the firm "will do more business in 1938 than in any previous year." The firm has exceeded its previous years for so long that maybe it can be done.

In fact, if general conditions follow their normal trend novelty games should be doing pretty well by fall.

The coin-operated machine industry, now well grown up, is getting a chance to feel how a general business depression reacts on various types of coin machines.

The business collapse of 1929 knocked the props from under the vending machine industry, because the big vending machine publicity had been promoted by stock promotions in the East. The meritorious part of the vending machine industry was then able to slowly build its way up to gain attention again.

Automatic phonographs staged a comeback with repeal and the development of new needles and sound engineering. In the present depression phonograph operators report a drop in earnings because many liquor locations are not getting the trade.

Unfortunately, the general reaction against payout games caught the amusement games business right at the time general business was going down also. So it is not possible to say just what effects general conditions are having on all types of amusement machines.

Dave Gottlieb says that it is time for manufacturers to start putting out penny games, because economic conditions suggest the penny play. Retail locations of all kinds began to feel a real drop in business since January 1.

As a rule games of chance begin to come back when other kinds of business cannot contribute to political funds. That is, when games of chance are generally down there should be a slow comeback during a depression. Reports from several sections indicate that this is happening very quietly.

### Consistency

It is quite a novel idea that the Greater New York Vending Machine Association members have of checking up on Chicago's crime, poverty, slums, etc., and showing how much better it would be to work on these things rather than the city turning its efforts to eliminating the great crime of playing pin

games and of preventing minors from buying cigars from cigar vending machines.

The New York fellows may not know it, but Chicago also has quite a problem of marijuana smoking among school children, too. Perhaps the New Yorkers will say that Chicago officials could much better devote their time to stamping out this dope evil among children than to removing the temptation of cigar vending machines from the city.

It is now beginning to appear that other cities think Chicago officials are too darn consistent in stamping out the modern evils of a great city.

Ira T. Byram entertained A. M. Weinand (Rock-Ola phonograph division) at his new home in Washington, D. C., recently. Weinand was delighted to meet the charming young Mrs. Byram. He hadn't been informed that Byram had deserted the bachelors' fraternity on New Year's Eve. Byram says he has been so busy in the phonograph biz that he hasn't had time for a honeymoon yet.

One of the closest observers of trends in the coin machine business is Bill (the Sphinx) Cohen, Silent Sales, Minneapolis. The Sphinx says that a survey made in his territory for several weeks gives some interesting figures as to the swing between bumper games and hole games. He says there is a marked tendency in his territory in favor of the hole games (at night).

Jim Buckley (Bally Manufacturing Company) is reported to be developing into a two-fisted campaigner. This week he got up on a soap box hammered the wind with both fists, and said: "How are you going to do anything to bring the industry back? The merchants are afraid to sign petitions and, besides, there's a boob among the operators in every city that insists on speaking for the industry. I'm asking you, what can you do?"

Buckley was going to write an article for the trade on "how fast money went to the heads of some operators" and started a wave of misfortune for the amusement games industry. The trade is still waiting for the article.

"Slot machines may be used to sell silk stockings to women. Philadelphia manufacturers are considering placing the machines in plants and offices employing large numbers of women. Credit Kotex for the idea."—(From Business Promotion magazine.) Some more educational work for the vending machine trade to do in discouraging the use of that word "slot."

George H. Pickett, well-known head of P. & H. Coin Machine Company, Toronto, was at the Rock-Ola factory recently to personally see the crating and loading of four carloads of new phonographs especially built for Canadian operators.

W. C. Deaton, Gallon, O., has been appointed district manager for Rock-Ola in the State of Ohio. He is a brother of W. R. Deaton, who also represents a phonograph manufacturer.

Columnist and news commentator Edwin C. Hill has lately devoted two of his "columns" to a reasoned and sincere discussion of the use of lotteries and other games of chance for revenue. Mr. Hill recites history to show what might be done, as well as some of the dangers to avoid.

**WEDDING BELLS:** Rose Harrison, who has been bookkeeper at Daval Manufacturing Company for the last three years, is due to embark on the matrimonial sea March 18. (This is being written March 11.) The fellow she proposed to is Maurice Weisman. A recent survey by *The Chicago Daily News* women's editor indicates that in about 90 per cent of the cases where people get married the girl did the proposing. Rumor

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has it that Miss Harrison helped to swell that percentage.

**THERE IS NO MRS. ROSS.** A newspaper story of a party given by the Oriole Coin Machine Corporation in Baltimore inadvertently reported that Eddie Ross and Mrs. Ross were among those present. Whereupon many fair (and dark) ladies phoned and wired Eddie to know why he had broken their hearts. Eddie was finally overcome by the weeping, so he issued a statement for the press:

"There is no Mrs. Ross. I want it generally known that such is the fact and that until this is changed it will so remain." In other words, he does not choose to run just yet.

Percy Smith (Exhibit Supply Company, Chicago), as poet laureate of the coin-operated machine industry, says that the poem in *The Billboard* and ascribed to his prolific pen was certainly lacking in rhyme and reason. He disclaims all authorship and anyone who wants credit for the gem can have it.

## Gensburg Speaks Of Genco's Latest

CHICAGO, March 12.—"It's not very often that a coin game manufacturer turns out at the same time two hits such as our latest 'nickel magnets,' Magic Roll and Recorder, are proving to be," states Meyer Gensburg, official of Genco, Inc. "But the way these two games are going clearly indicates that our optimistic predictions about them were right."

"Recorder is doing just what its name implies, only more so—it's recording some of the biggest profits operators have ever earned with a high score novelty game," he went on. "This game is a 2-ball bumper-type game that is strictly for skill and amusement, and since it pays no awards is absolutely legal everywhere. Free plays are recorded on the backboard and are taken off by the player when he presses the free play plunger on the front of the cabinet. It protects operators' profits, for it incorporates a veeeder counter within the backboard on which the location owner may take off free plays when and if he makes awards other than free games. And with the adjustable dial within the game the operator may set the dial according to the requirements of each individual location to begin free play awards anywhere from 4900 to 6000. And all scores made register progressively in lights on the beautiful backboard."

"Magic Roll is an entirely different kind of amusement game offering fresh new appeal to all coin game fans," he went on. "It uses hollow chrome steel balls, has a padded noiseless alley, and its scoring principle is a departure from the customary system. Progressive scoring, yet. But in addition the tit-tat-toe system may be used. Under this system a player may score diagonally in two directions as well as horizontally and vertically. What makes Magic Roll even more brilliant is the beautiful light-up action of the backboard. It's a combination of this suspense and action that is helping the game earn such huge profits for operators everywhere."

## STOP LOOKING and LISTEN!

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CHICO BASEBALL	Chicago Coin	RECORDER	Genco
TURF QUEEN	Chicago Coin	RUNNING WILD, Jr.	Genco
U-POP-IT	Ramel, Inc.	MAGIC ROLL	Genco
WAR ADMIRAL	Daval	GRIP TESTER	D. Gottlieb
FREE RACES	J. H. Keeney	SLUGGER	D. Gottlieb

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FOR A NAME**

Here's your chance to earn \$50.00. We are going into the cigarette business and want a name for a special brand of cigarettes. Submit a catchy name. All names submitted are to remain the property of O. D. Jennings & Company. The decision of the judges will be final. Contest closes April 5, 1938.

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## O. D. JENNINGS & COMPANY

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### Skill Derby Now At D. Robbins & Co.

BROOKLYN, March 12.—By the time this article is in print Dave Robbins, of D. Robbins & Company, reports his firm expects to have a sample of Stoner's Skill Derby on display.

In describing the play of this game, Robbins stated: "Realistic horses run across the field on Skill Derby. They pass and repass each other as they are propelled by the player's skill in tapping rubber balls into small alleys in the backboard of the game. Each alley has a number which is matched by a horse. Horses advance according to the skill exercised by the player.

"Skill Derby is so exciting that no payout is necessary," Robbins concluded. "There is no doubt that this game will be legal in most cities. We intend forming several operating companies for the game in New York, New Jersey and Connecticut. In fact, I believe earnings

from this game will be so great that every operator will be mighty thankful he is in the coin machine business."

### Oriole Now Has Special Sales Dept.

BALTIMORE, March 12.—Eddie Ross, of Oriole Coin Machine Corporation, reports that his firm has just established a special sales department which is entirely separate from the present set-up of the firm and which will function independently.

At the present time Ross is not divulging the full details of this new set-up beyond stating once it is under way he is confident it will be recognized thruout the industry as an important adjunct to present sales methods. "Experts in sales matters are being called in to make a survey of our organization and to recommend the type of products we should carry. Men chosen for this new department have proved themselves capable. We believe we can do something in a sales way in this industry that has yet to be done. This new set-up is bound to result in increased sales of the equipment we now handle," he concluded.

### Royal Hints at Game Surprise

NEWARK, N. J., March 12.—Tho he refuses to give any details, Dave Stern, of Royal Distributors, is doing a lot of hinting these days about a new game which he says he's preparing as a surprise for ops thruout the country.

In speaking of the game, Stern stated: "I can't say much now, but this game is of large size and is being made right here in this city. It will be tested here for a length of time to assure those who purchase it that it is mechanically perfect and a real money maker. This machine will be absolutely legal and will meet the approval of ops who want exclusive equipment."



ROSE KNOLLMILLER, manager Marbepp Company branch at Toledo, Ohio.



## NEW! PLAY BALL!

\$18.00 Per Dozen

MR. OPERATOR:

Another Go Getter Hit! A season's ticket to the Ball Game! A sensational play appeal and money-maker. Just picture for yourself your taking out a 3c ticket and having a chance to receive \$25.00. Wouldn't you try? With all the people in the United States baseball minded this will be the greatest success in your operating experience. We have cut the price on this deal to meet cut-throat competition. We don't sell inferior merchandise, we guarantee what we sell. We originate, not imitate our jar deals. This Play Ball deal takes in \$42.00, the average payout is \$18.00, the average profit is \$23.00. Complete deal, \$35.00 per dozen refills and cards, \$18.00 per dozen. Sample deal complete, \$3.50. Federal tax paid. Express prepaid on all orders in U. S. Order a sample and ask for jobbers' and distributors' prices.

**GO GETTER JAR CO.**

P. O. Box 691

TYLER, TEX.



## LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Real awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$40.00, pays out approximately \$30.00.

Sample \$3.75; Lots of 10 or More, \$3.50. Deposit required on all orders.

**H. G. PAYNE COMPANY**

312-314 BROADWAY,

NASHVILLE, TENN.

## ATTENTION OPERATORS!!

BUY FROM US WITH THE FULLEST CONFIDENCE. WE WILL NOT SUBSTITUTE. OUR MOTTO: NO DEAL COMPLETE UNLESS YOU ARE SATISFIED.

A FEW SPECIALS	PAYOUT TABLES
BUMPER, Bill & Winner . . . . . \$ 7.50	TURF CHAMPS . . . . . \$32.50
HOME RUN Baseball Game, 5 Ball . . . . . 10.00	PREAKNESS, Late Model . . . . . \$2.50
FURY TO-BALL GAME, Plenty Action, 6.50	PANCO PALOOKA . . . . . 15.00
MADCAP, by Stoner . . . . . 4.50	PANCO BALLOT . . . . . 15.00
MERCURY, by Bally . . . . . 22.50	PANCO GALLOPING PLUGS . . . . . 15.00
25 SLOT MACHINES TO CLEAR—JENNINGS, WITH RESERVE JACKPOT, GOOD WORKING CONDITION, AS LOW AS \$12.50, NOT HIGHER THAN \$15.00.	
TERMS—ONE-THIRD DEPOSIT, BALANCE C. O. D.	
WE CARRY A COMPLETE LINE OF HAMILTON SALES BOARDS, NEW NOVELTIES.	
WIRE — WRITE — NO ORDER TOO SMALL OR TOO LARGE.	
<b>SOUTHWESTERN VENDING MACHINE COMPANY,</b>	<b>2711 WEST PICO ST.,</b>
	<b>LOS ANGELES, CALIF.</b>

# Bang-A-Deer is the Pioneer

## of COIN OPERATED SHOOTING RANGES

### REAL GUNS! REAL BULLETS!

**FIRST**  
In Greater  
PROFITS

★  
BANG-A-DEER presents amazing profit possibilities hitherto unknown to the coin machine business. Cash in on the irrefutable appeal of the public — to shoot at a moving target with REAL GUNS AND REAL BULLETS!

★  
Location  
Tested  
and Success Proven!

Wide awake coin machine men are NOW CASHING IN with this spectacular COIN OPERATED SHOOTING RANGE! Let BANG-A-DEER blaze the way to real profits for you!

Learn how you can get your share of the great Nickel Harvest—write

## TRU-SHOT CORPORATION

A Subsidiary of the Steel Materials Corporation

17210 GABLE AVENUE — DETROIT, MICHIGAN



Bang-A-Deer's 100% skill and recreation appeal—

Will Open  
Closed Locations

★  
Even a child can enjoy and operate Bang-A-Deer. No effort has been spared to make this Shooting Range 100% Safe-Player leads own gun. No attendants needed. All scores recorded on colorful electric score board.

## Things Look Rosier

By RAY BECKER

Sales Manager J. H. Keeney & Co.

One of those well-meaning, always seeing the best side, sort of fellows once landed on the scene just as the writer had accidentally hammered hell out of his thumb.

"Don't take it so hard," suggested Mr. Roy Glasses, "it might have been worse."

"How?" groaned the sufferer.

"Well, for one thing, it might have been both thumbs. And for another, instead of a hammer it might have been a pile driver."

And Mr. Becker could have brained Mr. R. G.

I think of the instance as I come along singing "Everything's Rosy in the Coin Game Business."

Some operator whose collections are down to 10-cent breakfast size or some fellow whose territory has just been closed to everything but nickel phones, some fellow like that might experience the urge to knock out what an X-ray picture would indicate were my brains.

Yet the outlook in the coin game business does look rosier.

I know the rosy brightness is not exactly blinding as yet, but the tints de rosa are more evident and spread out over a greater area than has been the case for some time.

More territories are opening up. More localities and cities are putting games back on a license basis. And a great many sections are beginning to more favorably consider the advisability of bringing back those economic and commercial benefits which were taken from the community with the banishment of coin games.

Public officials, local business organizations and the people themselves still remember what these very same coin games did toward the stimulation of business and in putting more money in circulation during the previous depression.

And they are beginning to see the wisdom of again employing these nickel-size but dollar-effective coin games as another aid to breaking up the present recession.

### Really New Games

Then, too, coin game manufacturers are again really going back to work. A new game today is no longer, as was the case in so many instances, merely a new name and paint job on some time-worn game idea.

The new games coming out today are genuinely new in their application of some new mechanical or game principle, new in their cabinet presentation and general design and new in their appeal for public approval and patronage.

These new games are giving a new earning life to coin game operation.

Of course, operators who still work on the theory they can get by with junk equipment are still yelling about poor collections. How can they expect anything else? Could a business man expect to be successful if he employed out-of-date methods? Can a retailer hope to conduct a profitable establishment with worn-out merchandise?

Yes, sir, things look rosier. The public has been made coin-game conscious. We no longer have to educate the player to an appreciation of the amusement these games provide.

### Work Mechanically

Of no slight bearing on this rosier state of things is that most games now work mechanically. The operator no longer has a substantial part of his equipment in the shop awaiting some part or repair job.

But most of all, people as a whole (and that includes the public officials and other community agencies) are beginning to really appreciate coin games; as a source of inexpensive and innocent amusement, as an agent contributing to effective business stimulation and as a means to increased community and civic revenues.

I would say, and I'm keeping an eye on that disgruntled operator who might like to lay a pile driver to the cerebral region housing my brains, that the coin game business is entering upon a new era of prosperity exceeding that of any previous period, and with it this time PUBLIC RECOGNITION AND PUBLIC APPRECIATION.

The above is not merely the spewings of a sales manager who pecks away at a typewriter for the want of something to do. Substantiating the rosier hue of things in the coin game business, our own sales volume is greater than ever in the history of this concern. And a factory does not find it necessary to

## NEW Sparks

Ball Gum Vender with Automatic Token Payout



Inspect this marvelous new Sparks machine at your nearest jobber. Positive Token payout from one to ten packs on winning combinations; eliminates all controversies with Locations, gives you full profits you are entitled to.

Large size Reels, rugged mechanism which is removable from cabinet. 300 Ball capacity Gum Vender.

Nickel Model has Cigarette, Beer or Horse Race Reels, Jackpot optional for \$2.00 additional.

Penny play in Cigarette Style only.

SPARKS IS MASTERBUILT BY

### GROETCHEN TOOL COMPANY

130 N. Union Street, Chicago, Ill.

run night shifts, as we are at the present time, unless a sufficient number of operators are using a sufficient number of games to justify a night force.

Things may still be tough with you and your operator. But with a lot of others things are not as tough as they have been. Yes, sir, "things look rosier" in more and more territories and with more and more operators—believe it or not.

## Houston

HOUSTON, March 12.—Starting immediately the Music Operators' Association of Houston will hold a regular business meeting on the first Thursday of each month and a social meeting on the third Thursday. The last-named meeting will be called to order in regular form, but only as a precautionary measure, leaving the way open to act upon an emergency or transact any urgently important business. To date the association has held two regular meetings each month but with things moving along so smoothly one business session is now considered sufficient.

The non-bumping by-law of the association was renewed for 90 days with only two dissenting votes. This rule is acted upon every 90 days. Each member is called upon to express his opinion; then a vote is taken for bumping, for modified bumping and for no bumping.

E. D. Purlow, of Electro Ball Company home office in Dallas, was in town March 5 for a business conference with Hans Von Reydt, local branch manager, concerning the new Horoscope scale. In Houston, as in other principal cities of the Southwest, this scale will be operated by a responsible operator on the exclusive franchise plan.

Lone Star Music Company, one of the major operating firms of this city, has moved from Hamilton street to the 3000 block on McKinney avenue. Lester Hearn is manager of this company and Annabel Pearce secretary.

Seldom does a week pass that W. A. Niemacki, executive secretary of the Music Operators' Association, does not get a letter asking for pointers on organizing and maintaining an association. Last week he got three, one each from the States of Illinois, Washington and Minnesota. Niemacki believes that the time is not far off when organization of coin machine operators will be the rule rather than the exception. He states that he is always glad to help in every way possible the organization of operators' associations.

## The PARLAY

SENSATIONAL NEW BARREL BOARD WITH SEPARATE PAYOUT CARD, FEATURING HORSES THAT GIVE YOU A RUN FOR YOUR MONEY.

Seven small horses are at top of payout card, three holes alongside each horse. Winner guesses any hole; horse finishes across card to "Win," "Place" or "Show" position, receiving \$25, \$10 or \$5. Drawer of "Parlay" ticket selects any two horses. Only one \$25 winner possible. Made in White and Black styles. 10¢ or 5¢ per play; average profit \$71.82 on 10¢ deal, \$41.82 on 5¢ deal. Sold to operators only. Write for details.

### SUPERIOR PRODUCTS, INC.

14 N. Peoria St., Dept. C, Chicago, Ill.

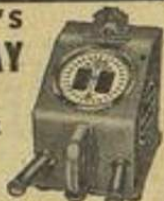
## A New Feature on Galloping Dominos

CHICAGO, March 12.—A new attachment in the form of a skill feature has just been added to Galloping Dominos, according to officials of the H. C. Evans Company. "By means of this attachment," points out R. W. (Dick) Hood, president of the firm, "the play commences as a pin game, the spinner light then going into action as a free play. This new idea permits operation of the game in territory where pin games are permitted.

"The attachment is so cleverly fitted to the right-hand side of the machine," he went on, "that to all appearances it is not an addition but a part of the machine itself, harmonizing perfectly with the modern cabinet. Considerable comment has also been caused by the 1938 silent mechanism of the game. This new mechanism was developed by our engineers and can be obtained only in Evans machines. The same is true of the Evans seven-coin head. It is entirely our creation and is made only by us and is available only on Evans games using multiple heads."

## GOTTLIEB'S NEW 3 WAY DELUXE GRIP SCALE

★★★  
NEW IMPROVED  
GIANT GRIP SCALE



Immediate Delivery

Wisconsin Distributors  
J. H. RUDOLPH & CO.  
310 N. Water Street, Milwaukee, Wis.

## 25 PERFECT BUCKLEY DeLUXE DIGGERS

SPECIAL  
\$119.50 EACH

GERBER & GLASS  
914 Diversey Blvd., Chicago.

**THE ONLY DEAL OF THIS KIND IN THE EAST**



**BRINGS \$7.00—Costs You \$3.50**  
 Every Player becomes a Fight Fan. Locations are unlimited—local, everywhere. The Cabinet's Flash and Color makes it a real Attention Getter that pulls the play. The Player gets a real kick.  
**70 NAMES—VALUES UP TO \$1.00**  
 At 10c a Sale, the Cabinet brings in \$7.00. Last game pulled receives a Very Special Prize.  
**FREE**  
 1 World's Champ with every order of 10 (single shipment).  
 Remit 25% Deposit—Balance C. O. D.  
**JEDRO** 134 W. 32nd St.,  
 Company New York City.

**Pennsy Assn. Lays Plans**

To make State-wide drive for members — officers elected—Mitnick prez

HARRISBURG, Pa., March 12.—Plans to secure more equitable legislation and repeal of unfair taxation were matters for discussion and action at a meeting of the Amusement Machine Association of Pennsylvania, held at the Penn Harris Hotel March 6.

Plans were drawn up to carry the fight for organization of operators into every one of the 67 counties of the State. There are estimated to be nearly 800 men in the business in Pennsylvania. Thus far only the more populous cities have been organized.

Maurice H. Mitnick, Philadelphia, was elected president. Other officers chosen were Frank Engel, Philadelphia, vice-president; Benjamin Sterling, Scranton, treasurer; and William Friedman, Harrisburg, secretary. Bernard R. Cohn, Philadelphia, was appointed counsel for the organization.

"It is our aim to fight for fair laws to govern the coin machine industry and the cessation of discrimination against a business that is legitimate and gives the public amusement at such a low price," Cohn said.

"The organization seeks to get the State Legislature to repeal the present mercantile tax of \$21.63 on each machine. This tax is absurd and ostensibly discriminatory. A tax of this magnitude was not designed for a small machine whose total revenue in many cases does not equal the levy imposed.

Cohn said his group would work for a bill that would legalize amusement machines under their own classification at the next session of the Legislature. The law governing amusement machines at present was designed for billiard parlors and bowling alleys and is manifestly unfair to machine operators, Cohn said.

"These laws were passed long before the manufacture of amusement machines and therefore are not designed to govern this new and growing industry. Our other aim is to enforce rigid rules ourselves to stop gambling and keep the racket element out of a legitimate business. By strict self-regulation we will be able to show the State that we don't need government regulation," he said.

**Ponser Displays Magic Roll Game**

NEW YORK, March 12.—The George Ponser Company of New York, Inc., is attracting a lot of operator attention these days by its display of Genco's new-type bowling game, Magic Roll.

Magic Roll uses the fascinating new principle of magnetic discs attracting steel balls, and already location reports on the player interest of this game are said to be exceedingly favorable.

Says George Ponser: "The boys are certainly taking to Magic Roll" because they see in it a possibility of making some real money. Magic Roll is new enough to awaken the players' appetites, yet basic enough to have a long-lasting appeal."

**Budin and Beauty**

CHICAGO, March 12.—Herman S. Budin, Budin's Specialties, of Brooklyn, spent several days this week in Chicago on business. But his complacent spirit was rudely interrupted by too much display of beauty at the Sherman Hotel.

"It is always my luck," he said, "to get into town when there is a convention on."

But there are some men who would have been glad to run into this convention. It was the Midwest beauty operators' convention, with a crowd of female operators instead of the army of male operators that make up the coin machine trade.



**NO USE TALKING! THERE'S NO GAME LIKE—**

**Evans' 1938 GALLOPING DOMINOS**

Great claims don't make great games! You've got to look at the record!

For 2 solid years, Galloping Dominos has outearned, outplayed and outlasted every other game in its class. 1938 model equipped with exclusive NEW features, stands absolutely above comparison!

Evans NEW Legalizing Feature! Skill attachment conforming to requirements in many territories. An added feature styled in the modern design of the cabinet.

Evans' NEW gyp-proof 7-coin head gives you multiple earnings without grief. Last 3 coins visible. NEW silent-action mechanism. Giant Power Pak. Many other features! Precision-engineered, perfect performance unconditionally guaranteed!

Don't be misled by talk! This proven king of consoles assures you top profits!

AT YOUR JOBBER OR WRITE, WIRE OR PHONE HAYMARKET 7630



OTHER EVANS' HITS SKILLO • BANG TAILS ROLLETO JR. Write for Details.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

**PHONOGRAPHS**

- 41 Wardner 312s or 412s... \$109.50
  - 12 Seaburg Selectophones, 36s... 59.50
  - 2 Seaburg Symphonolas, 36s... 49.50
  - 1 Columbia Graphophone, 36... 77.50
  - 1 Mills Dance Master... 44.50
- AUTOMATICS**
- 2 Classics... \$ 27.50
  - 3 Garons... 24.50
  - 2 Winners... 27.50
  - 1 Pils' Peak... 25.50
  - 2 Golden Wheels... 32.50
  - 5 Surf Champs... 34.50
  - 3 Flickers... 19.50
- CONSOLES**
- 5 Pace Races (See 2500 Up)... \$117.50
  - 2 Club House (Cash Register)... 109.50
  - 2 Evans Keno (Cash)... 65.00
  - 1 Fast Track... 69.50
  - 1 Exhibit Race... 72.50
  - 1 Chuck-a-Luck (Single)... 59.50
  - 1 Dark Horse (Floor Stand)... 119.50
- SLOTS**
- 67 Mills Blue Fronts, 1c-5c-10c-25c Play, Light Cabinets, Serials 339000 to 393000... \$47.50
  - 21 Mills Blue Fronts, 1c-10c-25c Play, Dark Cabinets... \$44.50
  - 63 Jennings Chiefs, S. J. Light Cabinets, 5c-10c-25c Play, Serials 108000 to 128000... \$42.50
  - 2 Jennings Chiefs, S. J. Light Cabinets, 50c Play... \$62.50
  - 5 Cattle Commanders, Like New, 5c-10c-25c Play... \$42.50
  - 5 Rotary Merchandisers, Each... 67.50
- Send for Complete List. All Above Machines Reconditioned Like New.
- TERMS: 1/3 With Order, Balance C. O. D.  
**AUTOMATIC AMUSEMENT CO.**  
 1000 Pennsylvania St., Evansville, Ind.

**BANG-A-DEER**

- The Sensational New Shooting Game. We Are Missouri and Southern Illinois Distributors.
- GUARANTEED—READY TO OPERATE CONSOLES**
- BALLY TEASER... \$ 35.00
  - DOMINOES (Pacific, Ticket)... 52.50
  - TRACK TIME... 135.00
  - PANCO DELUXE BELL (5c and 25c)... 59.50
  - RAY'S TRACK... 69.50
  - THORORRD (Ticket)... 79.50
  - TANFORAN (Ticket)... 82.50
  - PACE'S RACES (Serial 1843)... 115.00
- RAY GUNS**
- BALLY EAGLE DE LUXE... \$107.50
  - HOLLYWOOD DE LUXE... 42.50
  - KENEY TARGETTE... 47.50
  - SEBURG RAY-O-LITE... 122.50
  - SHOOT-A-LITE... 42.50
- 1/3 Deposit, Balance C. O. D. Cable Address: "Idealco," Phone: Garfield 0072.  
**IDEAL NOVELTY CO.**

**PENNY ARCADES and SPORTLANDS LINDY SALES**

Installed on percentage basis.  
 Fort Lee, N. J.

Send your correspondence to advertisers by mentioning The Billboard.

**PLAY BASKET BALL**

20 SHOTS 1c  
 LEVER ON RIGHT PLAYS BLACK BASKET  
 LEVER ON LEFT PLAYS ORANGE BASKET

**PENNY BASKET BALL**

100% LEGAL! Duplicate All the Thrills of Real Basket Ball. All Mechanical. Size: 22" Long, 10 1/2" Wide, 17" High. Reconditioned Like New.  
**Price \$12.50 Each** (In Lots of 10)  
 Single Machine, \$14.50.  
 Lots of 5, \$12.50 Each.  
**MEYAL FLOOR STAND \$2.50 Each**  
 Terms: 1/3 With Order, Balance C. O. D.  
**D. ROBBINS & CO.**  
 1141-B De Kalb Avenue, Brooklyn, N. Y.

**3 Complete New JAR DEALS 888!**  
**ALL THREE for only..... 888!**

Look at these profit charts. Add up your earnings. \$128 average profit possible. Man! You're sure to come face to face with REAL MONEY MAKERS that give you a lot MORE for way less. It's a clean-up!

**NO-RISK FREE DEMONSTRATION OFFER!!!**  
 You need see these deals to appreciate them. So send only \$1 deposit today. Pay balance on delivery. We will ship the three deals—Genco's Natural "Bang" and "Half-A-Hundred" on one week's approval. If they are not the best set-ups you've ever seen—if storekeepers, sales and others do not agree they are the most attractive jar deals of all time, just send them back with cover seals unbroken, and back will come every cent of your money!  
 Just Off the Press—4 Brand new 2280 one-cent and two-cent Cigarette and Cash Payoff Deals. Send \$2.00 for each of these complete deals—total \$8. Examine them at our risk or send 'em back within seven days and we'll refund your deposit in full! You'll Order These Deals Eventually. So Do It Today.

**WINNER SALES COMPANY**  
 "Pick a Winner With Winner."  
 3307 ARMITAGE AVE., CHICAGO, ILL.

Get a Natural 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71. Av. Profit, \$42.00.	Banco 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.40 Av. Profit, \$42.60.	Half a Hundred 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.30 Av. Profit, \$42.70.
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**EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY**

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.  
 H. C. Evans & Co. A. B. T. Co. Western Equip. Co.  
 Grotchen Mfg. Co.

**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

# Take your cue from



- a thrill game!
- a skill game!
- Pool's thrills for everybody!
- Billiard's kick for old and young alike!



**LEGAL!**

## America's New Amusement Sensation

A CONTINENTAL EUROPEAN AND CANADIAN FAVORITE FOR YEARS

- Self-Servicing!
- Self-Instructing!
- Self-Collecting!
- Self-Timing!
- No Pay-Out!

All the thrills of Pool or Billiards, at their best... that's SNOOKERETTE... today's NEW dime-a-game amusement sensation! Everybody plays it... The appeal is lasting... permanent. Table is streamlined... beautiful! 3 feet by 6. No intricate mechanisms to get out of order... no attendant required... Present locations show steadily increasing returns. Take a "cue" from SNOOKERETTE... write for details TODAY.

**AUTOMATIC BILLIARD CORPORATION OF AMERICA**

22 West Monroe Street

CHICAGO

## Bally's New Rocket Scoring With Ops

CHICAGO, March 12.—"Looks like the good old days are here again," exclaimed Ray Moloney, president of Bally Manufacturing Company, discussing the reception accorded Bally's New Rocket novelty game. "Of course," he continued, "the astonishingly low price has a lot to do with the tremendous sales volume which has been built up on New Rocket almost overnight, as the price tag is the lowest we've put on any novelty table in three years. But a large percentage of the orders coming in now are repeat orders—10 and 20 at a crack for operators who received their samples only last week. This proves that the game is making fast money on location.

"It's easy to see why New Rocket gets the big play it is getting," Moloney went on. "It has all the action of Bumper, with scores climbing dizzily as the ball hits bumper after bumper. Added to this action appeal is the strong skill appeal and suspense which can only be obtained by means of a few pockets strategically placed on the board. This game has plenty of high-score appeal, which makes it ideal for competitive play, and at the same time it has a new-style rotation or progressive score appeal, which makes it one of the most fascinating award games ever offered in the novelty field.

"Frankly," he concluded, "we believe New Rocket is the greatest value in coin machine history. It's highest quality construction in every detail. It has the brilliant flash which Bally knows how to get into a game and the play appeal which has placed Bally games in the front ranks of money makers. And it's priced so sensationally low that you look twice at the price tag before you believe your eyes."

## Ops Like Changeable Blow Ball Boards

CHICAGO, March 12.—"We have been literally swamped with favorable comment regarding replacement boards for the original Blow Ball game," states Claude Kirk, head of C. R. Kirk & Company. "When we announced that we would from time to time offer Blow Ball operators replacement boards changing the appeal of this compressed air game entirely we believed that these operators would welcome the opportunity to capitalize on such important seasonal sports as baseball, football, basket ball, hockey, etc. But never did we imagine that their enthusiasm for such an opportunity would run so high.

"These operators feel that this move will be a powerful stimulation to improve operating conditions in many territories," he stated, "that it will increase interest in amusement games considerably. But what they seem most grateful for is the fact that they're definitely assured of permanency in their original investment. In Blow Ball they are buying a game whose high earnings are not merely temporary but offer the same great profit opportunity indefinitely.

Thus in addition to being able to open new locations and locations in territories where restrictions are very stringent with Blow Ball they will be able to perpetuate locations by injecting new ideas which these replacement boards will incorporate.

"Since we decided to carry out the suggestion that we christen every 1,000th Blow Ball that leaves our factory with a bottle of champagne," he concluded, "it looks like our bill for the sparkling beverage is going sky high at the rate we've been ridding these bottles of their excellent contents. We're getting closer to No. 3,000 right now, and at our present rate it won't be long before the 4,000 gong is rung."

## Ops Blame Jobbers For Poor Service

DETROIT, March 12.—Strong disapproval was voiced here this week of the practice of some coin machine jobbers in failing to give prompt attention to the orders placed with them. Differing from the racketeers who accept deposits and then fail to make any reply whatever, as recently exposed by The Billboard, these companies appear to continue operating but are merely extremely slow in making any report on their orders, either shipping machines or sending receipt acknowledgment.

Sol Schwartz, west side operator, who has just moved to new headquarters at 4030 Lawndale avenue, is one man who believes firmly in the need for quicker and more businesslike action on the part of jobbers. Schwartz said:

"I think somebody should give some 'hats for jobbers.' In addition to spending their money advertising in the trade press, their next big step should be to give the customer service when they receive orders and deposits.

"I have been waiting for the past 10 days to receive a shipment from an Eastern company. I sent this jobber a deposit but I'm still waiting. He calls himself the biggest of his kind in his State. How many more are there like him giving poor service to their first-time customers?"

## LADY LUCK

1200 Hole Form 4190

- Takes In . . . . \$40.00
- Pays Out . . . . 19.00
- Price With Essel . . . 1.46
- Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

**CHAS. A. BREWER & SONS**

Largest Board & Card House in the World  
6320-32 Harvard Ave., Chicago, U. S. A.



## CLEARANCE SALE

Every Machine Guaranteed in A-1 Condition  
CONSOLES—USED

5 Bally Saddle Clubs . . . . . \$169.50	1 Jockey Club (New Head) . . . . . \$ 85.00
1 Ray's Tracks, F. No. 3730 . . . . . 135.50	1 Gottlieb Derby (Slot Type) . . . . . 75.00
1 Alamo Downs . . . . . 89.50	1 Bally Teaser . . . . . 39.50
1 Galloping Dominoes, Black Cabinet . . . . . 119.50	1 Pacific Dominoes . . . . . 39.50

### USED GAMES

2 Goldenwheels . . . . . \$32.50	1 Queen Mary . . . . . 10.00	3 Sunshine Derby . . . . . 5.00
2 Parnoo Rates . . . . . 24.50	1 Roundup . . . . . 8.00	2 Jumbos . . . . . 5.00
1 Part Mutual . . . . . 19.50	1 Mills McCoy . . . . . 8.00	2 Stampeds . . . . . 5.00
4 Turf Champs . . . . . 20.00	3 Galloping Pugs . . . . . 7.50	6 Put N Takes . . . . . 5.00
2 Daily Races (Rex) . . . . . 19.50	1 One Better . . . . . 7.50	2 Hairbrins . . . . . 5.00
1 Air Derby . . . . . 15.00	1 Alamo . . . . . 7.50	3 Silver Cops . . . . . 5.00
2 Bally Multiples . . . . . 15.00	3 Bally Derby . . . . . 7.50	1 Battle Ball . . . . . 5.00
5 Classics . . . . . 15.00	5 Peerless . . . . . 7.50	1 Mammoth . . . . . 5.00
2 Magic Lamp . . . . . 15.00	1 Multiplay . . . . . 7.50	1 Kentucky Derby . . . . . 5.00
3 Weary Knights . . . . . 15.00	1 Red Ball . . . . . 7.50	1 Mystery Three . . . . . 5.00
1 Flying High . . . . . 15.00	3 Multiple Daily Races . . . . . 7.50	3 Deluxe 48 . . . . . 5.00
1 New Deal . . . . . 15.00	2 Hi De Ho . . . . . 7.50	5 Credits . . . . . 5.00
1 Royal Races . . . . . 15.00	2 Flocks . . . . . 7.50	1 Caroca . . . . . 5.00
1 Scuttle . . . . . 15.00	2 Ten Strike . . . . . 7.50	1 Pearl Harbor . . . . . 5.00
1 Mazooma . . . . . 15.00	2 Keeney Vahst . . . . . 7.50	6 Repeaters . . . . . 5.00
1 Blurbird . . . . . 15.00	1 Daily Limit . . . . . 7.50	
1 Springtime . . . . . 15.00	2 Grab Stakes . . . . . 7.50	
2 Bumpville . . . . . 15.00	1 Who of Fortune . . . . . 7.50	
3 Canons . . . . . 15.00	1 Parnoo Derby . . . . . 7.50	
2 Dole, Headers . . . . . 15.00	3 Bally Bonus . . . . . 7.50	
3 Parnoo Teas . . . . . 15.00		
1 Parnoo Balls . . . . . 15.00		
1 Padlock . . . . . 15.00		
1 Saratoga . . . . . 15.00		
1 Skipper . . . . . 15.00		

### SLOTS

1 So Mills S. I. No. 305339 . . . . . \$50.00	1 10c Mills y. I. No. 307648 . . . . . \$50.50
1 So Mills S. I. No. 307840 . . . . . 60.00	1 1936 Rockola Phone, Nite Club Model 60.50
1 25c Mills S. I. No. 300577 . . . . . 99.00	TERMS: 1/3 With Order, Bal. C. O. D.

**NATIONAL SCALE COMPANY,**

1415 Washington Ave., S. Minneapolis, Minnesota

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

**GOTTLIEB'S NEW 3 WAY DELUXE GRIP SCALE**

\*\*\* IMPROVED GIANT GRIP SCALE

Immediate Delivery

KANSAS DISTRIBUTORS, MARION CO., 562 W. Douglas, Wichita, Kan.

**HOW TO WIN FRIENDS AND INFLUENCE LOCATIONS!**

Give them "pre-conditioned" machines that "stand up" and earn better profits!! The kind of machines you'll get if you'll remember to NEXT TIME TRY . . .

**ORIOLE COIN MACHINE CORP.**  
ORIOLE BLDG., BALTIMORE, MD.

—ALSO AT—  
Pittsburgh • Washington • Buffalo



A NEW VIEW of Keeney's man, Ray Becker, who says, "Things look rooster everywhere."

ONE BALL PAYOUTS

Table listing various one-ball payout games and their prices, including 6 Post, 11 Winner, 4 Cornish, etc.

COUNTER GAMES

Table listing counter games like 10 Real, 10 Dice, 5 '21', etc.

PEANUT MACHINES

Table listing peanut machines such as 25 Northwestern, 32 Northwestern, etc.

CONSOLE TABLES

Table listing console tables like 4 Galloping Dromedaries, 10 Jennings, etc.

NOVELTY PIN GAMES

Table listing novelty pin games such as 8 Elec. Score, 10 Electric, etc.

Globe Trotter Is Gottlieb's Newest

CHICAGO, March 12.—In line with their new low-price policy, D. Gottlieb & Company released Globe Trotter this week.

In describing the play action, Gottlieb stated: "As coin is deposited twin discs on the backboard revolve and come to rest.

"Globe Trotter was produced," Gottlieb continued, "to satisfy the demand for a game incorporating the travel idea.

Johnson Enthused Over Windjammer

CHICAGO, March 12.—"Heave ho, my hearty lads, while we ride the crest of one of the biggest profit waves the coin machine industry has ever known with Windjammer, our new air-controlled amusement game," exclaims Jimmy Johnson, head of Western Equipment and Supply Company.

"I've never been so enthused about a coin game as I am about Windjammer," he states, "and I have been part of the coin machine industry for many years.

"Those people who brand my enthusiasm for Windjammer as mere manufacturers' talk," he continued, "would certainly be convinced that it's just plain fact if they could see the orders coming in each day.

from operators who are now making some of the biggest collections they've ever made indicate that Windjammer will set new profit records in all territories."

Atlas Execs Form New Sales Plans

CHICAGO, March 12.—Reports from Atlas Novelty Company indicate a marked upturn in sales of their dependable equipment.

Eddie Ginsburg, manager of the Miami office, reports operators in Florida, Georgia and Alabama are becoming more and more familiar with the famous Atlas friendly and personal service policy with each and every order they place.

Evans Phonograph Has New Features

CHICAGO, March 12.—"The Evans Profit-Sharing Phonograph," says R. W. (Dick) Hood, president of H. O. Evans & Company, "was designed to combine the finest in music reproduction with the most appealing in payouts.

Altho the quality of the sound reproduction has been praised by operators," he went on, "nevertheless our acoustical technicians were not satisfied.

"Another development has also been added to the catalin tubes mounted on the speaker grille of the phono," Hood stated, "which are part of the payout feature.

Robbins' Apple Vender Going Big

BROOKLYN, March 12.—"The 5-cent Apple Display stand built by us is a proven success," says Dave Robbins. "Several thousand of these stands have already been shipped.

Bingo Ball Gum Sets New Prices

NEW YORK, March 12.—Officials of the Bingo Ball Gum Manufacturing Corporation announced new low prices on Bingo ball gum sets during the past week.

Cante also revealed that the firm has installed a new machine which he reports smooth-rolls the wrapping of the gum.

Trope

We could only... to certain... trends—it will... initiative of... the man... representa... tives a... own con... No in... s to limit... not only... cturers, it... whole and... fo of the

Situation

The "gold... operation in... with an abrupt... and apparen... decree in... August of the... ment sup... pressing the... tically all... chases, ex... venders

For nearly two years France witnessed an extraordinary boom in the wide-open operation of all types of coin-operated machines and particularly in payout games of the bell fruit and jack-pot types.

Evans Phonograph Has New Features

CHICAGO, March 12.—"The Evans Profit-Sharing Phonograph," says R. W. (Dick) Hood, president of H. O. Evans & Company, "was designed to combine the finest in music reproduction with the most appealing in payouts.

Paradoxically... the workingman... as well as... of the healthy... class... to gamble... booth... through... in the Na... ment... the working class from gambling by forbidding casinos or gambling resorts in any but so-called "health" resort towns and theoretically tolerates no games of chance in manufacturing centers or big cities.

Robbins' Apple Vender Going Big

BROOKLYN, March 12.—"The 5-cent Apple Display stand built by us is a proven success," says Dave Robbins. "Several thousand of these stands have already been shipped.

What is the most talked of Pay Table of the past five years? Undoubtedly, it's the great One-Two-Three by Mills. Price is \$179.50 F.O.B. Chicago. Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

THE HUB ENTERPRISES

43 South Liberty St., Baltimore, Md.

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the Wholesale Merchandise Department

THIS WEEK AND EVERY WEEK

SPECIALS

Table listing special offers for counter games and phonographs.

WURLITZER 616's

EVERY MACHINE FULLY GUARANTEED. 1/3 Deposit, Bal. C. O. D. Immediate Shipment

Games In Perfect Shape

Table listing game prices and terms for The Ohio Skill Games Co.

THE OHIO SKILL GAMES CO.

40 West Maple St., Columbus, O.



TALKING THINGS OVER are Farny Wurlitzer, left, president of Rudolph Wurlitzer Company, and Joe Huber, of Chicago. In the center is Wurlitzer's vice-president, H. E. Cuperhart.

## CHICAGO COIN'S

# SNAPPY

## Third Production For Rock-Ola Games

CHICAGO, March 12.—Two new games of Rock-Ola's that were presented at the January Chicago show are going into production for the third time in two months, according to George Graf, works manager. Three Up, the two-in-one automatic payout, and Easy Steps, the five-ball novelty thriller, have won an acceptance among operators and players that promises to hold for a long time, he stated.

"Both games have hung up a good sales record these past two months, particularly in the South, where many people are vacationing," reports N. L. Nelson, head of the games group at Rock-Ola. "Both games are the popular table models. Three Up, which becomes Across the Board when the back panels are changed, is a fast one-shot payout proposition. An operator from Wisconsin who visited the factory the past week reported that one of his best customers had said that Three Up is the snappiest game he'd played in a coon's age. This game has action and there's a good chance to win. If you don't win the first time it gives you an irresistible urge to put in another nickel and another. Across the Board carries the back panel with the horse-race symbols. It may be changed quickly for Three Up, the flashy back panel with the popular fruit and bell symbols. The award charts on the playing field, too, are easily interchangeable.

"The other new table game, Easy Steps, operators claim, has proved its sure-fire appeal out on locations," Nelson continued. "A player gets five shots for his nickel and can win on anything from the first to the fifth shot. It's the kind of game that on location has an interested crowd around the machine all the time watching the player and waiting for a turn."

## Wants Some Data On Chicago Crime

"To the Editor: I have been instructed by the board of the Greater New York Vending Machine Operators' Association to protest in every way possible against the practice of the coin machine manufacturers' association in holding the annual convention of the amusement machine industry in Chicago.

"The reason that our operators are opposed to Chicago being the convention city is the ban on amusement machines and cigaret vendors there. Whatever may be the internal politics in the situation, it is the consensus of opinion among operators with whom I have talked that there should be unified effort to placate the operators on this matter. To spend thousands of dollars annually in a city where operators are not allowed to conduct their business is, on the face of it, unbusinesslike—and I might even say ridiculous. There are other cities in the country that would appreciate the business which the convention brings and cities whose officials would surely show us some co-operation in return for business.

"I would like to have your views on the matter.

"I would like to get a report on gen-

eral social conditions in Chicago, also the crime record for the past year. I want to know the number of murders committed, housing conditions, slum areas, unemployment and other data so that I would be in a position to show from the record the things that could be done in your city apart from obliterating the crime of playing coin-operated amusement machines.—Saul Kalson, general manager Greater New York Vending Machine Operators' Association."

## Fitz Busy With New Rocket Game

NEW YORK, March 12.—Altho the game was introduced only at the beginning of this week, John A. Fitzgibbons reports that his firm has been doing a big job with the new novelty action pin game, New Rocket. "At a low price this game combines all the latest play features," Fitz stated. "It has bumper action coils and pockets with a new and unusual scoring system. It has plenty of flash, together with an action that is new here. We think it is the best machine for operating in this territory that has appeared for some time, and the opinions of some of the experienced ops who have already viewed the machine agree.

"All three of our offices are busy taking orders for this game and are making deliveries," Fitz went on. "Our salesmen report that the new low price of this game is just what ops have been looking for. They say that the fine appearance, novel action and all-round bang-up performance of this game is bound to make it a favorite with coin machine fans in this area," he concluded.

## Offer Advertising Device to Coinmen

NEW YORK, March 12.—A new type of machine has hit the market which may be of interest to operators. It is called Tel-Ad-Vision and is a new take-off on the popular slide ad picture machine.

Tel-Ad-Vision is an invention that puts new life into advertising. It shows pictures, brilliantly lighted, which may be of products or institutional advertising for any concern—and it actually talks about them in dramatized form. Each picture in the attractive cabinet is 14 by 17 inches and may be in one color or many colors—drawings or photographs. Any number between 1 and 14 pictures are exhibited in five minutes and repeated continuously. The operation is automatic.

An exceptional feature of this device is said to be a magic electric eye that so controls Tel-Ad-Vision that it talks about the picture in view only when a person draws near, therefore the passer-by is sure to stop, look and listen. The pictures continue to drop every few seconds—the talking only begins when the ray is broken.

Tel-Ad-Vision may be placed in department stores, chain stores, public markets, showrooms, display rooms, banks, theaters, expositions, exhibitions, conventions, fairs, etc. Operators who can see possibilities in this machine may be able to sell advertising space and split the profits with the location.

# ATTENTION! JAR DISTRIBUTORS ONLY JAR DEALS

2280

Tickets Only

**\$1.25**

Per Unit

Gold Diggin' Cards, 50c Extra (60 Seals)

E-Z Diggin' Cards, 75c Extra (84 Seals)

\$3 to \$25 Payouts.

Most Popular Card in the United States.

We Use Metal Embossed Seals on Cards.

Tickets are folded and banded by machine, using bright colors only.

Prompt Deliveries  
Write**B. & M. NOVELTY CO.**308 North Laurel St.  
Richmond, Va.

## South Bend Ops' Assn. Meets in Chi

CHICAGO, March 12.—Reports in coin machine circles tell of the party held last Wednesday night at the La Salle Hotel here in Chicago by the South Bend Operators' Association, of which Al Evans, official of E. & K. Sales Company, is the head. The whole party was marked by a general optimistic tone with regard to operating conditions. What with general business conditions much improved and operating restrictions becoming less and less stringent, the whole outlook for the future is promising.

Little business was discussed at the party, for its primary purpose was a general get-together for operators and their families, it is reported. One of the coinmen who delivered a short speech was Al Stern, representing the Atlas Novelty Company, who lauded the organization as a group and the fine purpose for which it is organized.

## Optimism Keynote Of Eastern Trade

NEW YORK, March 12.—The many members of the trade seem to have permeated current talk of the recession to dampen their spirits, distributors here are most optimistic. Not only in their conversations but they are putting their optimism into the concrete form, it is reported, of laying plans for some of the most elaborate advertising campaigns they have ever released.

With such a spirit prevailing among leading distributors, existing conditions must be better than many think. These men are refraining from the current luxury of reminiscing about the good old days and instead are adapting their present sales methods to meet current conditions. Instead of wishing they are spending their time doing things to make sure that available business comes their way. The results they obtain from such methods are irrefutable proof that optimism pays big dividends.



COIN-OPERATED BILLIARDS. Left to right: Max Hurlich, president Birmingham Vending Company, maker of Imperial billiard table; Erwin Rudolph, billiard champion; Nathan Allen, operator, and Joe Allen, one of the largest operators of automatic billiards in South.

The Novelty Game that proved its merit by an overnight rise to first in location appeal —to top-earning power!

**\$74.50**

Immediate Delivery Guaranteed!

Tax Paid F. O. B. Chicago.

**CHICAGO COIN**  
MACHINE MANUFACTURING CO.  
1725 W. DIVERSEY  
CHICAGO

# New! GLOBE TROTTER

5-B ALL NOVELTY  
SENSATIONALLY  
LOW-PRICED

You'll be going places with this honey of a money-maker! Massive in size, has features found only in highest priced payouts, yet sells at a record-breaking low price! Mystery Slot revolves twin spinner discs. Top disc shows miles player must travel to win, lower shows destination, which represents odds. Award Cards furnished. New Odometer mileage totalizer, new-type bumper springs, new simplified mechanism, fully accessible. Colorful playing field, modern cabinet. Only



**\$69.50**

Cabinet  
22"x44"  
Backboard  
22" square

# DE LUXE GRIP SCALE

3-WAY STRENGTH-TESTER

100% LEGAL

THE ONLY TESTER WITH THESE QUALITY FEATURES!

New **BUTTON INDICATOR CONTROL** for competitive play! Indicator remains at highest number until player presses button! • **CHROME TRIM, CHROME HANDLES THROUGH!** • The only machine with **ANTI-TILT** to prevent cheating. • **SEPARATE CASH BOX!** • **TENSION ADJUSTMENT** to suit location! • **BELL ADJUSTMENT** to ring at any number! • **NON-CLOG SLOT**, button in rear instantly clears obstruction! • **RUBBER SUCTION CUPS** hold machine securely to counter! Top quality in every detail, built by a manufacturer who knows how! Metal Stand, \$2.50 Extra.



**\$19.50**

**WHEN BUYING GRIP MACHINES**

Buy only from a reputable manufacturer whose products have a high resale value. Do not accept irresponsible recommendations! Investigate first!

WRITE FOR CIRCULARS AND QUANTITY PRICES

IMMEDIATE DELIVERY

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO

STILL IN PRODUCTION!  
GIANT GRIP SCALE, \$17.50

## Wiggins Speaks on R-M Coin Chutes

CHICAGO, March 12. — "Operators realize more and more the exceptional value to them of operating games equipped with an R-M coin chute," states Dick Wiggins, official of Richards Manufacturing Company.

"R-M coin chutes afford operators that extra protection for coin machine earnings," he went on. "Not only do they provide ease of operation but they are cheatproof and offer many other features that give them long operating life. These two chutes are known to all operators as R-M Sr. and R-M Jr. R-M Sr. has an indestructible easy operating lever, as well as an adjustable speed lock which prevents abuse. Incorporated on R-M Jr. is a ball-type finger piece for greater operating ease. A slumproof seven-coin multiple-play cap prevents the possibility of bent slides."

## Modern Fla. Offices Hit New Sales High

MIAMI BEACH, Fla., March 12.—The Irving Sommer, manager of the local offices of the Modern Vending Company, reports he has spent a lot of time during the past wintry months entertaining columnists from New York and other parts of the country, nevertheless he says that sales of the firm have hit a new high for the year.

This a newcomer to the trade here when compared to some of the old-timers, the Modern offices are stated to have been doing a bang-up job all thru the season. "We've been plenty busy," stated Sommer. "Our service is geared to a high pitch and our whole organization has been constantly aiming to give operators in this region just what they want. Undoubtedly this is one of the big reasons for our large business during the past months."

## THEY'RE EATING IT UP!

"Cut Yourself A Piece of Cake" AND GET IN ON THESE "SWEET" PROFITS

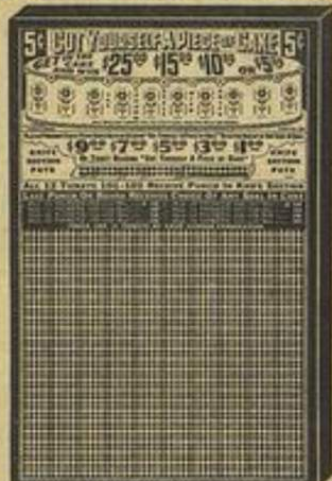
Board No. 2408 2400 Holes  
Takes in ..... \$120.00  
Average Payout ..... 74.02  
Average Gross Profit .. \$45.98

—109 WINNERS—

A New and Novel Harlich Board . . . With That Extra Wallop That Builds Profits—Fast!

PRICE EACH ONLY  
**\$4.98**  
PLUS 10% TAX

GET THE DETAILS! OR, BETTER STILL, ORDER A SAMPLE TODAY!  
HARLICH MFG. CO., 1413 W. JACKSON BLVD., CHICAGO, ILL.



SAM SIMONSON, Milwaukee Coin Machine Company, Milwaukee, tests a Gottlieb De Luxe three-way Strength Tester, while Mrs. Art Nagel, Avon Novelty Company, Cleveland, plays a Gottlieb Giant Grip Scale.

## WURLITZER \$159.50 EA.

— 616 — (SINGLE MACHINE — \$169.50)

P 12 — \$84.50 • ROCK-OLA — Late 1936 Model — \$79.50  
BABE KAUFMAN MUSIC CORP. (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

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

# MAGIC ROLL "FREE GAME" RECORDER

Styled by GENCO!



**Life for NEW and OLD LOCATIONS!**

## MAGIC ROLL

Genco's Magnetized Bowling Game -- Moves in Where Ordinary Machines Find the Going Tough!

Operate Magic Roll to revitalize old locations, to get new locations and to keep them at top earning capacity. Fascinating skill appeal and ball-magnet action, progressive high scoring and "criss-cross" scoring on a light-up scoreboard, silent operation, strong one-piece construction, easy installation and attractive design—this Genco combination puts you 'up' on competition... never lets you down!

**IT'S ALL SKILL—100% LEGAL!**

*Delivered complete as shown.*

**THE LOWEST PRICED ALLEY EVER MADE**

### \$169.50

F. O. B. Chicago.

Operates with 2" hollow chrome balls. Only 3' 4" long, 23 1/2" wide. Very light in weight.

**"FREE GAME" DEVICE PERMITS PLAYERS TO PLAY OFF AWARDS-- and THEY DO PLAY OFF!**

Actual operation has proved that players continue to play if "Free Plays" are won—conclusive evidence that Recorder ball and scoring action has that "play-again" appeal! Not only does this appeal strengthen the legal aspect of Recorder, but players' play-off means extra profit for operator and location!

## \$89.50

F. O. B. CHICAGO  
without  
"FREE GAME" UNIT  
**\$74.50**



**Immediate Deliveries!**

**GENCO, INC. 2621 N. Ashland Ave., Chicago, Ill.**

## EXTRA! EXTRA! EXTRA!

**MORE THAN 1000 BARGAINS IN GUARANTEED RECONDITIONED EQUIPMENT OF VARIOUS TYPES, SOME OF WHICH WE LIST BELOW:**

(PHONOGRAPHS) (PIN GAMES)

MILLS DO-RE-MI'S  
DELUXE DANCE MASTERS  
REGULAR DANCE MASTERS  
MILLS STUDIOS  
WURLITZER, Models 616, 716, 316 and 412  
MODEL K SEBURGS  
ROCK-OLA MULTI-SELECTOR  
MILLS SLOT MACHINES OF ALL KINDS, SOME USED ONLY THREE DAYS — OTHERS THREE WEEKS AND UP — ALL IN PERFECT CONDITION AND READY FOR LOCATION.

BALLY ARLINGTONS  
BALLY FAIRBOUNDS  
BALLY CLASSICS  
BALLY CARONS  
RACING FORMS  
BALLY FLEETWOODS  
AMUSEMENT GAMES OF ALL TYPES

PHONE, WIRE OR WRITE FOR PRICES ON YOUR EXACT REQUIREMENTS. ALSO WRITE FOR COMPLETE LIST OF USED BARGAINS.

**THE VENDING MACHINE CO.**  
205-15 FRANKLIN ST. FAYETTEVILLE, N.C.

## Epo Ball Locks Oked by Coinmen

DETROIT, March 12.—The acid test for determining the worth of any product, in the opinion of A. B. Chereton, president of the Electrical Products Company, is the reaction of the men out on the firing line. "If these men find a product fills the bill they will use it and the success of the product is assured.

"Undoubtedly this is true, for demand for our Epo Ball Locks grows every week as more and more operators and distributors out there on the firing line find that it does a complete job of protection for them," Chereton continued. "This lock requires a key that has smooth edges, and the tumbler controls are cut into the flat sides, making it impossible for anyone to duplicate the pattern. Besides, Epo Ball Lock has 3 to 14 tumblers, depending on the type selected. All are precision built of solid brass.

"As many as 28,000,000 key changes are possible," he went on. "Thus users of this lock are assured of a private key series from which the possibility of securing duplicate keys is positively eliminated. For all practical purposes this lock is pickproof. Keys cannot be duplicated in ordinary key machines nor by ordinary locksmiths, since blank keys and key codes are not furnished them. These locks can be furnished with as many duplicate locks or keys as desired," Chereton concluded, "so that an entire series of machines can be opened with one key."

various other locations in the city where Imperials are placed.

After giving the table a thoro test Max and Harry Hurvich, of the Birmingham firm, stated that Studolph proclaimed it to be a table that would be suitable in every way for official contests since it meets all requirements. Among those coinmen who were on hand to watch Studolph shoot were Max and Harry Hurvich, heads of the Birmingham firm, and Nate and Joe Allen, prominent Southern ops.

In commenting on the Imperial, Studolph stated: "The Imperial coin-operated billiard table is sure to stimulate great interest in billiards. For a small coin the public can learn the pleasures of the game and the skill that can be developed. The coin chute enables the public to buy its fun in as large a quantity as it wants. Patrons do not need to contract for an hour or a half hour's time. I personally believe that the Imperial will be welcomed by the public because of the many advantages for good clean fun which it offers and because it offers the public the opportunity to become acquainted with the game in an economical manner."



TOM DOUGLAS, Salt Lake City, and Lou Wolcher (right), San Francisco, talk pop-corn machines at offices of Ransel, Inc., Chicago.

## BEI MIR BIST DU SCHOEN

Another one of Globe Creations which outsells any other Board on the market. The beautiful Bathing Beauty design draws the player to your counter.

1000 Holes at 5c Takes In.....\$50.00  
Pays Out (Featuring 3-\$5.00) .. 23.25  
Price \$1.35 Plus 10% Tax.

BUY NOW WHILE IT IS HOT.

**GLOBE PRINTING CO., 1023 RACE ST. PHILADELPHIA, PA.**

## New LEGAL FORTUNE BOARDS

Open your territory with these new style cards. Operate exactly like ordinary boards, but every ticket bears entertaining fortune. Strictly legal. Any size 100 to 5,000 sales. Write for details and price.

**JAR DEALS \$1.49 each** COMPLETE WITH 1200 TICKETS, BIG JAR, STEP-UP CARD AND HOLDER.  
**GRAND NATIONAL SALES CO., 2300 Armitage, CHICAGO, ILL.**

## Billiard Champ Plays on Imperial

BIRMINGHAM, Ala., March 12.—Erwin Studolph, national billiard champion, gave several exhibitions here of his prowess with the cue stick on the custom-built coin-operated Imperial billiard table. Studolph performed both at the offices of the Birmingham Vending Company, manufacturer of the table, and at



**MOST REVOLUTIONARY IDEA IN PHONOGRAPH HISTORY**

*Evans'* **PROFIT SHARING PHONOGRAPH**

**MUSIC**

*Plus* **PAYOUT**

**WITH REMOTE PAYOUT CONTROL**

A NEW sensational phonograph with a new automatic payout feature that increases earnings 300%—and more!

For every coin deposited, 15 beautiful catalin tubes, mounted on the speaker grille, flash and flicker in dazzling colors. Then three of them come to rest. If it is on a winning color combination, machine automatically pays out from 2-1 to 40-1! At the same time the newest true-tone sound equipment faithfully reproduces the finest music.

Licensed under the DAILY PATENTS. Crystal pick-up, latest type full-range 15" speaker. Volume control to suit any location. Latest automatic record changing device.

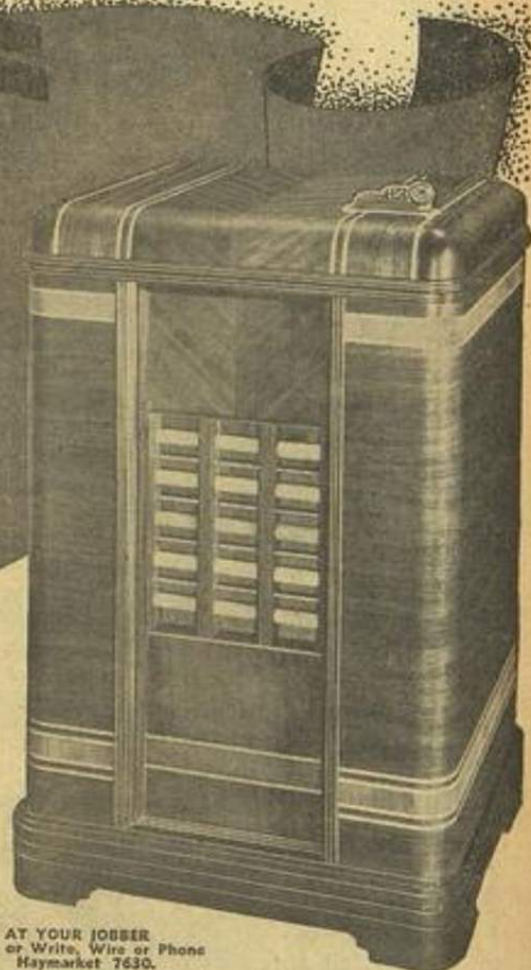
Either music or payout may be operated alone or in combination. Available with or without

ingenious Evans' Remote Payout Control. Equipped with famous Evans' Anti-Slug Coin Chute. Magnificent, custom-built cabinet, 31x24x50 inches.

Why be satisfied with small change? There's BIG money waiting for you.

Write for Evans' Franchise Plan—the biggest money maker in the phonograph business. Get the dope quick for your territory!

**OTHER EVANS WINNERS! WRITE FOR CIRCULARS: BY-A-BLADE, ROLLETTA, SR., HIALEAH Special.**



AT YOUR JOBBER or Write, Wire or Phone Haymarket 7630.

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO**

**WANTED** 500 Slot Stands to Fit Jenkins Big Chief.

**PACES RACES \$195.00**

Western Paddles (6 Multiple) . . \$ 79.50  
 Fairgrounds \$79.50; Flatwoods . . 95.00  
 Evans Basketball, Chk. Sep. with Skill Control . . . . . 115.00

Prizekings . \$30.50  
 Gotl. Derby Day, No Clock, Mys. 25.50  
 Gotl. Speed King, Cix. Mystery . . 39.50  
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Arlington . \$39.50  
 Foto-Finish . 29.50  
 Golden Wh' 27.50  
 Turf Champ 24.50  
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1/3 Deposit, Balance C. O. D. Prices F. O. B. Baltimore.

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**BIG DIPPER**

**THE NEW GAME SENSATION!** BIG DIPPER is for operators who want an EXCLUSIVE bowling type game! WE WILL NOT BUILD THOUSANDS OF THE BIG DIPPER to ruin the market! BIG DIPPER is built by operators for operators! The game is DIFFERENT, BETTER, UNIQUE and NOVEL! Has been TESTED ON LOCATIONS and PROVED one of the BIGGEST MONEY-MAKERS IN HISTORY! BIG DIPPER combines bowling action with bumper, skill holes and a NEW SCORING IDEA! BIG DIPPER is ABSOLUTELY LEGAL EVERYWHERE! OPERATORS — JOBBERS — DISTRIBUTORS WRITE FOR DETAILS TODAY!!

**ROYAL DISTRIBUTORS**  
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**Art Novelty Opens An Albany Office**

ALBANY, N. Y., March 12.—Grand opening of the new offices of the Art Novelty Company here was the occasion for a general get-together of all the coinmen in this area. New offices of the firm are located at 29 Beaver street. In commenting on the affair Art Herman, head of the firm, revealed that if the grand reception accorded him was any indication of the outcome of his Albany offices he feels certain that success is assured.

Many prominent coinmen were on hand, Herman reports. "Among them," he stated, "were Sam Gass, district manager of the Rudolph Wuritzer Company, Joe Schwartz and Walter Reed, of Wuritzers, also were on hand, Murray Weiner, sales manager, and Leo Willens, vice-president of U-Need-a-Pak, were here. Aaron Garsch, Leo Passalick and many others prominent in music and cigaret operations were on hand. Those that couldn't come showered us with flowers and telegrams. It was an affair that will long be remembered by coinmen in this territory," he concluded.

The new offices of the firm will serve as an outlet in this area for U-Need-a-Pak cigaret vending machines and Wuritzer phonographs, Herman reported.

**Richmond Opens Jobbing Business**

NEW YORK, March 12.—Richmond Distributing Company opened new jobbing offices this week at 1437 Webster avenue, Bronx, New York. Murray Richmond will be in charge of this organization and he reports that a large showroom has been opened with all the latest games.

One of the features of this organization is its repair department, some of the most experienced mechanics in the trade having been employed to take care of the intricate needs of the operators, he says.

**ZEPHYR**

Two Machines in One—Cigarette Vender or Bell Fruit Vender. Visible Display Ball Gum Vender. Cigarette or Fruit Symbols, 4 Reward Cards. Engineers designed an entirely new Mechanism for this machine. Reads spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

**Either Machine \$18.75 TAX PAID**

**POK-O-REEL**  
 More Action Than Sitting in on a Saturday Night's Poker Game.

An Operator's Gold Mine for the last five years now in a beautiful natural wood cabinet, with even greater player appeal. Completely silent operation. Four-coin play. Gum Vender. This is the machine which has made fortunes for hundreds of operators.

**BALL GUM** 15c a Box (100 Pieces)  
 Gum Lots (100 Boxes), \$12.00

**MINTS** 100 Rolls, 75c.  
 Case (1,000 Rolls), \$6.50.

**SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO**

**Legal Profits**

**NO GUESS WORK ABOUT PROFITS IF YOU OPERATE THE "IMPERIAL" STREAMLINED, CUSTOM BUILT, COIN-OPERATED BILLIARD TABLE.**

**WRITE TODAY FOR FULL DETAILS! PRICES FORCED UP ON APRIL 15. DEPOSIT TODAY GETS YOU FORMER PRICE.** 2117 THIRD AV., N., BIRMINGHAM, ALA.

**BIRMINGHAM VENDING COMPANY.**

## BALLY RESERVE

### NEW TYPE 5-BALL NOVELTY GAME

New "Winner-Takes-All" idea getting tremendous play everywhere! Why? Because player never shoots for less than \$1.00 . . . award keeps getting bigger and bigger . . . like bank night at the movies . . . up to \$10.00 top! New coin-divider feature automatically deposits award in locked compartment (merchant holds key) and also keeps operator's profit intact in cash box. Boost your novelty profits with BALLY RESERVE!



**\$99.50**

F. O. B. CHICAGO

PAT. NO. 2068108.  
PAT. NO. 2062708.

## NEW ROCKET

BUMPER and SKILL HOLE  
NOVELTY SENSATION

Packed with High Score Appeal and Progressive Score Appeal! Competitive Play Appeal! Rotation Skill Appeal! Genuine Bally flash, action and smooth performance! Take advantage of the unbelievably low price to cover your territory for a real profit clean-up.



**ONLY  
\$59.50**

F. O. B. CHICAGO

5 BALL PLAY

## SPORT PAGE

### MULTIPLE ONE-SHOT

Get better-than-fairgrounds profits with Bally's newest, greatest multiple one-shot. Many mechanical refinements, new anti-cheat and adjustment features. Protect your live spots by ordering SPORT PAGE today!

**\$194.50**

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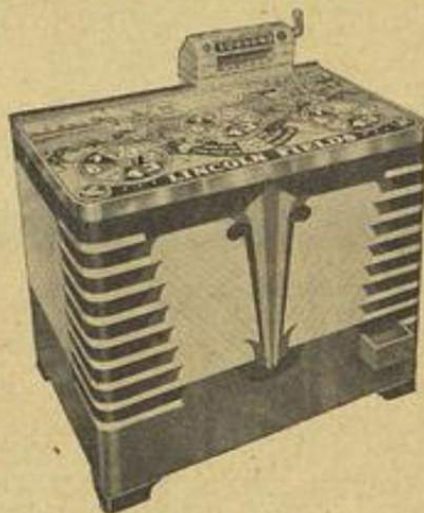
## BALLY HOT-VENDER

HEATS AND VENDS  
POPCORN  
PEANUTS IN SHELL  
POTATO CHIPS  
AND MANY OTHER  
HOT CONFECTIONS

Why limit your opportunity to profit? When you operate BALLY'S HOT-VENDER you can vend a variety of popular confections and thus insure continuous profits. Simple mechanism (no motor) guarantees trouble-free operation. Absolutely cheat-proof (equipped with A. B. T. Commercial Coin Detector). Get in on the ground floor by ordering your HOT-VENDER machines now.

WRITE FOR PRICE

## LINCOLN FIELDS



TRIPLE DIAL 7-SELECTION CONSOLE  
**\$50.00 GOLD AWARD**

Yes, fifty dollars on dally doubles, \$8.00 TOP ON SELECTION! Still monopolizing the choice spots everywhere and getting heaviest play in console history. Also available with SKILL FEATURE (specify BALLY'S SKILL FIELD). Write for prices today.

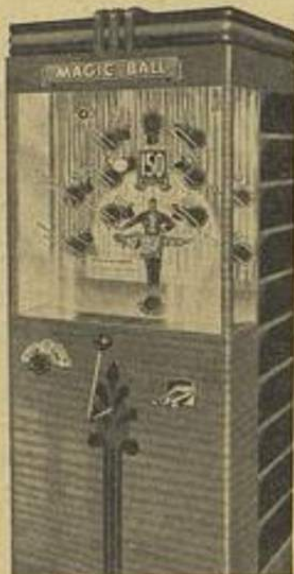
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100% LEGAL

Start a MAGIC BALL route and you're all set for years of steady profits. Machines on location 6 to 8 weeks prove consistent REPEAT PLAY earning power of revolutionary AIR-CONTROL feature . . . and perpetual profits are insured by flashy, brilliantly different REPLACEMENT FRONTS which will be available when desired at very moderate cost. Get in on the ground floor! Invest in permanent and worry-free profits! Order MAGIC BALL today to insure IMMEDIATE DELIVERY.

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## MERCURY, Jr.

All the action on Bally's popular Mercury now in a fast, fascinating COUNTER GAME. Polished Metal "Super-Charged" Play Field with Rubber-Tire Bumpers, Standard Score Projector. Get bigger collections out of each location by putting MERCURY JR. on every counter on your route. Order at least a sample today.

**\$47.50**

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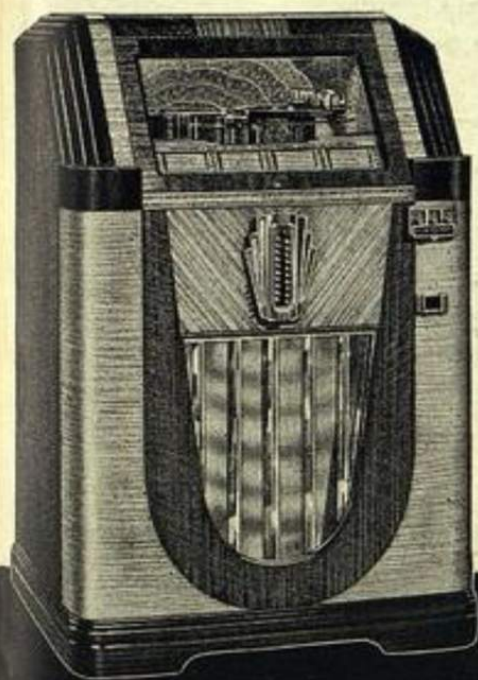
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IN 1938 ALONE . . . . . *there's a reason!*



**ROCK-OLA'S**  
*99% Slug proof*  
**COIN CHUTE**

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FOR COLORFUL  
DESCRIPTIVE  
CIRCULAR

EXTRA dollars—over a million this year for Rock-Ola's phonograph operators. The new 99% slug-proof coin chute on every 1938 streamline Rock-Ola phonograph eliminates the indiscriminate "cheating" with slugs. Out of 1386 slugs of every type and composition used in extensive tests, only 13 passed through the chute. Losses from the pernicious evil of "slugging" amount to from 50¢ to \$1.50 every week. Multiply by 52 weeks in a year and you will fully appreciate the folly of letting slugs rob you of profits—and there is no need because Rock-Ola's 99% slug-proof coin chute is standard equipment.

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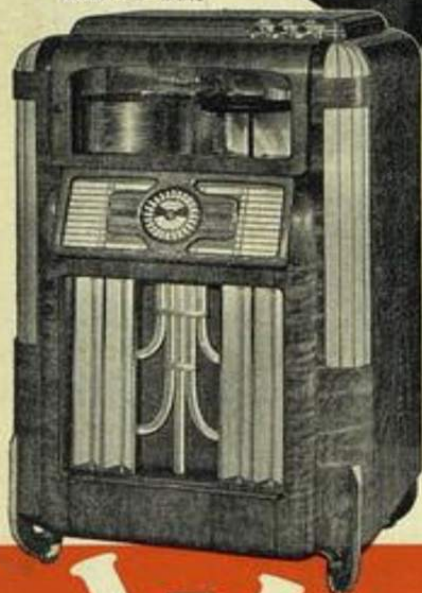
# Guy Lombardo... and his Royal Canadians.



bring their peerless, "sweet-staccato" music nightly to the nation  
 ... via the peerless, life-like tone of thousands of  
**WURLITZER PHONOGRAPHS**



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 Model 24-24-A



**Guy Lombardo AND HIS ROYAL CANADIANS** prove again, in their latest VICTOR RECORDS, why they rank high among America's favorite "sweet" stylists.

- 25784 "Ti-Pi-Tin"  
"Let's Sail To Dreamland"
- 25778 "The Old Apple Tree"  
"In The Neighborhood of Heaven"
- 25769 "Did An Angel Kiss You?"  
"A Little Love Will Go A Long Long Way"
- 25764 "This Is My Night To Dream"  
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Every successful operator gives his Wurlitzers maximum play appeal by changing records often—keeping new hits constantly at patrons' fingertips.

Now in their eighth solid year at the Hotel Roosevelt in New York City, Guy Lombardo and his Royal Canadians have set something of a record for continuous top-flight popularity. The Lombardo "hit predictions", a feature of their weekly broadcasts, are famous from coast to coast—one reason why that popularity never wanes.

Guy Lombardo, and other first-rank rhythm makers, have won the public's favor by knowing what the public wants. Wurlitzer, too, has won the public's favor—with cabinet beauty and rich mellow tone never before achieved. So tonight and every night, millions of Lombardo fans throughout America may hear the music they want, when they want it—brilliantly reproduced by tens of thousands of Wurlitzer Automatic Phonographs, in taverns and cafes necessarily limited to automatic music.

Here is nation-wide public acceptance that signals permanent profit possibilities to every wide-awake music operator in America!

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 NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

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