

The Billboard

JANUARY 22, 1938

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NIGHT CLUBS TAME PRESS

AEA Contract In the Works

To include minimum, new rules—Meredith hires efficiency firm to o.o. office

NEW YORK, Jan. 15.—New Equity contract, now in the hands of the association's legal department, will include important new provisions in addition to stipulating a \$40 minimum for all actors. Chief of these will be a shorter probationary period, greater protection for stage managers and prohibition of make readings.

Stage managers heretofore have held an anomalous position, so Equity council has provided for the appointment of stage manager to serve from the first day of rehearsal at not less than the minimum salary.

Probationary period for dramatic plays is shortened from seven to five days, and from ten to seven for musicals.

Equity council, in line with the administration's house-cleaning campaign, decided to accept the offer of Day & Zimmerman, industrial engineers, to make a survey of office conditions and personnel. Investigation began Wednesday. (See AEA CONTRACT on page 77)

N. Y. Stagehand Employment Remains Same as Last Year

General level is steady, with 200 getting year-round jobs in film houses—opera accounts for 80 for 16 weeks—job rotation doubled—158 on WPA shows

NEW YORK, Jan. 15.—According to statistics recently compiled by Theatrical Protective Union, Local 1, employment among New York stagehands at this time is approximately the same as during a similar period a year ago. In a report made toward the end of 1937, 751 out of the membership of 1,590 were employed. Of those working 200 are in picture houses and 80 are given employment during the Metropolitan Opera's 18-week season. Of the six houses 50 are one-man spots. Those in six, of course, are employed all year round. Inactive members number 150, another 158 are on the WPA Federal Theater, and legit productions account for the remainder, the specific number varying in direct proportion to the ups and downs of the season. When legit hits its lowest ebb around July employment for stagehands drops off about 75 per cent. Current time in legit is peak, with the slide beginning about April 1.

Altho the number of stagehands on relief is practically the same as last year, the amount of work available for the unemployed has been doubled. This is accomplished by those employed giving up two shows a week, whereas last year (See N. Y. STAGEHANDS on page 77)

Actors Seek Closed Shop at N. Y. Fair

NEW YORK, Jan. 15.—Discussions between theatrical union officials and John Krimsky, acting head of the World's Fair Entertainment Committee, indicate reasonable certainty of a closed shop for performers in World's Fair theatricals. Burgess Meredith, acting president of the Actors' Equity Association, stated at the association's Tuesday council meeting that AEA was working along (See ACTORS SEEK on page 77)

Conference

NEW YORK, Jan. 15.—What started out to be an orderly conference among executives of the Federal Theater Project, the IATSE and Local 1 of the IATSE over a possible agreement whereby union regulations relating to call hours could be made flexible so as to give the FTP better service turned out to be a riot and free-for-all airing of the unions' family troubles. Constituents threatened reprisals at the coming annual election if James Brennan and resigning officials acceded to the Project's requests. Melee heightened when stagehands questioned jurisdiction of the parent body in the FTP Manhattan theaters. Raucous session closed without settling problems of the FTP.

AFA Plans Concerted Drive To Organize Carnival Workers

NEW YORK, Jan. 15.—Back here from a several months' tour of the West, Ralph Whitehead, executive secretary of the American Federation of Actors, announced this week that the union is mapping out a concerted campaign to organize carnival employees. The AFA, which unionized the two largest circuses on the road last summer, Ringling-Barnum and Cole Bros., intends to submit contracts to carnival operators,

Compel Publicity Recognition After Placing Heavy Advertising

Break down old antagonism to niteries as clip joints—big advertising budgets key factor—p. a.'s help, too—N. Y. spots place 2,000,000 lines a year—Chi liberal

By PAUL DENIS

NEW YORK, Jan. 17.—After being coy and cautious for years, newspapers and periodicals throughout the country are opening their columns to publicity for night clubs—with the result that the night club field is forging ahead steadily as an accepted amusement form, in some cities running pictures and legit a good battle for advertising and publicity lineage. As night clubs and hotels have increased their advertising budgets, the papers have been lessening their hostility, and now it appears that the traditional editorial horror at playing up night clubs is a thing of the past. No doubt the advertising cash has done much to make the night club field "respectable" enough for family paper consumption. In this city, for example, hotel, restaurant and night club advertising combined lineage has risen from 877,488 lines for the nine local daily papers in 1933 to 1,418,803 lines in 1934, 1,831,615 lines in 1935, and 2,159,075 lines in 1936. And for the first 10 lines in 1936. (See NIGHT CLUBS TAME on page 10)

Aux. Formed In New York

Packman, Lang, Harris
and Silver elected officers
—250 showfolk attend

NEW YORK, Jan. 15.—With nearly 250 indoor and outdoor showmen in attendance, the National Showmen's Association, newly formed benevolent and social organization, convened for the third time January 13 at the Piccadilly Hotel here. Usual number of show-business personalities displayed keen enthusiasm over possibilities of the association and promised personal interest and co-operation throughout the year.

A ladies' auxiliary was formed, with Dorothy Packman, of the George A. Hamid office, president. Arrangements will be worked out later with the house committee whereby auxiliary members periodically will be afforded exclusive privileges of the clubrooms. Mrs. Lew Lang was elected vice-president; Mrs. Mack Harris, treasurer, and Anne Silver, secretary.

President George A. Hamid announced that it was the club's plan to issue membership cards and credentials as soon as possible and that the next meeting, Thursday evening, February 3, would be the final open session of the (See AUX. FORMED on page 77)

Mich. Showmen To Elect Again

DETROIT, Jan. 15.—The by-laws adopted by Michigan Showmen's Association upon organization last year provide for the annual election to be held the week of Michigan Association of Fairs meeting, hence the earlier election on January 3 is invalid. The election was voluntarily moved ahead by the (See MICH. SHOWMEN on page 77)

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Rodgers To Head Sales in Houston

HOUSTON, Jan. 15.—Nat D. Rodgers has been named director in charge of ticket sales for the Houston Pat Stock Show and Live-Stock Exposition to be held in Houston's new \$2,000,000 Coliseum. It was announced by Director of Publicity Jack T. McCully.

Mr. Rodgers was connected in executive capacities with Chicago's A Century of Progress and Texas Centennial Exposition, Dallas. He is widely known in the outdoor show field, with long circus experience.

TEACHING HEADACHE GROWS

Instruction Sessions Demanded If Ballroom Teams Want Dates

Cuts in on former private instruction extra dough—trend also toward lower salaried teams and novelties—some duos refuse teaching, but most are forced in

NEW YORK, Jan. 17.—The night club ballroom team field is going thru a complete revolution, with the \$400 a week and up teams finding it difficult to get work and the smaller salaried, more versatile teams grabbing off steady bookings. Whereas it used to be "class," smoothness and that ultra-ultra personality that got teams heavy money work the last couple of years, a definite reaction has set in. It seems audiences have become fed up with handsome, smooth-looking and sexy couples and are now more responsive to novelty dancers than anything else. Teams that can do *The Big Apple*, *Shag*, *Westchester*, comedy, mask or other fresh numbers are being preferred to teams that offer the usual combo of waltz, tango, fox trot and rumba in full dress.

Hotels that once refused to look at anything but full dress "class" teams are now experimenting with novelty and occasional costume dancers—something unthinkable a season ago. There is also a tendency toward preference for young, good-looking teams that can dance fairly well, as against more mature teams that can dance excellently.

The trend that has alarmed ballroom teams more than anything else, however, is the growing insistence of hotels and clubs for teams to instruct patrons in dancing between shows. Teams claim that when they report for work the first thing the manager asks is, "Can you put in an hour of instruction?" Teams complain that this teaching business is tiring, and that they can't do the usual shows and teach and still do good work. Many teams have refused to teach, claiming their contract doesn't call for anything but regular performances, but a great many more comply with the request, being fearful of cancellation.

Craze for teaching patrons was commercialized to the highest extent by the Radio City Rainbow Grill, which had Glover and LaDose staging "an hour of instruction for patrons," with prizes going to patrons getting the most applause. The team which has followed Glover and LaDose's spectacularly successful run, Dade and Wardell, is continuing the teaching idea. El Chico's, in Greenwich Village, has had the D'Avalos teaching tango and rumba between shows this past year. The Arthur Murray dance school has been sending out teams and troupes of teacher-dancers who stage exhibition and instruction sessions at hotels or clubs. The Murray dancers teach anything from *The Shag* to rumbas, the club being able to buy from Murray anything from a single performance up. Fawn and Jordan are running "dance classes" at the St. Moritz Hotel also.

The "dance class" idea seems to be an outgrowth of the popularity of Latin bands and the eagerness of club patrons to learn tango and rumba quickly, easily and without paying for it. At some clubs even the waltz and fox-trot are taught.

The instruction hour business has practically killed the side money ballroom teams used to make in teaching patrons whom they met at the club and who wanted lessons privately. Now that patrons can learn without paying extra they don't bother to ask for private lessons.

With the recession causing most night clubs to trim talent budgets, certain teams that had pushed up their salary above the \$400 mark now find it difficult to find work. They are compelled to accept an increasing number of "special salary dates" and, altho their reputation and work are just as fine as ever, they can't get bookings at regular salary.

Bell Unit for Ace Houses

CINCINNATI, Jan. 15.—Bell's *Harlequin Follies* has been set for a string of ace vaude houses, opening at the Oriental, Chicago, week of January 28, and following with the Lyric, Indianapolis; Riverside, Milwaukee; RKO Colonial, Dayton, O.; Shubert's, Cincinnati, and the RKO Palace, Cleveland. Deal was engineered jointly by Bob Hicks Page and the William Morris office.

WPA Repertory

NEW YORK, Jan. 15.—The repertory theater of the WPA Federal Theater Project of the State of New York had been enjoying exceptional audience turbous, its director, Charles Hopkins, had to run the gauntlet before his troupe could be routed in this district, which is under the jurisdiction of the Federal Theater Project of the city of New York. Only after the State appeal was addressed to Mrs. Halle Flanagan, national director, was Hopkins permitted to include the environs of New York City in his itinerary.

The city project's circuit theater, the local equivalent to the repertory, was practically scrapped three weeks after it was started for its failure to click.

Music Officials Killed

READING, Pa., Jan. 15.—While returning from American Federation of Musicians' headquarters in Pittsburgh, Ralph Felzer and Mrs. Frank Diefenderfer were instantly killed when their

automobile was involved in a collision. Frank Diefenderfer was seriously injured. Felzer is secretary of the Harrisburg AFM local, and Diefenderfer is president of the Pennsylvania State Federation of Musicians.

Actor Unions Ready To Battle Stagehand Jurisdiction Claim

NEW YORK, Jan. 15.—Coast reports that the International Alliance of Theatrical Stage Employees is getting set to make a formal bid for jurisdictional control of performer unions affiliated with the Associated Actors and Artists of America are being interpreted here as indicative of a "dictator complex." Consensus of opinion is all anti-IA, both as to the IA's chances of success in the event it really tries to engineer the coup and as to the ethics of the scheme.

Frank Gilmore, president and director of the Four A's, was reticent about situation when queried this week, saying he would not care to talk in view of the fact that as yet no direct statement had come from George E. Browne regarding the IA's plans. Indicated, tho, that he felt Browne was "ambitious." Screen Actors' Guild headquarters expressed doubt as to the seriousness of the reported IA maneuver, but said SAG would fight tooth and nail to keep its jurisdiction.

Rumored coup by IA is expected to be based on a request that the American Federation of Labor's executive council clarify the original IA charter, issued about 50 years ago. This charter is construed by some to give the IA jurisdic-

tion over fields now held by different sister unions of the Four A's. Pointed out by execs of Four A's, Equity and SAG that even if such were the case, the fact that a Four A charter was subsequently issued would supersede any claims the IA might make on the ground of priority. In the same vein it is argued that grant of Four A charter 19 years ago could be construed that IA had not organized those fields it is now reported anxious to get.

Should the IA make the jump on January 27 at the Miami AFL meeting, feeling here is that the reaction of the AFL council would be lukewarm, because chief AFL execs, including William Green and Matthew Woll, are old-line conservatives.

Other opinions vouchsafed apropos of the muddle is that the IA has not a "leg to stand on," that Browne possibly has a hook-up with James Petrillo, of the Chicago musicians' union, and that the IA "would not get to first base."

First reports of possibility of an IA invasion came some months back after nebulous plans for hook-up between the Four A's, IA and American Federation of Musicians had been announced.

No Rockefeller Subsidy for FTP

Spokesman for foundation says it must be thru intermediary—no action yet

NEW YORK, Jan. 15.—The Mrs. Halle Flanagan conferred earlier in the fall with the directors of the Rockefeller Foundation on the matter of a private sponsor for the Federal Theater Project of the WPA, the chances of such a subsidy being established are remote, declared a spokesman for the Foundation.

Policy of this philanthropic organization prevents outright grant of money to a government agency. If there were to be any active tie-up between the Foundation and the FTP government agency would have to relinquish its administrative authority to an intermediary, such as a college or other educational or social group recognized by the research foundation. Procedure had trial in the operation of the first Federal Summer Theater at Vassar College during June and July of 1937.

The Rockefeller Foundation is interested in operation of the Federal Theater Project, its collective attitude is that of a student of drama and observer of the times. It is not for the present contemplating even a left-handed subsidy for the FTP.

Trammell Signs With Petrillo's Musikers

CHICAGO, Jan. 15.—Niles Trammell, vice-president of NBC's Midwestern division, met today with James C. Petrillo, local musicians' head, and signed the new musicians' contract after nearly three months of negotiating, due to NBC's opposing Rule 24, which stipulated that no network could feed programs to stations on the AFM's unfair list. Petrillo in his customary manner refused to alter any conditions, especially since Mutual and CBS had signed the same contracts several weeks ago, so Trammell put his name to the original agreement, which went into effect today throughout all stations.

Petrillo also opened negotiations today with local stations WCFL, WIND, WJJD and WAAP and says he expects to have new contracts with them by the end of this month, which will up the music budgets in these outlets.

Final arrangements on recording rules in this local will also be set this month after Petrillo returns from the national board meeting in Florida this week, according to the muster chief.

Intimate Opera in Second Stem Week

NEW YORK, Jan. 15.—London Intimate Opera Company went into the second round of its New York engagement at the Little Theater this week with renditions of *Love in a Coffee Cup*, *Collin and His Wife*, *The Grenadier*, *Emily Maid Her Own Mistress* and sundry others. Frederick Woodhouse, Winfred Radford and Geoffrey Dunn are the singers, and cork includes four women and one man. Repertory is made up of 17th and 18th century English music by Henry Purcell, Charles Dibdin, Samuel Arnold, Henry Carey and Dr. Thomas Augustine Arne, with additional works by G. B. Pergolesi, J. S. Bach and W. A. Mozart.

Presentations are obviously for a limited audience and in a defined way are entertaining theater. From the commercial angle value is slim.

Repertory when caught began slowly but picked up in interest very well towards the second half, with good portrayals by the three singers. In certain instances Dunn, Radford and Woodhouse exhibited more talent as actors than singers. Dunn in particular displayed a keen pantomime sense.

P. A.



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

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

For FILMS

MICHAEL GOLDSTEIN—comedian now playing the lead in the Arlet production of *The Good Soldier Schweik* at the Arlet Theater, New York. Goldstein is not only an all-round topnotch actor, but has a broad sense of comedy situation and the ability to deliver funny lines and bits of business. At present is working in Yiddish, but could easily be transformed into a sock dialect comedian for films.

SID TOMACK AND REIS BROTHERS—a highly clever and versatile combination along the lines of Clayton, Jackson and Durante, displaying

an abundance of ability in selling comedy talk and special songs. Boys are experienced in night club and vaude fields, and would be a distinct asset to screen musicals and comedies. Have clean-cut appearances and likable personalities.

RUTH FOSTER—good-looking blonde caught at Loew's State, New York, where she appeared with Bobby Pinkus. Straights for Pinkus very well, does a nice tap routine herself and is plenty showy on looks. Her ability to read lines to excellent effect indicates—along with dancing ability and her sock appearance—that she rates a test for screen musicals.



By GEORGE SPELVIN

AN OLD GENT who looked like a farmer crossed Times Square Friday at 11:25 p.m., carrying a heavy valise in one hand and leading a full-sized goat with the other—and Miss Broadway didn't even give him a second look. . . . If you can believe her intimates, Mizzi Mayfale will quit the stage right after her present engagement at the Savoy Plaza to marry a young fellow from Great Neck, L. I. . . . The Miami Theater on Sixth Avenue, where "Sex Madness" is showing, has found a new touch to add to the lurid qualities of the film; in small letters—but big enough to be caught by eyes that are on the watch for them (ahem!)—this is added above the screaming letters of the title: "Actual scenes of . . ." The Police Gazette, oldest pictorial mag in the country, now calls itself "streamlined," and is trying to compete with the raft of other pic mags. . . . Reed Lawton, singer at Le Mirage, has been getting his picture in the papers—dining at the Mirador.

If you believe Bert Verina, Grete Garbo visited the Youthful Face and Flora Institute last year and presented it with an autographed photo of herself. One day last week somebody stole the picture. But the thief left the frame behind, placing in it another picture—that of Leopold Stokowski.

THE ALBUM: Bill Martens, 64, contractor of Newport News, Va., has, together with his wife, Ida, been bitten by the songwriting bug. Bill, ruddy, white-haired and genial, is a Rochesterian who went to Newport News to build up his contracting business. When he and the missus, a slim, friendly and pretty lady, made enough money for comfort, they thought it would be fun to try songwriting—so they wrote a careful letter to The Billboard asking for information, and then sat back wondering what would happen. The Billboard printed the letter, omitting their names in order to protect them from song sharks. More letters followed—and last week the Martens came to New York to see the shows and to make the rounds of the publishers. They have young ideas; when the Charleston craze hit the country in 1926 they took Charleston lessons—and they also dabble in taps and magic. When they dropped in on The Billboard last week they announced themselves simply as "Grandma and Grandpa from Newport News." Everybody knew who they were. Bill is already using the word "angles" in true Broadway style.

Charlie McCarthy's billing last week at the Criterion was much larger than Edgar Bergen's. . . . Have you heard the story of the WPA-er who, when offered a job by private industry, paraphrased the punch line of his patron saint's last chat, and said, "Not me—I won't let the President down." . . . Or the yarn about the gent on the WPA circuit who has been trying for a long while now to mate a pigeon and a parrot—so that the offspring would be able to carry verbal messages. . . . Terry Lawler is dickerer with films. . . . Six on a building at Broadway and 50th street: "No Tipping Beauty Parlor." . . . The Old Rumanian, night club, is advertising the fact that Ethel Bennett has been singing Jewish swing songs for years—and to prove it the club is quoting from a Billboard review written last year. . . . You can't beat that.

There was a greater play than ever this year for the flood of special exhibits and trade shows offered to New Yorkers, with the combined attendances going way up. The boat show played to big houses, while the poultry and cat exhibits also entertained plenty of patrons, with the dog show, big traditional draw, coming up next month. But we wonder whether they really cut in on the theater b-o, gross as much as some people claim they do.

OUR OWN CORRESPONDENCE DEPT.: "Jan. 8-38. Mr. George Spelvin, Dear Sir: Your Column of Dec. 25 issue. Where you say Sim Collins broke in his new Nudist Comedy act, at the Village Grove Nut Club, where you said not very successfully you said the emcee called me Sim Collins that I remained shyly in the entrance, my reason for that was I gave the emcee 4 laughs, and the rest of laughs I wanted for myself. why feed the emcee with my original laughs. Please correct that article. Resp your Sim Collins."

The finer touch: The Miami correspondent of The Billboard last week sent in a notice of his own marriage—and, at the top of the paper, in capitals, was the phrase, "No credit." . . . Mr. Spelvin's still wondering just how he meant it. . . . Sylvia Weiss, of the New York office, is an expert tobogganer, and goes around annoying everyone with fervent pleas for snow; it looked as tho she'd get it last week, but it turned to rain.

Net Renard, the rando comic, who is now general manager of Harry Rosard's shows, admits that he still has plenty of sass in him. He confesses that on New Year's Eve, when he was backstage at the Majestic, Brooklyn, he sneaked on the stage to do his act. "Just couldn't resist it," he says. Renard, incidentally, patted the mob and at the same time hit off the habitual loungers who hang around all day long in front of the Somerset Hotel, rushing out of the Somerset Restaurant one evening he explained, "I'm going to relieve Maurice (who's one of them); he's gotta go make a phone call."

TO KEEP THE RECORDS STRAIGHT: The columnists seemed to be pretty good boys last week. About the only mistake noticed came not in a column at all, but in the circular announcement of a dinner to a columnist. On the rolls of the 12-foot-long committee for the testimonial dinner to Louis Sobol appears "Dr. Clair Bayfield." Is it possible that they meant St. Clair Bayfield, who's now doing a stand-out job as the Scotch Catholic bishop in Father Malachy's Miracle at the St. James? Or would the committee write it at the Dr. James?

Chorus Equity Notes

The membership of Chorus Equity, thru the very nature of chorus work, changes from year to year—every five years sees a large proportion of entirely new people in our organization, while the older ones have dropped out—quite a number of its ex-members who have stepped into other fields or retired from the profession keep in touch with us informally.

We should like to have many more of them do so. We believe that they would find some renewal of their association with us a pleasant experience. To this end we are thinking that a "Chorus Alumni Association" should be formed so that we can establish some regular

channel of communication with our former members.

If any of the readers of The Billboard who were formerly in the chorus—no matter where they live now or what they are doing—are interested in the idea of belonging to a chorus "alumni association," will they drop us a card or a note and let us know? We should be glad to furnish them with further news about our plan. We might add that there would be no obligations or dues connected with it or any other obligations other than purely voluntary ones. We might perhaps, for example, occasionally ask them whether they would like to help in such affairs as our recent Christmas ball and entertainment for the benefit of unemployed members of the chorus. Some of them, in cities

(See CHORUS EQUITY on page 41)

Union Headaches, Work Skeds, Overtime Afflict FTP Managers

NEW YORK, Jan. 15.—So far Federal Theater Project officials in their attempt to devise a means of operating more theaters without going overboard on budget allowances have made no headway getting Equity actors to work overtime at rehearsals the last week before a scheduled opening and have been unable to convince union stagehands to change their set call hours to permit production managers to call crews as needed.

Tuesday meeting of stagehands and FTP execs came to naught when constituents got lost on tangent of their own. Meeting with Equity failed when cast of *Third of a Nation* refused to see on level with association officials, who held no objection to overtime in the hectic rush of dress rehearsals a week before premieres. Opinion of Equity heads, however, in no way binds actors, who would have to agree unanimously among themselves to yield these terms to the project. So far a minority is dissenting.

Complaint of the FTP directors is that present working hours of stagehands do not coincide with rehearsal schedules of actors, so that frequently a whole crew is idle but drawing pay for a full eight-hour day, while the actors are inactive to keep within their four-hour per day 24-hour per week schedule. Should the theater enlist a crew at the start of rehearsals and retain them steadily to shape up a production, the manager will have to switch to a green crew within two weeks, for the first

batch will have worked the monthly limit, 96 hours.

Having to hire two full crews per theater or production cuts into the project's non-relief quota, officials weep, for few of the 385 stagehands on the project are in the relief classification. Were the project permitted to maneuver the working schedule of the stagehands according to its own production plans, officials promise, the project could spread the services over more theaters without reducing the quota or wages of the stagehands.

Spokesmen for project indicated that stubbornness on part of stagehands would avail little, because the project under no circumstances could afford to increase its enrollment from the IATSE locals. Guarantee is that registrations will not be diminished in case of change either.

Officials were disappointed in turn of affairs, confident that confabs held with union executive board had the concession sewed up. They were unaware membership would disagree with James Brennan, president of Local 1 and IA representative on FTP.

"Devil's" Benefit Hits Some Snags

NEW YORK, Jan. 15.—Equity and Chorus Equity this week decided that minor principals and chorus people would have to be paid in the event the *Between the Devil* cast plays a benefit in Washington for the National Foundation for Infantile Paralysis. Show is slated for the National Theater for January 23, the theater having been contributed free by Rapley & Company, managers. Whether or not the principals care to donate their services, cuffs is entirely up to them.

Theater Authority at a board meeting this week decided it would not waive its customary 15 per cent cut. Rules of the association provide for such a waiver only in cases of national calamity, etc., such as floods.

AFA Closed Shop For Coast Area

SAN FRANCISCO, Jan. 15.—Union performers only will be allowed to show in the San Francisco bay area hereafter. Signing of a closed shop agreement by all San Francisco and Oakland booking agents was announced by Al Smith, local representative of the American Federation of Actors.

The agreement was effective January 2 and contains provisions for the classifications of workers in the theatrical field, Smith said.

All agents have been franchised by the AFA and will be permitted to book none other than union acts. All performers must display membership cards before going to work. Signing of the pact follows many months of negotiations between representatives of the federation and local booking agents.

Alliance Local Elects

ALLIANCE O., Jan. 15.—At the recent annual election meeting of Local No. 189, International Alliance Theatrical Stage Employees, the following officers were elected: President, Johnny Martin; treasurer, F. Booman; secretary, J. Grellias; business agent, Frank Reardon.

HOTEL RALEIGH

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242 NO. DEARBORN ST., CHICAGO.
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B'WAY RECOVERERS—SLOWLY

Closings Stop, But Clubs Are Cautious; Skimp on Salaries

NEW YORK, Jan. 15.—Broadway eased a bit this week when no new night club foldings were reported. Performers and bands are complaining, however, that payoffs are slow and that rubber checks have made their appearance. But the fact that all important clubs are managing to hold their own is encouraging. The International Casino, after two very bad pre-holiday weeks, has swung back into the groove and is packing them in for dinner, altho the supper trade is still off. The cocktail lounges have picked up and the spot seems definitely out of danger. It enters its fifth month this week. All eyes are now on Billy Rose's Casa Mannana at the old French Casino, which is set to debut Tuesday night. The show looks good, judging from rehearsals, but nobody knows whether the place will catch on, of course.

The Paradise, after considerably increased business brought by Belle Baker, opened Toby Wing Tuesday and business continues okeh. The Hollywood, which closed last week, looks doomed, definitely. Federal Judge John C. Knox has ordered officers of the A. & S. Restaurant, Inc., to appear for examination and has also directed that the night club's assets and property be liquidated. There doesn't seem to be a chance for reopening and it is now quite possible that a ballroom syndicate may take the site over.

Cotton Club is still going strong, as is La Conga, the Radio City Rainbow Room and Rainbow Grill, in particular. Yacht Club is still closed.

As a result of this condition, bookers report salaries sinking and chorus lines being dropped, along with other retrenchments. Bookers don't expect an upturn until March or afterward.

CHICAGO, Jan. 15.—Current lull in the night club field is forcing acts to use fictitious names, to play spots and accept the kind of salaries they would otherwise ridicule. Performers (particularly dance teams) that have recently graduated from the Class "C" listing and have been hoping to graduate into the "A" classification are signing for obscure engagements, regardless of money. One thing the acts insist on is that the spot be located in some neighbor-

Big Floor Shows Back in Dallas

DALLAS, Jan. 15.—With three major night spots vying for the customers, Dallas opened its winter season last week, all spots doing very good business. The Adolphus Hotel's Century Room officially opened its season last Wednesday with Johnny Hamp's Orchestra, augmented by Haskell, the magician, who won his first night honors. Rosalean and Seville, dance team, and Lois Harper, tapster, completed the floor show.

The Baker Hotel's Mural Room followed the Adolphus opening Thursday. It introduced Coleman Clark, tennis table champion, and Ronald and Roberts, dance team. The tennis table act really "went to town." It was booked by the Baker as a tryout act and it packed the Mural Room all week. The act was put on the air by a local station on Thursday night. Herman Waldeman, a local boy, and his band closed at the Baker Saturday night. Time out, for a few weeks, will probably be taken by Herman before another engagement.

Chez Maurice also opened a new show Thursday, featuring Glida Gray, the Sammy dancer.

The Penthouse Club did an excellent business. Buddy Fisher's Band concluded its fourth week at the Chez Maurice and is booked for a fifth week. All talent by MCA.

Griff Williams and orchestra moves into the Baker Mural Room Saturday for four weeks. Acts include the Williams Trio, Monty Kelly and Buddy Moreno. The Williams band will conclude the Mural Room's band season for 1938.

hood away from the bright lights and haunts visited by agents and bookers. Placements are usually made direct or thru some small booker who swears secrecy, eager to get a standard act for little money.

These dull-time bookings have been known here since "way back, stimulants, in addition to a little ready cash, being the opportunity to keep in training as well as an opening for breaking in new routines.

Weems Unit on Tour

CHICAGO, Jan. 15.—Ted Weems and his ork unit left on a theater tour this week, opening the first of several weeks yesterday at the Fox, Detroit. The show, which, incidentally, did not play the North Shore Theater here as was reported last week, returns to town early in March to open another indefinite engagement at the Trionon Ballroom. Acts in the unit include Tommy Martin, Gloria Day and Headliner Twins. Ork entertainers are Elmo Tanner, Red Eagle, Perry Como, Marilyn Thorne, Parker Gibbs and Country Washburn.

New York:

GEORGE HALE, night club producer, returned from France January 11 aboard the Ile de France. . . . JACQUES CHARLES, International Casino producer, sailed for Europe January 15 on the Ile de France. . . . THE BIG APPLE on ice skates is the feature of the Ice Carnival at the New Yorker Hotel. Frenchy Hebert, Ross McLean, Bonnie Roberts and Ukalla and Vida are featured in the spectacle. . . . DI CARLO AND DUBOIS left for Florida to open the season for the Chateau Lido, Daytona Beach. They follow with a date at the Coquina Hotel, Ormond Beach. . . . BELLE RIGAS returns from Miami in three weeks to resume at Oetjen's, Brooklyn, where she had played for 20 weeks. Oetjen's, incidentally, is installing a new \$20,000 cocktail bar and lounge. . . . "SNOWBALL" Paul Whitman juve star and who has just returned from a tour of this and European countries, has gone back to Low Mercur's Harlem Casino, Pittsburgh.

JACK BERKMAN left New York to resume at the Penthouse, Baltimore, with another four weeks set. . . . PERZADE AND JETAN, after working the up-State New York territory, are playing around Philadelphia.

JACK GRAY, tenor, singing at the Park Lane Hotel since last November, has also been assigned emcee duties. . . . SHEILA BARETT opens at the Waldorf-Astoria February 2. . . . FJOLA MARINE, Swedish soprano, made her New York debut at the Wired Restaurant, offering operatic, semi-classic and pop numbers. . . . MONROE SETON is set as emcee for the Village Grove Nut Club. . . . THREE MALONES and Rod Rodgers are now at the Club Lincoln. . . . LARUE AND CARROLL, dance team, were booked into the Monte Carlo by Harry Dell.

Chicago:

LA SALLE HOTEL is following in the footsteps of the Edgewater Beach by adding talent Fridays. . . . THE KING'S JESTERS in that spot, incidentally, will have a queen no more. There will be no successor to the title vacated by Marjorie Whitney, altho another girl singer will be used. . . . TONI LANE, singer, is touring the DeWitt hotels after a four-week return engagement at the chain's Hollanden, Cleveland. . . . ED ALLEN, announcer for name bands here, has left for Hollywood and a two-week vacation.

PHIL TYRRELL plans to go to the

They All Felt Guilty

PHILADELPHIA, Jan. 15.—Last week a Philly columnist printed the following item:

"A leader of an orchestra playing a local night spot hadn't been paid for nearly a month. After being stalled by the proprietor repeatedly, the bandleader went to see the night club owner's lawyer and cried the blues to him.

"What are you kicking about," said the counselor, "That such-and-such hasn't paid me for more than six months."

The next day the managing editor got phone calls from three irate night club owners who wanted a retraction, despite the fact that the item carried no names. And the payoff was that the guy to whom the item referred was not among the complainants.

New Orleans Club Resumes

NEW ORLEANS, Jan. 18.—Wonder Club has undergone alterations and is now owned and operated by Emile Morlet. Current show has Billy Austin, Poppy Lane, Bunny Durney, Travis and Del Rio, Babe La Barrie, Jerry Jeffrey and the music of Harold De Jan.

Club Talent

Coast next month. . . . MYRUS, mental marvel, doubling in the Chicago Theater lobby for two weeks. Holds 10-week option. . . . RUTH BALLANTINE, of Ballantine and Pierce, now connected with Leo Salkin's office. . . . AL BORDE landed the Yacht Club account. . . . COVERT AND REED left for a two-week engagement at the Park Plaza, St. Louis, to be followed with a stay at the Baker Hotel, Dallas, starting January 29. . . . DON ZELAYA succeeded the boys at the 888 Club. . . . SEYMOUR SHAPIRO moved into the Oriental Theater Building.

JACKIE GREEN booked for a return engagement at the Beverly Hills Country Club, Southgate, Ky., starting January 21. . . . CASS FRANKLIN, the Stevens Hotel tenor, and Gert Lerray, of New York, look like a coming marriage item.

Here and There:

FOUR INKSPOTS, NBC singing quartet, returned to the Hotel Bennet, Binghamton, N. Y., this week for a four-week run. . . . DANNY BROWN'S all-male revue jumped to the Harmony Club, Jackson, Mich., from Johnstown, Pa. . . . COUNT FRO-ZO, the "mechanical man," has just completed a month at Frank & Seder's Club, Philly. . . . HAL HAMILTON, emcee and dancer, is in his third week at the Merry-Go-Round, Akron, O. . . . SERGE FLASH, juggler, opened at the Statler Hotel, Cleveland, January 10. . . . WOODS AND BRAY are dancing at the Bal Tabarin Cafe, San Francisco. . . . ROYAL DUO went from the Pere Marquette Hotel, Peoria, Ill., to the Jefferson Hotel, St. Louis.

ROBBINS FAMILY list Beverly Hills Country Club, Southgate, Ky., and the Fox Theater, Detroit, on engagements for this month. . . . HENRY LEWIS has been emceeing for four months at Mattoon's, Stockton, Calif. Spot has signed its whole show as APA members. . . . BILLIE HERYL will be at Dante's Inferno, Kansas City, Mo., indefinitely. . . . JANE DEL RIO and her new partner, Barbara Lane, have been booked into the Club Piccadilly, Baltimore. . . . HARRIS AND SHORE followed Velox and Yolando into the Hotel Statler, Detroit, but recently the order was reversed at the Cleveland Statler. . . . RAY ROSE, accordionist, is in his ninth month at the lounge and bar in the Andrews Hotel, Minneapolis.

THE SHOCKLEY TWINS, now appearing with George Hayes, emcee, at the Lido, Youngstown, O. . . . AFTER A 15-week run at the Club Piccadilly,

Los Angeles Bookings Low

Big clubs doing only business—small cafes paying coffee and cakes

LOS ANGELES, Jan. 15.—According to local talent agents, bookings are off plenty in comparison with former years, doubtless caused by the general business slump. Wallet zippers remain tightly closed, most of the clubs marking time. Only big is being done by big interies featuring name talent.

The usual New Year's biz hypo failed to materialize for the smaller spots. One booker reported he had a 10-act show lined up for the Ekk's Club for New Year's, but lack of coin caused cancellation of the show.

One of the gripes of local bookers is the fact that club owners rebel at getting same acts year after year. New blood is badly needed. Bookers' comeback is that they have difficulty finding fresh talent, saying most acts land here with an eye on pictures and figure on waiting a year or so for break, and in the meantime chase the wolf away by doing repeats at local clubs. Not so much fluctuation of talent as in other towns.

Bookers also find it tough to interest new Eastern acts with only five or six weeks of vaude available on the Coast and a minimum of night spots.

A survey of the smaller night spots finds the managers going for novelty acts, figuring customers would rather look than listen. But unusual acts are hard to find in the mob of "break"-hunting hoofers and warblers with nothing particularly outstanding to offer. Talking acts are hard to sell to operators.

With Coast road bookings limited, there seems to be little incentive here for kid talent to take time to work up anything outstanding in the way of novelty.

Baltimore, Jimmie Travis is current at the Club Wonder, New Orleans. . . . VERN VALDEZ signs out of the Blackstone, Cleveland, and goes into Club Bine, that city. . . . LYLE PAGE and his Broadway Playboys closed at the Cat and Fiddle, Cincinnati, and are due to open at the Lakeview Golf and Country Club, Paducah, Ky., January 18.

THREE LE BRUN SISTERS, formerly with the Kate Smith show, opened at the Commodore Club, Detroit, January 14, following an engagement at the Club Petite, Schenectady, N. Y. . . . RAY WENCIL, emcee, closed a five-month engagement at the Faust Club, Peoria, Ill., to enjoy a rest in Miami. . . . THEODORA, dancer, is now featured at the Club Evergreen, Bloomfield, N. J.

LEE MORSE opened at the Chez Paree, Omaha. . . . ANN SUTER held over at the Commodore, Detroit. . . . DOROTHY DUVAL, accordionist-commediens, after four months in the Olympic Bar of the Fountain Square Hotel, Cincinnati, has begun a month's engagement at the Hotel Ventura, Ashland, Ky.

DOLORES AND ROSSINI are now appearing at the Tic Toc Club, formerly the Lido, Montreal.

DEANA AND DEL CAMPO have a two-week engagement at the National Theater, Havana, starting January 21. . . . THE BOVETTES are doing turns in the neighborhood of Miami Beach for the next few weeks. . . . RENEE GRANT, formerly of Baul and Renee, is soloing at the Chez Paree, New Orleans, for the next two weeks. . . . THE CARLTONS have been keeping New England dates, the latest being a two-week stand at Steuben's Vienna Room, Boston. . . . GENE FORD and his Playboy Revue, now in their fourth week at the Rex Bar, St. Louis, have been engaged for an indefinite period.

Club Management

News and Angles on Night Club Operation

Congress, Chi, Changes Policy

CONGRESS HOTEL, Ralph Hitz spot in Chicago, inaugurated a new no-cover no-minimum policy for its Congress Casino. Despite the large show, headed by Benny Meroff's Band, management feels that large capacity and reasonable prices will attract more people and will probably spend as much money as heretofore.

Philly Hotelmen Elect

ARTHUR T. MURRAY, president of the Philly Barclay Hotel, was elected president of the Philadelphia Hotel Association at a meeting Tuesday at the Bellevue-Stratford.

Other officers are Richard B. Shanley, Vendig Hotel, vice-president; Samuel Earley, Benjamin Franklin, treasurer, and Miss Julia Brennan, Adelphia, secretary.

Tio-Ups To Honor Guests

THE Radio City Rainbow Room, New York, has instituted a novel method of honoring visiting alien notables. At the same time it can publicize an added feature to the regular entertainment and also provide heaven-sent showing opportunities to obscure but deserving talent in lesser-known cabarets of the same nationality as the honored guest.

For Don Rafael De La Colina, consul-general of Mexico, it presented last Tuesday a gala Mexican festival in which appeared, besides the regular entertainment, artists from several Latin spots. Everyone concerned, from the consul-general down to the lowliest of the spots thru whose courtesy the added attractions were made possible, benefited from this arrangement.

Plug Foreign Cocktail

THE Circus Bar, located in the Piccadilly Hotel, New York, which itself is spotted in the heart of the theatrical

district, pulled a stunt that has and is paying handsome profits.

Noticing that the number of legit plays of British flavor and the influx of English actors on Broadway has been greater this season than in many others past, it found out the most popular British drink and is now advertising and playing it up on wine cards and menus. As a result their Number One drink, Gin and Tonic (highball of gin and carbonated water containing quinine), outsells even the classic scotch and soda by more than four to one.

Candid Camera Foiled!

IT SEEMS that there are just as many club owners against the candid camera fad as for it. Those who are against it object on the grounds that it takes the minds of their artists off their work, it usually results in very unflattering pictures of them, and the films are very often used for idea-thefting.

At the El Chico, New York, they have overcome the objection very easily. The minute a raised camera is spied a waiter gives a set signal and the fellow handling the spot immediately turns a green light on the performers; and the camera fiend is helpless. As far as the camera is concerned, the room could be in total darkness with such illumination.

NBC Program Out of Cafes

THE adoption of the scheme by the Bromo Seltzer people in New York City we hope will lead to similar action by leading sponsors in other metropolitan localities.

We refer to the new series, *Manhattan After Dark*, over NBC, which will go to night clubs week after week for its material and entertainment. Not only is the idea new and intriguing, but it may supply the necessary touch of revived interest to the national nightery slump.

Voorhees Quits CRA

CHICAGO, Jan. 15.—Reginald Voorhees, club booker with Consolidated Radio Artists here for over a year, has left the firm to go on his own. He opens a club and orchestra booking office in the Oriental Theater Building next week. Mrs. Alpha Demaree remains in charge of the CRA club booking department.

Sex Appeal!

CHICAGO, Jan. 15.—Weaker sex is now predominating in the club departments of some of the leading booking agencies in town. Boys claim they get nowhere with the sour-faced committee men when it is time to buy talent for the annual strawberry festivals, and a few angles (physical and verbal) from representatives of the opposite sex usually clinch the deal.

Among the charmers heading club departments are Ruth Ray, MCA; Mrs. Alpha Demaree, CRA; Alma Clausen, Riley and Goss; Doris Hurlig, Dave O'Malley's office, and Ruth Ballantine, Leo B. Salkin Attractions.

Union Gains in Seattle Lockout

SEATTLE, Jan. 15.—The war between the taverns and the musicians' union is still deadlocked. Some recent gains, however, are reported by the musicians; such as the Oasis and the Virginia clubs returning to union talent.

The Oasis, suburban cafe with elaborate floor shows, however, has closed for remodeling. Reopening in the near future. Meanwhile The Ranch, on the Everett Hi-way, has started the new year with the first of a series of big floor shows.

Del Milne and his 10-piece band this week have been supporting June and Jack Everett, as one of the cleverest dance teams ever appearing at The Ranch; the Huntley Sisters, dancers with considerable personality; a girl baritone, Helen Kelly, and Marjorie Raymond, billed as the "fastest girl afoot."

New Salt Lake City Club

SALT LAKE CITY, Jan. 15.—The Mirror Room, newest local cabaret, has opened in the Newhouse Hotel, featuring George Kirke's Orchestra. Manager Chaucer West in starting this innovation also features a floor show. The cabaret is surrounded by mirrors on the walls, and indirect lighting system throws myriads of colored lighting effects. So far big business has resulted.

New Club in Tacoma

TACOMA, Wash., Jan. 15.—Shobost Tavern in Tacoma's newest cabaret. Capacity crowds have been flocking there for fine music, as well as refreshments.

Equity Presses Chorus Attempt

Hopes for musicians' aid—tries to head off AFA claim—\$40 minimum resisted

NEW YORK, Jan. 15.—Struggle to organize the Chorus Equity's jurisdiction in the night club field took a new development this week, with indications that the Equity affiliate is seeking the aid of musicians' union, Local 802, in order to make the clubs sign contracts. Angle is that musicians are the essential element without which clubs cannot operate. Feeling is that a musicians' picket line might be instrumental in breaking resistance, and once a big club comes into the fold the others might follow.

Equity and other Four A's leaders have been exerting all their influence to help Chorus Equity crack the night club field. Burgess Meredith and Frank Gillmore personally contacting night club owners.

On Monday, Associated Actors and Artists meet to hear the request of American Federation of Actors that be given chorus jurisdiction. AFA's charter limits the federation to principals, but claim will be based on fact that other sister unions have chorus jurisdiction, as well as the fact that the AFA is active in organizing club principals. Claim is that with the same effort and money expended the chorus might be organized, too.

Chorus Equity is trying to set a minimum wage of \$40 for line girls—the same as the Actors' Equity and AFA's minimum. Managers are adamant in refusing, pointing out that the Chorus Equity scale for musicals is only \$30 and \$35.

Name Bands for N. O.

NEW ORLEANS, Jan. 15.—Chez Paree, top suburban night spot, has a new dance policy. Jack Tracy and ork are first of name bands for spot, hitherto using own ork. Steve Loycano is manager. Fortnightly change in band and floor shows.

Maisie Makes Her Vaude Debut; And, of Course, It's a Benefit

By PAUL DENIS

"I PLAYED my first vaudeville date," writes our friend Maisie, "and what do you think it was—a benefit! Yes, Nick came to us one night at the club and said, 'Kids, I got a theater date for you. It's a beautiful theater and all the fine people will see you.'"

"Well, that made us suspicious. It's a benefit!" snapped Pete, our new emcee.

And, of course, Pete was right. Nick explained that the mayor was running a benefit to raise money for the crippled children, and that there were millions of poor, crippled children, and, besides, the elections were only a month off. Pete got sore and yelled, "Our contract doesn't say we got to play benefits. I'm going to write to Whitehead." So Nick gets sore and yells back, "You're a damn radical, that's what you are. Worse than that, you ain't got no pity in your heart. Think of the millions of crippled children. How would you like it if YOU were crippled?"

"Well, after a lot of arguments we went to the benefit at the Orpheum Theater. I never saw such

dressing rooms in my life. Mine was full of dumb-bells and chinping bars. A kindly old gent, passing by, saw how confused I was and explained that he was the manager of the house. He told me that since he hadn't had any vaudeville for four years the ushers had moved into the dressing rooms and made them into lounge rooms, gym rooms and so forth.

"Will Mahoney, Sophie Tucker, Will Fyffe and a lot of other great performers dressed in this very room," he said, sort of sentimentally. "This used to be a great vaudeville house. Now we run double features, with free dishes Monday nights, local follies Wednesdays, screen Fridays and professional basketball games Saturday midnights. Yes, there's been a lot of change."

"WELL, Paul, he left after a while and I couldn't help thinking that the poor guy would have liked to see vaudeville come back. Just then Pete poked his head in and, without any reason, said suddenly, 'Maisie, don't believe anything they tell you. Vaudeville didn't die. It was murdered!'"

"Pete," I snapped back, "Nick was right. You're just a radical. You're always complaining." What else COULD I tell him?

"Well, after a lot of excitement I finally finds myself on—and was I scared? Working floor shows all my life (well, two years, anyway) and here I am up high and I can't see the customers; it's so dark. I do my fancy high-class toe number and got to remember all the time to come back to the

Press Agent Ribs Editors

Answers editors' squawks—says "nuts" to editors but (wise guy) anonymous

Dear Paul Denis:

If didn't occur to you, did it, to ask the night club press agents what they think of the night club editors?

Of course, they have us in a spot. They can say all they want to right out in print and even mention names. But just imagine what would happen to me if I told what I think of certain night club editors. There is so much I could say but daren't, even behind a non de guerre. I will, however, venture to take issue with some of them on just one point.

Those of the editors who are columnists insist on "exclusives" and bemoan the use of carbon paper. Well, just consider this from the p. n.'s standpoint. A week or so ago, inspired by your interview, I sent out a story that was a honey, a beauty, a natural. I'd worked on it for weeks until it was just right. Then it went out into the mails—a copy to every one of the editors you interviewed, and to many others. Result? Most of them used it, even some of the "exclusive" demanders. End result? The boss was delighted.

Now suppose I succumbed to the demand for exclusives and sent it to just one editor. He might return it unused or not return it. Weeks go by. The story goes stale. When it is finally used, or even if used the first week, that finishes it. No other editor on a major sheet will touch it. Why, indeed, should I send out exclusives?

Another thing. One of the editors talks of the one-columnist p. n. and hints that to other columnists his copy is taboo. How then would Columnist A feel if I happen (by a miracle) to hit on a release he would like as exclusive but send it instead as an exclusive to Columnist B?

Yes, Paul, we p. n.'s are an over-worked, over-cared hand. Most of us are chiselers. All of us start in ambitious but the game gets us. We start in prostituting our art with all the zeal of an amateur—but all the rest is knocked out of us and the game becomes just a grind. At least once a week we have to think up something new, something different in competition with 150 or 200 other more or less jaded bright boys.

Comes the lucky day when we hit on a really good idea—as happens even to the worst of us. It's a pip, a honey, a natural. And what happens? The editors want it exclusive. Nuts, Mr. Editor! You'll take a carbon copy and like it!

Yours as long as I can get a break in *The Billboard*,

P. A. SPACESOUND.

Richman Helps Charity

NEW ORLEANS, Jan. 15.—Harry Richman headlined his third benefit in three years at the Blue Room of the Roosevelt, with proceeds to go to the Cabrini Day Nursery. In two previous performances, with a stellar backing show, Richman has raised over \$5,000 for local charity work. He goes to Miami for a winter engagement.

footlights. Finally I get off and there ain't even applause. I stand in the wings and the other acts don't get much applause either. But the audience laughs a lot at the comedy.

"Finally it ends and Pete starts explaining. 'You see, Maisie, they're so used to movies that they've forgotten to applaud, altho they respond naturally to comedy. Some day when vaudeville comes back we've got to educate them how to applaud all over again.' Then he shakes his head sadly and leaves me."

"NOW I'm trying to figure it all out. The manager would like to have vaudeville back, but he don't act like he could get it back. The audience packed the house and laughed all the time but it didn't applaud much. And Pete says vaudeville was murdered. What does he mean, anyway, Paul?"



PAUL DENIS

Radio City Rainbow Room, New York

The new show presents a couple of favorites, Mary Baye and Naldi, ballroom dancers, and the Ruby Newman Orchestra, along with Afrique, British mimos, and Eleanor Sheridan. Holdovers are the Eddie LeBaron Band, Rosita Rios and Helen Myers.

Outstanding are Baye and Naldi, exhibition ballroomists, who make their routines startling with a wealth of unusual lifts and spins. Although the stunts are necessary to draw attention away from the austere atmosphere of the room, they are a definite and natural part of the dance, coming as eye-catching highlights to graceful liquid movements. A waltz, tango and another Spanish number brought a flashy fox trot and a lively rumba as encores. Although utilizing a stunt technique, they make their impression primarily as fine, interpretative artists.

Afrique's impressions of international celebrities are thoroughly entertaining, despite the strangeness to local audiences of such characters as Richard Tauber and vaudeville comedians. Afrique's mimicry is restrained, requiring an attentive audience, and it is to his credit that he compels attention. His encore, a Prince of Windsor pantomime, is superb.

Eleanor Sheridan, handsome young lady, regaled her audience with songs that are spicy but certainly not offensive. Her song-talks lamenting her love life are amusing. Miss Sheridan giving the lyrics fine diction and energetic delivery. But when she essayed an impression of Margot Grahame in *The Informer* she let down an otherwise gay turn, although her Irish dialect is delightful.

Rosita Rios, brumet vocalist with the LeBaron Band, reveals an expressive and rich delivery of Latin songs, and Helen Myers, still stately at her piano on the revolving floor, entertains with request numbers. LeBaron, bouncing in front of his tango-rumba band, still has the finest Latin rhythm music in town. A deftly blended combination, his orchestra provides tantalizing dance rhythms and draws crowds to the dance floor.

Newman leads his 12 men thru sessions of balanced, solid sweetish music

Night Club Reviews

International Coverage of Night Clubs

The *Billboard* is the only publication providing week-after-week news and reviews of night clubs throughout the world. In addition to the usual reviews of clubs and hotels throughout the country, *The Billboard* runs reviews of spots in Havana, Paris, London, Budapest, Jaurez (Mexico), Montreal, Toronto and Berlin.

FOR COMPLETE NIGHT CLUB COVERAGE READ THE BILLBOARD

that fits nicely with the ultra quality of the room. Instrumental stand-out groups and a boy vocalist add to the effectiveness of the orchestra.

With other night clubs languishing John Roy's pets are still doing consistent good business. Service and food, under direction of maitre d'hotel Muscatello, are without fault. Paul Denis.

Green Room, Hotel Edison, New York

With minor decoys giving the dining salon a Green Room aura and the waiters decked in red regalia, a further color contrast has been added in embellishing the band stand with Blue Barron and orchestra. There is only dancing with dining and wining here, hostelry dispensing with any floor diversification in favor of the music makers.

While not in the name class, the band is a potential candidate for that clan. Making their first Gotham appearance, coming here from the Southern Tavern in Cleveland, their first professional stand, the Barron Band shows and listens as the youngest and most promising combo to crash the main stem.

Hotels have found that the band with a definite style is the card for the drawing. And in Blue Barron the Edison has a band with many "styles." It's a little bit blues and a bit of that making for a musical cocktail, not intoxicating but rather refreshing. Pianist-arranger Carl Ladre has taken the best elements of every distinguished band style, overlooking only the blowing of bubbles. The hybrid stylization is characterized by most effective lifting, but most important, they do it very well.

There's the triple-tongue trumpeting and high-noted trombone of Horace Held as well as that band's singing guitar. And guitarist Ronny Snyder is a capable singer and whistler in the Ted Weems fashion. The choir singing of the Barron boys is in the Marie groove of Tommy Dorsey. Saxos are geared to the Guy Lombardo pitch and the rhythm is in the swing and sway variety of Sammy Kaye. Song introductions are a Kay Kyser brand, Barron weaving in the lyrics of an oldie to give it more story body.

Vocals are in the keeping of Russ Carlisle, aided and abetted by tromboning Charlie Fischer and trumpeter Ernie Straub, who with Ronny Snyder also make for the vocal trio. Carlisle is the pash bary warbler and the entire assortment of pipes brushes fem ears the right way.

Maestro Blue Barron is hearty for the heart throbs to fit the fancy of the female partners. Handles the introductory spiele in a showmanly manner and looks plenty good in front of this good-looking band.

Dispense the rhythms for the dinner and after-theater hours. Set until April, with four weekly network remotes to give everybody the deserving earful. M. H. Orudenker.

Glass Hat Room, Congress Hotel, Chicago

Typical of the so-called second-stringers in the act hotels where the hours are longer, the policy more informal and the food and drinks more reasonably priced, Glass Hat is one of the most popular in that class, being modernistic in every detail, seating a good 300 and boasting of a highly attractive circular bar spotlighted in the center of the room.

A soothing orange color harmony shades the conspicuity which so many bar and night-spot patrons abhor. Tables surrounding the bar and edging the walls serve diners as well as drink customers who do not care for the bar informality.

The Crusaders, a stock fourpiece mus-

ical combination, took over the band stand last week, succeeding the Four Californians, who ended a long run. The boys play a variety of instruments, pitch in with pleasing vocals and, as usual, fill most of the sessions with request tunes. Their nightly periods are augmented with late afternoon dances for the cocktail trade, which has grown to a profitable size in the last several months. And, too, the nightly trade has increased enormously, indicating the stamp of approval for such a layout.

Browsing about the tables is the Great LeRoy, handwriting analyst, who has a suitable personality for such work. His approach is discerning and whether accepted or refused with his wares, his departure is always friendly. Never a cover or minimum. Sam Hongberg.

Bal Tabarin, San Francisco

Bal Tabarin launches its sixth successful year February 1. This fact alone is notable in a business where the average life of a club is short.

The success of the spot can be attributed to the two owners, Tom Gerun and Frank Martinelli. Both have a host of friends in San Francisco.

The show last week had Jack Winston and his orchestra, vocalist Patsy Parker, the Bal Tabarin line of girls; Woods and Bray, dance team, and the Biltmorettes, three attractive and expert acrobatic dancers.

Show was shorter than usual and opens with the girls in a familiar routine, followed by Woods and Bray, who were called back for three encores during the performance caught. This dance team further catches in on the girl being mute and deaf, which comes as a sock explanation to the audience at the end of their routine.

The Biltmorettes are an outstanding act of this type. The girls, three blondes, end up their turn in pleasing style. Patsy Parker, doing a solo number in the floor show, scored well.

Winston, now in his 26th week, seems to be just the right band for this place. He handles the floor show competently. The fine Italian hand of Martinelli is evident in the excellent cuisine. Edward Murphy.

Cocktail Lounge, Tampa Terrace Hotel, Tampa

This very swanky spot caters to high-class clientele and is doing excellent business. Lounge is beautifully decorated, has refined atmosphere and furnishes high-type entertainment. Accommodates about 400. Food is always good and the service is the best, Paul Meyers, maitre d'hotel, being one of the chief attractions. There is a small cover charge. Two shows nightly.

John Sherman does a nice job of emceeing and in pleasant baritone sings *Rollin' Home* and *Old Man Rivers*. Ardith Moore, songstress, offers *Harbor Lights* and *Make Believe* and has a sweet voice and attractive personality.

The Three Strings (Dick Gier, Loretta Reed and Ronald Deck), violin, guitar and bass, doubling in vocal trios to their own accompaniment, go over big. Their vocals are especially smooth, and Gier puts over *I Heard Three Birds* (which he dubs an Old English Madrigal) for a big laugh and a generous hand. Besides doing a floor act, this trio does strolling between dances and is really fine in this type of work. Will probably be here for the rest of the season.

Rosita and Perez, dance team, do a clever Spanish number, responding with an encore of the same type. A pair of charming kids, and their stuff appeals to the public.

Dick Murphy and boys furnish plenty good swing music for dancing. Band came to this spot for a two weeks' engagement, and now, after 21 months, is

still going strong and expects to be here remainder of this season. Dick does sax and clarinet, and has with him Grayson Henderson, first violin; Robert Valdes, second violin; Ray Veckruse, piano; Bill Brandt, guitar, and Jerry Williams, bass. Both Grayson and Ray have their own spots in the show. Ed Byron.

Berkeley Hotel, London

Featured attraction at this classy spot is the Music Hall Boys (Frank Campbell, Van Kirk and Alan Sterling), who are back after an absence of 10 months. Boys, who are plenty popular here, offer a funny travesty on vocalists of the Victorian era. Act is good for plenty of laughs. Comedy make-up and eccentric mannerisms help plenty, with the result that the boys are forced to a flock of encores and recalls.

Oigo, mathematical wonder, is the other act. His lightning calculations are amazing, and he has plenty of aid from the interested patrons. Business is good. Bert Ross.

Lobby Cafe, Juarez, Mexico

Spot has its best show of several months after a string of weak offerings. Lou Lockett continues as emcee and Robert Ulrich's Orchestra is still on band stand.

Harry Sykes, comedy cyclist, wearing routine baggy comic costume, got only fair hand on intricate cycle clowning, which should have been better received.

Inez Graham, shapely blonde, on for soft-shoe dance in a filmy blue dress. A return engagement for Miss Graham. Judith Lawton, girl crooner, got best hand of show with three songs. Has best mike voice and delivery heard here in many years.

Georges and Annette, ballroom duo, also back for return date, closed show with a Bolero which brought a good hand for encore. Finished with fast dance to *Alexander's Rhapsody Band*, always a favorite with Lobby patrons. Hal Middlesworth.

Chateau Club, Cleveland

Out on Euclid avenue, above the Play House Square district, is the Chateau Club, and its newest floor show is *College Rhythm*.

Leon Le Verde, who poses in feminine disguise, is headlined, sharing honors with Art West, who contributes comedy. The Grey Sisters are a dancing duo that go to town in fast numbers, while Jerry

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LEE AND LOCKMAN
"THE STROLLERS"
Now Appearing
BLUE FOUNTAIN ROOM
HOTEL LA SALLE - Chicago

The Billboard New York

Clayton is introduced as "singer of cere-montes."

Program goes well, with special emphasis on the fem impersonator, who has been working local clubs for several seasons.

Clyde Daubel and his musicians furnish the setting for dancing, with plenty of swing. *H. K. Hoyt.*

The Penthouse, Baltimore

This regal night spot, atop the Stanley Theater, is still attracting large crowds of the smart young set. Altho decorations have been changed this year, excellent judgment being used, the atmosphere continues on a high plane.

Unfortunately, same may not be said for the floor show. No fault can be found with the performers individually, but that certain spark is lacking in the group collectively. A bit of humor would go a long way towards making it a well balanced unit.

Jack Beckman, emcee, has plenty of poise and personality, while doing a swell job of singing in his rich mellow voice. Sings pop ballads, but his rendition of *Mr. Ritz Du Schoen* brings down the house.

Next Sue Chrysler does a nice hit of vocalizing. She sings in her own swing fashion, first in fast tempo, then slow, achieving a novel effect. The audience senses the new style quickly, forcing her to return for encores.

Charles and Catherine Joy, dance team, handle their turn in fine fashion. Both are refreshingly clean-cut and present some rapid-fire tapping. Their unusually vigorous performance includes a comedy walk which brings forth hearty applause.

The Naughty Scandals, chorus line of eight happily daunces, execute rather unique routines. Girls are easy on the eyes and are particularly impressive in the parol and wedding scenes.

Milton Mann and his orchestra dish up scintillating dance rhythms. A wide variety of clever arrangements are smoothly played, while vocalist Les Timmons is definitely big time.

No cover charge, with \$1.50 Saturdays and \$1 week nights as minimum prices. John Wiedenheft is manager and Noel Sherman, booking agent. *Phil Lehman.*

Restaurant Continentale, Netherland Plaza, Cincinnati

This elaborate room, swankiest of the downtown eateries catering to the Queen City's 400, saw the first of the eight floor-show units being launched by the National Hotel Management, of which Ralph Hitz is manager. This trout unit boasts a trio of corking turns in the *Four Bachelors*, *Erica* and *Novello* and Ethel Shutta, backed by the AA-1 music of Emery Deutch's Orchestra. While the current layout makes for a highly satisfactory entertainment, the addition of a novelty turn, say, for instance, a magician, would do much to heighten the sock proportions.

Floor-show idea is a new one for this spot, and it looks like a natural to bolster the dinner session. Under the new polly the show plays this room during dinner session, switching to the hotel's gorgeous Pavillion Caprice for a late night show. Ralph Hitz and Tommy Martin, Rockwell-O'Keefe exec, were on hand to catch this first offering, which ran off smoothly considering the fact that it was the first showing, and with the show lighting not yet set to best advantage.

Four Bachelors preceded the regular show with their instrumental and singing stroll work. The foursome clicked handily with their playing and their harmonious quartet warbling of pop and novelty ditties, done in good voice.

Erica and Novello, smart and handsome ballroomers, demonstrated why they are classed among the topnotchers of their ilk with a trio of graceful and original terpsings. Open with well-done waltz, follow with lighter tripper and wind up with a Spanish thing high-lighting a series of whirls and twirls. A sock whirl finish sent them away to a resounding band. For an encore did a neat and original version of *The Shep*.

Emery Deutch filled the next spot with an excellent fiddle rendition of *When a Gypsy Makes His Violin Cry* and *Play, Fiddle, Play*. Session makes for a lag in the show's pace, which might be remedied by injecting a lighter and faster number in the second hole.

Ethel Shutta, looking as refreshing as ever and still, in our humble opinion, the ace of the fem salesladies, took the

starch out of the stiff shirts with her swell mikiings, including a pair of hilarious specials. Opening with *The Lady Is a Tramp*, she swung into a dard novelty, *The Two-Family House*, followed with a rib-ticking ditty on a burly chortine labeled *She Was One of the Front Row Girls* (*But She Was Pushed Around to the Back*), and closed with her familiar *I Want a Hillbilly Band*, in which she is given able assistance by the *Four Bachelors*. She skipped off to the biggest mikiing of the evening.

Emery Deutch and his ock mixed the classics with the pops to give the Continentale clientele the sweetest dinner tunes it has heard in many a moon. The combo fits ideally into these stumptuous surroundings. The acts, too, got fine support from the Deutch lads.

Continentale dinners range from \$1.50 with the cuisine excellent. Liquor prices are average for a room of this rating. Service is excellent, with the entire staff, from the head waiter on down, radiating the warmth inluffed by the famed Hitz training. *Bill Sachs.*

Hi Hat, Chicago

Frank Libuse, the nut waiter, opened a return engagement and, while his theater act which he is repeating here does not stand out as well as it does on a stage, he is still funny to after-dark patrons. Truthfully, he is at his best between shows when he is a pleasant annoyance waiting on trade. Has an uncanny way of picking good-natured customers who don't mind a laugh at their own expense. Margo Brander, soprano, works with Libuse and stooges in many of his nonsensical bits.

Al Zimney, a clean-looking straight, emcee, handles the show capably and in his own spot pipes Al Jolsonish tunes acceptably. Wastes little time between acts, building them with admirable brevity.

The *Four Ingenues*, stock girl line, open the show with a cute wooden-shoe number, their movements and gestures tempting one to label it *Springtime in Holland*. Kids are good looking and hard workers. Close bill with a swing routine in gold briefs.

Florence Kope, lanky danseuse, impressed with interpretations of Mexican and Spanish dances. Novel to see a non-Latin performer deliver a foreign country's work with true understanding of grace and rhythm.

Ondre and Michel make a fine commercial dance team. Despite the limitations of the Hi Hat floor, they managed to offer two flashy routines with a number of sock eight tricks. Work fast and smoothly. When caught they offered a waltz and a modernistic concoction.

Sid Lang's Orchestra continues on the band stand with dance and show music. Jimmy Cassidy handles the full-session piano. *Sam Honigberg.*

Wivel's, New York

This spot celebrated its ninth anniversary last week. Proprietor Jorgenson being justly proud of the club's success. The restaurant has become a well-known Swedish eating place, the show and music being important, but definitely secondary to the food.

Current floor show is pleasant, but not exceptional. Standout is Bob Lee, extemporaneous rhymster. He invites random questions and then answers them in rhyme, exhibiting an amazing memory and glib and fast tongue in forming light limericks. Even the question "Why don't you advertise in *The Billboard*?" didn't faze him, his answer being "I've been here almost five years, why should I advertise?"

Lee emcees straight, other acts being Aida Luciano, Ernie Mack, Lillius Kearns, Florida Marine, Patricia Riley, Wilson Lang and Theodora Brooks. Senorita Luciano, a comedy vivacious brunet, makes a fine impression with her character Spanish dances. Her rhythmic castanet and heel work is attention-compelling, while her gay, jampish peasant number served to prove her versatility.

Ernie Mack overwhelms his audience with his fast and many changes, the cumulative effect being one of unusual versatility. He makes his changes on the spot, not giving much time to each impersonation but depending on the total impression to get over. His Popeye bit is his last and best, sending him off to a good band. Brunet, sager-smile Lillius Kearns comes thru with a couple of aerobic, contortionalistic toe-top affairs that are better than average. Youth and appearance do much to put her over. Wilson Lang, lyric tenor, pre-

sents an eternal smile, a healthy complexion and a melodious voice that pleases in pop and Irish tunes. Pleases easily.

Patricia Riley, redhead rhythm singer, offered pop ditties in swiny style, including that new menace, *Bei Mir Bist Du Schoen*. She is pretty and her voice comes over the mike nicely—which is about all anybody can ask for in a night club. Florida Marine, singer, is billed, but was out of this show.

Theodora Brooks, who plays the Hammond electric organ with the Bob Ason Band, does a few accordion numbers during intermission. Ason (sax) leads the six-piece band, producing danceable music and accompanying the show competently.

Frank Greene is the p. a. *Paul Denis.*

Chez Maurice, Montreal

Carried along at an aeroplane propeller clip by the streamlined emcee work of Billy Reed, the new floor show packs plenty of botonee.

Reed has an uncanny faculty for peppering up jaded diners and bibbers with a minimum of palaver. Like Red Skelton, another popular entertainer around these parts, he combines the ability to sell himself with more than a measure of real talent.

The show itself is much above the average revue at Chez. There is the Manya and Zanette ballroom team which combine charm with grace and skill; Nya Nash, popular singer making a welcome return engagement here, and Homer, the "human echo." The latter's forte is finishing sentences that the patrons have only half completed. It's amusing and the cash trade appears able to take it.

Reed himself has many smart numbers. Well liked were his impressions of dictators' frackin'. This and his other specialties drew encore after encore.

The chorus has been improved as well as the principals, and there are two splendid production numbers. They are handled with precision and the girls are attractive and able dancers.

Despite the usual slump after the new year, Manager Phil Maurice reports business to be well above the average. He anticipates keeping the present show on for several weeks. *Ted McCormick.*

Burp Hollow, Hollywood

Screwey comedy, original songs and an informal atmosphere make this old Hollywood stand-by one of the liveliest spots. Located on the fringe of Hollywood, Burp packs them in with a good show.

Opener was Ann Triolo. A brunet looker who handles the accordion with flash. Nice personality and gets her numbers across. Altho not sensational, the gal makes a nice impression.

Eppie Person, last of the old Frisco Coffee Dan emcees, knows how to handle gags for a spot of this type. With 300 pounds of weight to pack around and a satchel full of original numbers, Eppie holds the crowd. His best numbers were *This Is in the Way, House to House Men*, *Chambermaid*, and a take-off on the Indianapolis Speedway. Altho his material borders on the risque, still he can put his stuff over without being offensive.

Kenny Nidel emcees the show okeh, with nice delivery on the vocals.

Holly and Lee need no introduction to Burp patrons, having held this spot for 16 months. Some of the town warblers should really take lessons from Holly. She knows all the tricks and can wrap up a number in great style. Lee Day is other half of team at the piano. He writes most of Holly's material. Their best: *The Girl Scout*, *Chief Peanut Sland*, *Lament of the Other Woman*, and *The Drunk*.

The *Four Squires*, lads who know their music and showmanship, are also currently featured on Hollywood Barn Dance, a top air show. Jack Smith, guitar; Glen Moore, trumpet; Lumpy Brennum, bass, and Harry Powell, piano. They can do either swing or sweet. Their swing arrangement of *Old Black Joe* scores. They do a couple of Thibitian chants that are outstanding. For these numbers Powell moves up on the tomtoms.

Burp runs four shows a night, with bits in between to keep things moving. The spot is typical "Greenwich," with checkered tablecloths and beer bottle candle holders.

Tommy Thompson, manager and owner. *Dean Owen.*

Rex Grill, Syracuse, N. Y.

Newly reopened, the Rex Grill drops conventional line of girls and turns to old-fashioned vaude, which, handled unobtrusively but effectively by Clarence Marcey, makes a definite hit with night clubbers.

Al DeLage, good-looking young magician with the faculty of working as easily as ball bearings in oil, headlines and rates it. His best number is a clever variation of cigaret palming, in which he turns loose a profusion of lighted cigarets, cigars and winds up finally with a lusty corncob pipe. New angles distinguish this trick.

Tommy Bell and his precocious pooch, A-Flat, pep up the show with a clever routine; but the payoff is an A-Flat trick in which, paw in the air, he does *The Big Apple* and winds up with a whirling dancing finish which he did in *Mad Money*, his last movie job. It's a good novelty.

Another old-time variety turn is contributed by portly Sid Rich, who starts off as a xylophonist and winds up playing a cornet, accompanying himself on the xylophone and throwing in a tap routine at the same time, making that one-armed paperhanger look like a sleepy mope.

Chickie LaBelle, a Gertrude Nissen type, does a couple blues songs, and Shirley Heaton and Maxine Reynolds put over acceptable dance numbers, Marcey throws in a couple of songs in a nice voice.

Grill is operating without cover or minimum and changes shows every week. Business is picking up after a slow start, following a lengthy shut-down. Spot is handy to downtown section and looks a good bet.

E. K. Vadeboncoeur.

Torch Club, Cleveland

For some time away from the beaten downtown path, the Torch Club has been offering entertainment based largely on fem impersonations. Now it has turned to a wider field, with a mixed and interesting program.

Tops might be given to Gilbert and Sprangle, fast-stepping dance team with a varied repertory, billed as "direct from the Merry-Go-Round, Miami." Danny Beck, from Hollywood, is emcee and puts plenty of zip into his introductions and routine.

Betty Gale is a singer with a flair for swing and blue numbers, and Laurine Lawrence lived up to the reputation of being one of America's fastest tappers. The *Four Torch Rocketts* are a quartet of high-kicking beauties who furnish background and variety.

Henry Leitson is managing the spot. *H. K. Hoyt.*

Cafe of Nations, Sacramento

Tommy Donovan's Cafe of Nations, owned by Donovan and George Fite, got away to a sensational start December 27 and has been doing outstanding business ever since.

An upstairs club, the interior decoration follows an early California motif and is one of the most attractive high-class spots here.

The floor show features Ray Parker, who emcees and puts on the feature, a Charlie McCarthy stunt in which his dummy is called Porthole. A clever boy, Parker keeps crowd interest alive for nearly 30 minutes, as his dummy reveals "secrets" of clients at the tables.

Betty Castle, personality singer and dancer, and the Gillette Girls, dancing. *(See NIGHT CLUB on page 14.)*



BETTY TANNER
and
BUDDY THOMAS

Currently
COCOANUT GROVE
Park Central
Hotel
New York

NIGHT CLUBS TAME PRESS

(Continued from page 3)

months last year the lineage had already reached the 1,831,338 mark.

Chicago night clubs and hotels spend approximately \$25,000 per month in the five local dailies, apportioning it as follows: *Times*, \$5,000; *Tribune*, \$10,000; *News*, \$15,000; *Examiner*, \$25,000; and *American*, \$30,000. This means night clubs place \$1,020,000 a year with the five dailies alone, without counting periodicals, direct mail, posters and other advertising methods.

In other key cities newspaper resistance to the publicity demands of night clubs and hotel entertainment rooms have weakened in proportion to the night clubs' willingness to spend advertising dough. Many newspapers, as in Rochester, N. Y., for example, accept night club advertising but give little or no editorial space to the field. The editors claim there's still too much community antagonism to night clubs and that influential community groups still regard night clubs as speakeasies and dens of sin. However, this attitude is giving way to a more co-operative one and now, in many cities, newspapers agree to give a club a puff occupying the same space as its ad. In other words, an even swap.

Press Agents Hounded Papers

The first real break in newspaper resistance came in this city a few years ago when night club press agents hounded newspaper offices, demanding publicity space in return for their advertising expenditure. Mack Miller, local press agent, is among those who did pioneer work in this respect. Today every local daily has either a night club editor or a Broadway columnist, or at least an editorial man who gives part of his time to night clubs. Along with this development has come the mushroom growth of night club press agents and advertising agencies specializing in night club accounts. There are at least 200 night club press agents in this city servicing about 1,500 dine-and-dance spots. Some of these press agents have interests in ad agencies which handle their accounts, thereby getting their dough two ways.

Chicago has only a half dozen n. c. press agents, while Atlantic City had only two last summer. Newspapers prefer dealing with the p. a.'s, as the average night club owner doesn't understand publicity and advertising and would resist advertising solicitors more than do the press agents.

Locally, *The Daily Mirror* has led night club lineage the past several years, but accurate figures cannot be secured on this, since Media Records, Inc. (which compiles newspaper advertising statistics) lumps hotels and restaurants together and does not make a special classification for night clubs.

Using Media Records information, *The Mirror*, however, has prepared the following listing of local night clubs (excluding hotels) and their advertising lineage placed in local dailies the first 10 months of 1937:

French Casino Biggest Spender

French Casino (now closed), 75,622; Cotton Club, 33,925; Marden's Riviera (closed for the winter), 23,987; Paradise Restaurant, 23,690; Leon and Ed-

New York Dailies Take Night Clubs Seriously

New York dailies and their handling of night club copy:
Journal-American—Louis Sobol, Broadway columnist.
Herald Tribune—Robert W. Dann, assigned to night clubs.
Mirror—Ted Friend, night club editor; Walter Winchell, Broadway columnist.
News—Dan Walker, columnist; John Chapman, columnist and amusement editor.
Post—Richard Manson, assigned to night clubs; Leonard Lyons, columnist.
Sun—Malcolm Johnson, assigned to night clubs.
Times—John L. Gould, editor of Sunday night club section.
World-Telegram—George Ross, night club reviewer.
Brooklyn Eagle—By Gardner, columnist.
New York Enquirer—Marcus Griffin, general manager and night club commentator.

Hotel and Restaurant Advertising Lineage in New York Daily Newspapers

Year	Year	Year	Year	1st 10 Mos.
1932	1934	1935	1936	1937
EVENING NEWSPAPERS				
The Sun	128,294	159,265	305,795	439,718
World-Telegram	98,603	157,083	196,404	240,870
Journal	35,538	77,690	91,717	161,972
Post	50,872	39,705	42,871	73,500
Total (Evening)	312,507	474,373	636,847	915,060
MORNING and SUNDAY NEWSPAPERS				
Times	240,794	294,525	369,609	463,141
Herald Tribune	161,517	210,323	231,807	285,563
American	81,191	275,769	262,128	292,144
News	33,405	62,549	79,434	95,993
Mirror	48,739	100,764	101,734	107,172
Total (Morn.-Sun.)	565,816	943,930	1,044,712	1,244,015
GRAND TOTAL	878,323	1,418,303	1,681,559	2,159,075

die's, 21,936; Rainbow Room, 21,004; Hollywood (which folded last week), 13,700; Brasserie, 13,485; Harlem Up-pear House (which closed in December), 10,680; Jimmy Kelly's, 7,594. The next five are: Greenwich Village Casino, 7,530; Versailles, 7,019; Le Mirage, 5,249; Mirador, 4,267; and El Chico, 4,258. Others, in order of advertising expenditure, are Cafe Venezia (now Club Cavalier), Kit Kat, Yumuri, Yacht Club (closed), Ubangi, Village Barn, Old Rumanian, Club Ball (closed), Half Moon and Club Gaucho.

Standing of the local papers on hotel and restaurant ad lineage the first 10 months of last year was *The Sun*, 375,553; *Times*, 364,795; *Herald Tribune*, 235,639; *World-Telegram*, 210,790; *Journal* (since merged with *American*), 185,621; *American*, 154,551; *Mirror*, 114,799; *Post*, 103,556; and *News*, 95,064.

The Brooklyn Daily Eagle drew 190,080 hotel and n. c. lines in 1934, 161,481 in 1935, 283,170 in 1936 and 225,773 the first 10 months of last year.

It is estimated that local hotels spend \$25,000 a month exploiting their name bands in dailies and periodicals alone.

N. C. Publicity Progresses

The amazing progress in night club publicity thruout the country has been achieved in the face of active opposition from the picture interests. Just as it is usually difficult for traveling shows to get much publicity from the local press, due to pressure on the local papers from the steady movie-house advertisers,

night clubs have been harassed by picture-house pressure, too. In many cities local movie houses, composing the bulk of amusement advertising, have threatened to pull out if the papers gave the night clubs any break. As a result there are still many big dailies that accept n. c. advertising but refuse to give publicity in return.

On the other hand there are many other papers that have put both the night club advertising and editorial control in one person's hands—such as *Ted Friend (Mirror)* and *Ben Schneider (Women's Wear Daily)*. This has enabled the night club "editor" to maneuver his editorial coverage to bring the great advertising returns. On certain papers no secret is made of the fact that publicity goes only to advertisers.

By SAM HONIGBERG

CHICAGO, Jan. 17.—All of the five local dailies recognize night clubs as a field in the amusement industry. All but *The Tribune* have men handling night club editorial copy. *The Hearst papers (Herald-Examiner and The American)* pay more attention to night clubs than any of the others. They accept advertising from any night club and as a result have the most lineage.

The Times, News and *Tribune* do not accept advertising from the so-called joints and the dives. They feel that acceptance of advertising from those spots would be unfair to out-of-towners who may not be in a position to dis-

How Chicago Dailies Handle Night Club Copy

Chicago papers and their handling of night clubs:
American—Charlie Dawn, night club editor.

News—Joe Lawler, n. c. editor, and Clark Rodenbach, reviewer and news.

Herald-Examiner—Dorothy Day, n. c. editor, and Seymour Knight, assistant.

Times—Various staff men review n. c. shows, with Henry Markbreit and Leonard Soll handling the press releases.

Tribune—Gives no editorial space to night clubs, but accepts better type club advertising.

criminate between a dive and a good club.

The Hearst papers rarely review night club shows, preferring to run news items and puffs. *The News* occasionally criticizes an act, but those instances are rare.

January, March Best Months

Local clubs spend the most ad money in January and March, aiming for the large number of national conventions held here during those months.

The World's Fair here in 1933-34 helped raise night club lineage in the local press.

Generally night clubs here have gained enormously in prestige in the eyes of the public and of the newspapers. The better spots now employ press agents. While the p. a.'s find it tough to crash the amusement pages they often devise news angles that crack the news pages.

Dark Miami Clubs May Reopen Soon

MIAMI, Jan. 15.—Altho rebuilding, re-naming and remodeling used up most of the available night spot space in this section, six name spots of last season are still dark.

Heading the list is the swank Palm Island, rumored as future Henry Richman property. Owned by William V. Dwyer, the Palm Island Club boasts one of the most beautiful as well as practical night club set-ups in this area.

Second is the bayside Frolica Club, near downtown Miami. Opened last season as dine and dance spot.

The Embassy and Cara Villa have been dark for more than two seasons.

Out of town is the swanky Hollywood Country Club, Hollywood, Fla. Last season's choice for ride lovers, the club enjoyed a very profitable business.

Iodice Adds Clubs

DETROIT, Jan. 15.—Peter J. Iodice reports the Anchor Club, Hamilton, O., is on his books. Placed the Parisian Coeds, a girl unit, with Eddie Brown as emcee.

Another new spot is the Moonlight Gardens, Saginaw, Mich., operated by Art Nooy. Show just booked there consists of Johnny Wages, McGary and Dawn, Eleanor Hope, Capt. Carl Thornton and Bob Wolf, permanent emcee.

Shorts Use Vaude Talent

NEW YORK, Jan. 15.—New gag-writing team of Lee Sands, formerly with Jolson radio program, and Alan Wilson are producing series of 13 comedy shorts of Nu-Atlas (Mentone) Productions. Five already complete feature Jones and Hare, J. Harold Murray, Hal Sherman, Luba Malina, Dorothy Stone and Charles Collins. To be released thru RKO and Universal.

Floor Shows in Ft. Worth

PORT WORTH, Tex., Jan. 15.—Lloyd McFalls and Swayne Cummings, both former orchestra leaders, are back as entertainers at Olinham Inn. Raymond Roberts is emcee at the Pirate's Cave, and Roy Stevens amcees at the Wayside Inn Rendezvous.

Hotel and night club managers here estimated \$150,000 was spent on the New Year's Eve celebration alone at local spots. This is a good figure for this size town.

Hotel and Restaurant Advertising Lineage in Chicago Daily Newspapers

The "Amusement" classification includes night clubs and a few ballrooms, while the "Hotels and Restaurants" classification includes hotel rooms using talent and restaurants with small shows, as well as restaurants using no entertainment.

1932—AMUSEMENTS					
Tribune	Herald-Examiner	Times	News	American	
Daily 46,243	Daily 54,332	Daily 33,086	Daily 53,507	Daily 62,185	
Sunday 26,475	Sunday 28,930	Sunday 7,862			
1932—HOTELS AND RESTAURANTS					
Tribune	Herald-Examiner	Times	News	American	
Daily 97,714	Daily 44,051	Daily 8,178	Daily 32,048	Daily 27,091	
Sunday 76,035	Sunday 20,897	Sunday 849			
1933—AMUSEMENTS					
Tribune	Herald-Examiner	Times	News	American	
Daily 51,371	Daily 113,929	Daily 34,215	Daily 80,284	Daily 147,640	
Sunday 35,731	Sunday 50,909	Sunday 11,404			
1933—HOTELS AND RESTAURANTS					
Tribune	Herald-Examiner	Times	News	American	
Daily 163,826	Daily 102,629	Daily 16,707	Daily 87,069	Daily 98,132	
Sunday 74,618	Sunday 23,352	Sunday 4,064			
1934—AMUSEMENTS					
Tribune	Herald-Examiner	Times	News	American	
Daily 44,033	Daily 79,297	Daily 26,181	Daily 82,280	Daily 146,773	
Sunday 52,740	Sunday 7,524	Sunday 49,805			
1934—HOTELS AND RESTAURANTS					
Tribune	Herald-Examiner	Times	News	American	
Daily 74,660	Daily 93,210	Daily 9,617	Daily 32,328	Daily 49,752	
Sunday 33,140	Sunday 32,818	Sunday 5,389			
1935—AMUSEMENTS					
Tribune	Herald-Examiner	Times	News	American	
Daily 43,445	Daily 74,605	Daily 38,028	Daily 80,249	Daily 159,560	
Sunday 39,847	Sunday 49,767	Sunday 66,731			
1935—HOTELS AND RESTAURANTS					
Tribune	Herald-Examiner	Times	News	American	
Daily 142,612	Daily 131,169	Daily 23,334	Daily 82,028	Daily 83,335	
Sunday 85,648	Sunday 49,627	Sunday 20,910			
1936—AMUSEMENTS					
Tribune	Herald-Examiner	Times	News	American	
Daily 46,225	Daily 75,274	Daily 44,427	Daily 93,402	Daily 164,819	
Sunday 33,934	Sunday 25,460	Sunday 66,618			
1936—HOTELS AND RESTAURANTS					
Tribune	Herald-Examiner	Times	News	American	
Daily 141,332	Daily 108,955	Daily 41,000	Daily 129,750	Daily 102,607	
Sunday 39,612	Sunday 39,871	Sunday 22,130			

Vaudeville Notes

HARRY ENGEL, of P. & M., left Friday for a two-week jaunt to the Coast.
 HOLLAND AND HART, dance team at the Ritz-Carlton Hotel, New York, are slated for Loew's State, New York, week of February 3, and RKO Memorial, Boston, the following week. . . . HENRY ARMETTA goes a Warner short on the 19th, then goes to the Capitol, Binghamton, N. Y., January 27, followed with a four-day stint in Stamford, Conn.
 BARNEY RAPP and his New Englanders play the Stanley, Pittsburgh, February 25. . . . BATTLE OF MUSIC, with Don Bestor and Rita Rio outfits appearing on same bill at the Earle, Washington, week of March 4. . . . BUDDY FISHER and band play four days at the Orpheum, Memphis, January 14 to 18. . . . FIVE KEWPIE DOLLS will make a series of shorts for the Film Art Studios. Troupe is headed by Henri Joyce and Harry Taylor.

ADA SAX, in charge of the contract department in the New York Consolidated Radio Artists' offices, was married Saturday to Stanley Lumer, Republic Steel exec. . . . ANTHONY MOELLER, formerly with the Orpheum theaters and sports promotions in the Midwest, has been appointed business manager of the Salt Lake City Hockey Club in place of Edward Reilly, resigned. . . . WILLIE SHORE opened a two-week engagement at the State-Lake, Chicago, Friday (14). Plan is to build him into a house emcee if he clicks during his initial fortnight. . . . GEORGES AND JALNA had their Chicago Theater, Chicago, date set back to week of February 11. . . . HERBIE KAY'S Band goes into that theater week of February 4. . . . ROSELYN FIELDS is now leading and producing line numbers at the Teatro Hispano, New York.

Sues Partners on Dates Not Played

NEW YORK, Jan. 15.—Shavo Sherman, mimic, is suing Ross and Pierre for \$1,350, which he claims is his share of income from bookings the team fulfilled while Sherman was nominally a party to the trio, tho he did not actually participate in the dates.
 Sherman had been signed to form trio with Ross and Pierre in absence of third partner, who returned to the fold before Sherman could participate as a team member. Sherman claims that his contractual commitments with Ross and Pierre prevented him from keeping solo act.

Renee Parks Is Injured

DAYTON, O., Jan. 15.—Renee Parks, zombret with Jack Fine's Playgirls of 1935, is in a coma at Good Samaritan Hospital here suffering from a severe brain concussion and other internal head injuries sustained at the Lyric, Indianapolis, last week, when she accidentally bumped her head on a railing. She attempted to work the Colonial Theater here this week, after spending several days in an Indianapolis hospital, but collapsed back stage and was rushed to the local hospital.

One Year To Reform

DETROIT, Jan. 15.—Notice to install side lights every six feet in theaters was sent out this week by the Detroit Department of Buildings and Safety Engineering. There has been a small epidemic of accidents in dark theater aisles lately, causing the ruling, which is also expected to be a fire safety measure.
 Operators are given one year to install the new equipment under the notice.

More "Battles of Music"

NEW YORK, Jan. 15.—Growing popularity of "battles of music" as stage and ballroom attractions has decided Consolidated Radio Artists on several other "battles."
 Clyde McCoy and Don Bestor broke all b.-o. records at the Circle Theater, Indianapolis, last week. Bestor and Rita Rio with her all-girl outfit are now matched with hopes for similar results when they go at it in the Warner theaters in Akron and Youngstown, O., splitting the week with three days at each spot, beginning February 11.
 Charlie Barnett and Wingy Mannone are scheduled to blow it out at the Bronx Wintergarden, New York, March 19.

Skater Hurt, But Doesn't Miss a Single Performance

PITTSBURGH, Jan. 15.—Once again, this week here, showfolk proved their pluck.
 Whirling thru the air, arms stretched outward with her feet locked around another girl in the act, one of Helen Reynolds' skaters appearing on the Stanley stage flew out of her hold and landed 15 feet away on the floor, bruised and unconscious.
 Emcee Bert Frohman, watching from the wings, rushed out and picked her up Boy Scoutlike, carrying her off. The act continued.
 Two hours later in the next show, the injured lass was back in her whirl routine.

Block & Sully Lose Big Date

PHILADELPHIA, Jan. 15.—A report that Block and Sully would be booked by the Earle Theater next week was spiked Wednesday by an official of Warner, which operates the house.
 The official admitted that the team was being considered by the Earle, but declared their appearance at Pay's last week had weakened them as a b.-o. draw.
 "Many topnotch performers are making the mistake of grabbing spots in second-string vaude houses at lower pay, cheapening themselves as big-time performers," he declared.
 Block and Sully also appeared at the North Philadelphia Carmen Theater the week prior to their Pay's performance. A New York columnist (Leonard Lyons) had quoted them last week as saying they would break all records by appearing in three Philly houses in three weeks.

Miami Club Raided By KKK Reopened

MIAMI, Jan. 15.—The La Paloma Club, suburban hot spot, reopened quietly last week and advertised itself as "The Place the Whole World's Talking About." (The Ku Klux Klan raided the club recently, causing temporary suspension of operations.)
 Boasting the same show presented on the night of the raid, the club is defying hints dropped by the hooded gentry to stay closed.
 Located on the city's outskirts in a most unattractive building, the club has been running for years, presenting female impersonators as top attraction.
 Al Youst, owner, now under indictment for perjury in local courts, released statement saying club had been sold.

Vaude Resumes at S. L. C.

SALT LAKE CITY, Jan. 15.—The Roxy Theater has again started a continuous stage-show policy. William Press, of Coast-to-Coast Theatrical Agency, who is booking Roxy shows, came here with his company, which also played the Hotel Utah New Year's dates.
 Major Bowes' Jamboree Unit Show was last week's attraction. Bill Floor's local union orchestra rounds out the stage unit.

Vaude for East Liverpool

EAST LIVERPOOL, O., Jan. 15.—With the Ceramic, largest legit house here dropping vaude and stage units, the State, a smaller house, has inaugurated a policy of stage-film, usually for Saturdays.
 Initial program was topped by Lorraine Wallace and her Fighting Lions.
 Cosmic for several years has been playing all available units for one and two days. Current policy is first-run films.

Embassy, Canton, Reopens

CANTON, O., Jan. 15.—The Embassy Club, downtown night club reopened recently, has switched to floor shows, offering two nightly and changing talent every Monday. Currently at the spot is an all-colored revue headed by J. C. Wade.

Detroit Acts Get the Ax

Plenty cancellations despite license law—agents blame out-State contracts

DETROIT, Jan. 15.—Detroit agents are squawking about acts booked thru New York and Chicago agents into local night spots, but the acts probably lose more by the practice than the agents. At least 10 acts have recently been canceled after playing the first week of a two-week contract and have been without effective redress. Chief series of cancellations have occurred at three of the leading night clubs, according to Abe Schiller, of the Delbridge & Gorrell Booking Offices—the Continental, Commodore and Powatan clubs.

Under such booking conditions Michigan Superintendent of Private Employment Bureaus Joseph F. O'Sullivan is powerless to help the acts, since the contracts were made in New York or Chicago and cannot be enforced under Michigan law. Acts should insist upon Michigan representation and a Michigan contract in self-protection in such cases, it is pointed out.

Under a former ruling of the Michigan administrator it was contrary to this State's law for an out-State agent to book a Michigan spot unless he took out a Michigan license. One major agency, Barnes-Carruthers Fair Booking Association, went to the additional expense of a Michigan license to comply with the law this year, but other agencies have continued to book direct from their out-State offices—in a few cases acts have been booked, however, thru affiliations with Detroit offices.

Under a Detroit ordinance it is a violation to book direct or without a local licensed booker intervening.

Detroit agents are complaining about the cost of the annual \$200 license, with what they consider inadequate protection, inasmuch as out-State bookings still continue. A meeting was to be called by Sol Berns, head of the local booking office association, and he will probably seek an interview with O'Sullivan.

O'Sullivan says, "We enforce the act as it is written and we have no authority to stop any parties from outside Michigan from booking in the State provided they are licensed agents of the State which they come from, but we do have jurisdiction over anybody booking in Michigan without a license. If a booking agency in New York had a contract signed with a theater here in Detroit we cannot stop that act coming in thru an outside agency."

This would seem to be a direct reversal of previous rulings of the office under former administrations.

Akron, O., Gets Units

AKRON, O., Jan. 15.—Policy of continuous vaude-film, discarded three years ago, will be resumed this week-end when Clyde McCoy and orchestra, with a supporting vaude bill topped by Hal Leroy, open a four-day run at the local Palace. Manager is Henry Sommers. Ethel Waters and her Harlem Hollywood Revue will follow for three days, with Vincent Lopez and orchestra following her for four days.

Vaude Unit for Nitery

COLUMBUS, O., Jan. 15.—Abandoning temporarily a tour of movie theaters in the Midwest, the Bronze Mannequins, featuring Vivian Henderson, and a company of 28, an all-colored revue, have inaugurated a new floor-show policy at the Dublin Night Club here. Frank Bell, agent for the club, says this is the first appearance in this territory of the stage unit in a night club. The unit has an eight-girl line and its own band.

Amsterdam 1-Month Bills

AMSTERDAM, N. Y., Jan. 15.—Carro Theater here has booked the following talent to appear in its January bill: Four Franks, Collins and Ray, Four Spallias, Ravelli, Tambo and Tambo, Annie Spinhoff, Four Windsorettes, Rae and Laport, Tassinis and the Five Hersogis. Entire show remains here intact for a month. Booked by Edward Bamberg.

Bert Frohman Tells Why

PITTSBURGH, Jan. 15.—At last we know why so many masters of ceremonies can't get the customers clapping hands.
 According to Bert Frohman, at the Stanley this week, it's "because so many try to be funny, instead of selling what other merchandise they really have, songs, dances or anything else."

Costume Union Signs Int. Cas.

NEW YORK, Jan. 15.—Theatrical Costume Workers' Union signed a closed shop with the International Casino this week, its first step toward unionizing dressmaking divisions of night clubs and theaters using costumes. Aim is to have union-made label on every garment.

Terms of contract enumerate, among other things, a 40-hour week, 25 per cent increase in salaries, time and a half for overtime, a week's vacation for those employed at least 30 weeks, and double pay for legal holiday employment. New minimums established include 90 cents per hour for fitters, 72 cents for drapers, 55 cents for milliners and 55 cents for finishers. Standards will not necessarily be applied to all contracts, Louis Hollander, spokesman for union, explained. Scale of wages and minimums will vary with skill of workers and type of work produced for a particular night club. At present, union has five employees at the International.

Union is now negotiating with Billy Rose for future dressmaking for his Casa Manana, the former French Casino. Hollander indicated that union would urge producers and impresarios to employ domestic costume workers instead of importing costumes.

Switch RKO Vaude To Boston Memorial

BOSTON, Jan. 15.—Sudden switch of vaude from the RKO Keith Boston to the RKO Keith Memorial Theater was effected last week by Charles W. Koerner, New England division manager of Keith interests.

Since the RKO Boston opened its fall season early last September mediocre film fare with average flesh shows weakened the b.-o. take.

The Memorial has been running good b.-o. gross with first-run pic. First show penciled in was Ethel Waters' *Swing, Harlem, Swing* revue with Eddie Mallory. Pic was *You're a Sweetheart*.

January 13 billing has Mischa Auer and Sheila Barrett.

Keith Memorial is a 2,900-seat house, 100 less than RKO Keith.

Altho the Memorial is about a decade old, an entire new stage floor was laid.

Eddie Rosenwald's *Ork* is in the Memorial pit. Memorial has not had flesh since four years ago.

Gayety Theater dropped its weekly stage revues before the holidays. E. M. Loew Theaters is owner.

Dallas Vaude Clicks

DALLAS, Jan. 15.—The Interstate's Majestic Theater returned to vaude this week, with Dave Apollon's stage revue packing the house at every performance.

The Majestic did more business at 85 cents top Sunday, the Apollon opening date, than it did last year on New Year's Day at 75 cents.

Cass Daley was the favorite with Dallas audiences. Her clever mimicry and red-hot songs were the sensation of the Apollon show.

Jackie Cooper Film Clicks; So He's Booked for Vaude

PITTSBURGH, Jan. 15.—The power of pix for vaude was proved again when Harry Kalmine booked in variety bill featuring Jackie Cooper for Stanley week of February 4.

Starred in *Boy of Streets* at Fulton here, Cooper's first film since he left knickers surprised everybody by playing four weeks. Result: quick negotiations for the boy filmer, who will be on same show with California Collegians and Sybil Bowan.

Vaudeville Reviews

Loew's State, New York

(Reviewed Thursday Evening, Jan. 13)

State opened a strong bill Thursday, the acts playing to a packed house but not a particularly warm audience. Length of picture and presence of Benny Fields necessitated shortening of the stage show, with the result that Willie Mauss in the opener was given only about three minutes. Four-act show instead of five would have been ample, with each of the turns having a better chance. Donatella Brothers and Carmen, closing after Fields, naturally played under a severe handicap.

Willie Mauss, riding a bike within a gigantic whirling wheel, provides a thrilling opener. Sees in imminent danger of breaking his neck. Offered that single stunt, but it's a good one.

Oil Lamb, crack eccentric dancer and comedian, changes the mood of the show with a charming potpourri of dancing and different kinds of comedy. Entire act is shot thru with a mobile skill in acrobatics and is distinguished by a natural audience approach. Hoofing has a good mixture of hoke, with Lamb going off into muck rumba and bump sessions. Tommy Sanford, harmonica expert, fills in with *Noir*, *When Day Is Done*, and *Tiger Rag*, exhibiting excellent technical ability. Session leads the way for Lamb's harmonica nonsense, a sustained giggle jerker. Act closes strong with another round of eccentric dancing.

Harry Burns furnishes capable Italian dialect comedy in a well-built act. Turn is assisted by Tony De Luca, Virginia Sully and Helen Lockwood, one of the girls also displaying a somewhat interesting vocal ability. Bit in which she pulls a pick-pocket stunt is hilarious. Balloon-peddling routine is a laugh-getter and song parodies on pop tunes by Burns and blonde are cleverly worked out. De Luca a solid straight.

Benny Fields, personable as usual, took his time and worked every angle of showmanship. Told anecdotes with an intimate touch and turned the "I-love-you" juice on for all it was worth. Arrangements of songs are too much on the dramatic side. Included were *Cavalcade of the Blues*, *Love Is in the Air*, *God's Chillun Got Sings*, *Bei Mir, You're a Sweetheart* and others. Remained on quite a while after his encore, and audience, of course, loved it; but the patrons were drained dry for the next turn.

Donatella Brothers and Carmen last. Gal in an acro to accordion accompaniment. Father of the kids plays a shepherd's horn, mother expertly handles a tambourine and girl strums a uke. All five make up a nice family oak.

Pic, *Navy Blue and Gold*. Excellent house. Paul Ackerman.

Palace, Chicago

(Reviewed Friday Afternoon, January 14)

Ken Murray isn't wasting much time in picking up the few available vaude dates immediately after the picture *You're a Sweetheart* in which he is appearing in making the rounds. His act with Oswald and Marilyn Stuart, the "mamma, that man's here again" girl, is essentially the same. He also brought along the Dixieland Jazz Band, a loud six-piece outfit heard here last year, and Sannie O'Dea, delightful tap dancer, to augment his jam session.

First two acts are only outsiders at this stand. Boy Poy, ace unicycling juggler, starts the proceedings and warms up the customers with his precarious work. Big hand.

Marjorie Gainsworth, operatic soprano, is next and while she carries high notes well and is generally acceptable vocally, she could improve her turn by confining some of her flighty gestures. Did a light version of *St. Louis Blues*, the

Italian Street Song from *Naughty Marcella* and returned for the *Indian Love Call*. Two bows.

The Murray gang consumes the remaining portion of the bill, Ken doing a pleasing job as toastmaster. Some of the gags and stories are old, but they manage to pump some laughs especially when sold in the advertised mannerisms of Murray and Oswald.

The jazz ork combination swings out with *Tiger Rag*, written by one of the boys, and Murray sets a heavy response with his take-off of Ted Lewis (the showman) leading his band. Following the initial battle of wits with the ork, yeshing Oswald, Sannie O'Dea comes on to score with a couple of her familiar and well-timed tap routines. An easy bit.

Marilyn Stuart had two strikes against her in burlesquish pajamas, entirely out of place in this picture. She did a couple of bits, warbled *Diab*, but that strip tesserish outfit was too distracting.

A real treat was Oswald's rendition of portions of stirring musical pieces on his accordion, more appreciated now that he is thought of as a comedian only. The boys and the band close with some stormy *When You and I Were Young*, *Muggie* strutting.

Business just fair first show opening day. On screen Miriam Hopkins in *Wise Girl* (RKO-Radio). Sam Hwangberg.

Roxy, New York

(Reviewed Friday Evening, January 14)

A long list of unimportant talent clutters up the stage this week for one of the season's most unimpressive offerings. Bill is headed by Art Jarrett, singing star, we are told, "of stage, screen and radio," but his drawing power and certainly his entertaining ability will have to be proved the remainder of his stay here. Show caught was poorly attended.

Opening act, the interior of a co-ed school's gym, serves to bring on Edna Hill for a chorus or so of *I Wanna Make Rhythm*, which is also the cue for four teams of gingery and wild-swinging youngsters in exhibitions of the four outstanding dance crazes of the year, *Posie*, *The Shag*, *Truckin'* and *The Big Apple*. Teams were Ted Gary and Milt Wahl, from *Bebes in Arms*; Ruth Schien and John Englert, from *The Show Is On*; Buster and Billie Burnell and Jack and Honey Wilson.

Faith Hope and her "horse," Zingo, got nowhere with the comic and "horse-sense" ability and agility of the quadruped. Act fails to get a lift out of the audience, and the closing dance of Miss Hope does not help matters much. Maysy and Brach, mixed unicycle team, look like most teams of that type, but a couple of instances of suspense, when the man on a tall bike keeps himself going on a table no more than two feet square and again when the gal cavorts in adagio poses on his shoulders while he is mounted on a high unicycle, are genuine hand earners. A juggling bit of hoops atop a high bike by the man is also a slightly turn, but trouble with the music almost ruined it.

A panto-comedy team, Novak and Fay, hoking up dances, strung-arm stuff and the like, offer familiar routines of gauche and tangled efforts (shoe in pants, feet on face of understander, rubber arms, falls, etc.), but their chalk-face delivery and a special closing trick get them off fair.

Take away the Holm-Rose angle and Jarrett is nothing more than another hollow-voiced crooner or just another band vocalist. His smile, good looks and a touch of glamour probably mean something but hardly add anything to his vocal accomplishments. He did a number of pops, including *Bei Mir Bist Du Schoen* and also a cryptic *I Still Love To Kiss You Goodnight*, accompanying himself on the guitar. He caused a slight flurry of excited handclapping, mostly from the feminine contingent, at his exit.

Screen has *I Met My Love Again* (UA). George Colson.

Fox Tower, Kansas City

(Reviewed Tuesday Evening, January 11)

An average show this week, real entertainment coming only at intervals. High spot was Ray Conlin, ventriloquist, a picture of sartorial elegance and skilled in the vent art. Altho he followed a screening of Edgar Bergen and Charlie

Rack idea, which proved so popular on previous occasions.

Angle is to pick out prominent magazines and then present entertainment ideas that catch their spirit. This time the mags are *The Etude*, *L'Illustration*, *The Sphere*, *Punch* and *Life*.

Etude is presented in the form of the symphony orchestra playing Maurice Baron's *Tutti Virtuosi*, a variation on *Carroll of Venice*. The arrangement is left and the orchestra plays it diligently. The second mag number had the ballet corps out in old-time ballet costumes, posturing and prouetting in style reminiscent of Dega's famous ballet paintings. This is a lovely number, the Florence Rogge choreography, despite its indulgence so often of tried and true formations, is a delight.

The Sphere is celebrated with the male Glee Club singing before an impressionistic set, while Viola Philo answers offstage. The scene is ultra-dignified and a bit dull, but it is fortunately followed by Whitey and Ed Ford, amusing dog act, which is used to represent the magazine *Punch*. Ford puts Whitey thru a light and laugh-provoking routine, in which the dog does a drunk. He then brings on another dog for a punchy encore bit.

The closing *Life* number has Helen Beebe impersonating the portly society clown, Elsa Maxwell, emceeing one of her famous barn dances for the rich. Two Carr Brothers get quite a few laughs with their mix-up acrobatics and pantomime comedy, while the Rockettes perform an engaging stool and precision dance.

As is usual, the lighting, sets and costumes are excellent and the precision dancers dominate the entire show. Paul Denis.

Music Hall, New York

(Reviewed Thursday Evening, Jan. 13)

New show, featured with the first Disney full-length cartoon, *Snow White and the Seven Dwarfs*, marks Russell Markert's sixth year at this theater. It is also the fourth edition of his *Magazine*

Loew-Globe, Bridgeport

(Reviewed Sunday Evening, January 9)

Eight acts of regulation vaude, with colorful overtures by a nine-piece pit band and a pic thrown in, all for 40 cents top, this Loew stand is coining

ART JARRETT

★

WEEK JAN. 14th

ROXY THEATRE

NEW YORK

★

Princess and Baby

YVONNE

"PSYCHIC WONDERS"

A NEW BOX OFFICE SENSATION! What DOC. M. IRVING-433 Roosevelt Blvd., Phila. Pa.

BELL'S HAWAIIAN FOLLIES

Now Playing Illinois and Indiana
Mgt. Bob Hicks Page
314-21st Ave., Altoona, Pa.

money week-ends with a four-a-day. Too bad the big shots in New York can't make up their minds to lengthen vaude to at least half a week. As it is now, folks, seeing the long waiting lines, rather stay home or go to a movie. And so money is lost to houses that is practically barren remainder of week.

Show opens rather slowly with Wesley and Audrey Capri, youthful dance team, tapping on miniature steps. Wesley's soft shoe to Poet and Peasant, although good, misses fire because of length of number, and by time crescendo parts are reached audience is still unawakened.

Hayes, Hat and Howe, three youths, score heavily with their acrobatic dancing and low comedy. Selma and Kaye, a mixed team in a neat offering of modern magic with usual routine of card and coin tricks, furnish surprise novelty by having the shapely miss perform several tricks, revealing a great flair for comedy.

Bolabano Five, standard Russian family act of piano-accompanists, follow and demonstrate their versatility with toe, acrobatic and Russian dancing, finishing in a whirlwind tempo.

Miecha Auer, fresh from Hollywood and looking as if he had just stepped out of a fashion book, came on to a big hand. As this is his first experience in vaude, he appeared to be really having a great time. Material used is rather thin and appeared mostly in-competent, but Auer's winning smile and bubbling personality overcame this. Closed to a big hand, with five encores.

Ted and Al Waldman, in their familiar turn of black-face comedy with harmonica playing and hoke, mopped up.

Jig Saw, a young dandy from South America, in one of the most amusing dance routines ever seen by this reviewer, followed. Is all over stage, with both parts of body doing different routines. This boy is a sensation.

The Three Cards, two men and a girl, in a sensational teeter-board acrobatic offering, with the girl as understander, closed the show.

The less said about the picture, *The Undercover Man*, the better.
Sam LaRouche.

Orpheum, Lincoln

(Reviewed Thursday Evening, Jan. 6)

Bright Lights Unit

Possessing exceptional strength in the opening and closing portions, Harry Waiman's Bright Lights unit has a lot of ear and eye treat as the small prices go. Has been west for Cushman and is going east from here.

Backbone of the opus, of course, is Harry Waiman's Saxettes, with Harry on the violin for one number. Besides him, the turn consists of five girls with all sizes and tones of saxophones which they use to grind out some fancywork. Costuming is fine, especially in the finisher, which is done under radium lighting. Whole bit has color and class. Other outstanding is the Three Taketas, Jap perch turn, with some Ridley, barrel tossing and juggling accomplished expertly. Taketas draw the initial task.

Talk session comes second, Van and Arvola, the former also unseeing the show. Gags are boarded, but the duo manages to get by fairly well. House fooler is Bob Fischer, the magician, who has the collapsible cane, the cards and the handkerchiefs—all mystifying skill, but very familiar. Does his job smoothly.

Emily Darrell, monologist, works with a sorry-looking dog, and with a few blue jokes does okay. Harris Brothers, starting as a sour-noted instrumental pairing, go into tame acrobatics slightly tinged with humor and close with the stand-by double handstand, which discloses one gent helped into the air by a wire. Good.

Then it's the Waiman crew and the bow out. Delt ran 52 minutes, but pulls under that by five minutes normally. Biz only average, probably because the last few shows have been under expectations.
B. Owe.

Chicago, Chicago

(Reviewed Friday Afternoon, January 14)

It's an odd stage set-up this week, which of necessity must play second fiddle to Warner's Hollywood Hotel extravaganza on the screen.

Wen Hal Troupe, Chinese novelty troupe of six men and two women, opens in front of a curious Oriental backdrop with fast cross-bar gymnastics, acrobatics and barrel rolling. Flashy opener.

Everett West, operatic tenor, duces in one with a trio of pop tunes. His voice is good but his salesmanship can

stand improvement particularly from the aggressive angle. In the finale, as the colorfully dressed head man in an Indian temple, he is more impressive in a haunting melody.

The 16-girl line makes its initial appearance in a toy soldier routine, following the movements of a wooden trumpeter on their miniature instruments. It is a step or two away from the ordinary offering and as a result is interesting to watch.

Les Ghezdes, hand-balancing team, do not stall with preliminaries. Keep their act brief, offering two tricks that display amazing strength and co-ordination and exit trucking on their hands. Swell hand.

Fred Sanborn follows with his familiar pantomime comedy routine and xylophone nonsense. A chap billed as Christopher is on first with some rope tricks which he does well. Also does fair on the straight end. Fred, however, holds up the act as capably as ever before.

Song of India Fantasy features, in addition to West, Rene Jaye, exotic dancer, who executed a fitting routine with graceful movements. Girl has a lovely body. The line in harem-maiden costumes romps about the atmospheric stage lending color and action to the general picture.

Business was off second show opening day.
Sam Hontberg.

Teatro Hispano, New York

(Reviewed Monday Evening, January 10)

It's only a 30-minute trip from Times Square to this Spanish vaudeville house at 116th street and Fifth avenue, but it's almost as good as a visit to a foreign theater. There's a stage show comparable to an old-fashioned vaude bill, consisting of a line of nine chorines, several acts and an eight-piece house band. Flicker is also of the Latin type. Loco Ludo, Argentine production, was screamed.

Show was called *Potpurri Hispano* and featured songs and dances of Spanish-speaking countries. Consuelo Moreno, black-haired and vivacious, was featured and is an evident favorite with the house. Ramon Quiros, from the Argentine, went thru several romantic Spanish numbers and could have stayed on the stage all night. Friendly audience couldn't get enough of his romantic, rather liquid style of piping. Greater stage poise, however, would help.

Line, including several blondes, is fair in looks, and production is okay for a nabe spot. One number with Leeval Y Donna opened with the house line, after which the two gals went into a classical dance number with a surprise finale. Closer had the gals do a sudden strip in the refined manner, and posed them in a fountain, with real water, too. Got a nice hand.

Other acts included Mario Cox Ramos, whose monologs won him plenty of applause. Lad is good-looking and has a beautiful set of pipes for talking. His delivery was crystal-clear and he might be watched for work in English if he knows the lingo. Julian Benedet and Rosita Flores did a short humorous sketch which the house liked. A hotcha dancer is Juanita, whose rumba had something. Less is easy on the eyes, and one number in which she used a washboard to combine washing motion with a cooch packed novelty. "Senor Del Pozo" produces the stage show. Also o.k. director.
Berna Hall.

Liberty, Zanesville, O.

(Reviewed Sunday Evening, January 9)

Sunkist Vanities Unit

A dozen well-routined acts and Harry Berry as producer-emcee help make *Sunkist Vanities* one of the most entertaining units to appear here in some time. Berry does a Herculean job of gagging, clowning and mixing in hokum.

Berry's staging and presentation of his newest stage effort is faultless. Wardrobe is lavish, settings are fresh and colorful, music is catchy and talent well selected.

Outstanding is the work of an all-girl band, the Seven Sirens of Swing. Not an ordinary combo, it played the accompaniment for the several acts and also offered a repertoire of recent popular tunes. They play hot music and smooth renditions and appealed to both old and young.

Wallin and Barnes present a better-than-usual comedy skit; Mary Keith did wonders with the violin, offering both classical and popular numbers; Pullman and Dornier do some fast stepping; Buck Jones Jr. steps out for a bit of roping

and Western sports; Panny, the yodeling canine, is a novel animal act; the Four Johnsons do knockabout hoofery, and Richard Newell and Company, retained from Betty's last edition, complete the set-up.
Rex McConnell.

Palomar, Seattle

(Reviewed Monday Evening, January 10)

A packed house greeted the change of fare today, with Jerry Ross, manager and emcee, telling the folks that if he had known they all were coming he would have baked a cake.

Opening act, introduced as "the two jack o' clubs" the Wayne Brothers, are two young fellows with a deft Indian-club twirling act. Pleased.

Frank Mann entertained as "the one-man Amos 'n' Andy." This colored impersonator and dancer, who also sang *Minnie the Mocker*, took off all parts of Amos 'n' Andy and also impersonated with reality the announcer, opening and closing the broadcast number. Masters and Grace, of old-time vaude fame, are known now as "KPWB's Joy Team." Their *Five on the Links*, built around golf when it was newer, still pleases. Grace is still very limber in the limbs draped in short shorts, tho the act is mid-Victorian in spots.

Greatest applause went to Sammy White, billed as "Comedy Star of Show Boat," strolling on with suspender hanging, which caused considerable horseplay. Crowd went for his antics big, especially his fan dance, which he introduced by saying, "I want to do this fan dance to show you what Sally Rand tried to show you."

In headline position were Medley and Dupree, with a beautiful blonde who sings while they smash the works in snap-stick style. Fortunately they drown her voice.

Jackie Cooper in *Boy of the Streets* and *The Duke Steps Out* are feature films.
G. M. Littlejohn.

Paris Nabes

(Week of January 2)

Four programs mark the beginning of the new year. Bobino heavy on native talent, with Spinelly, Doumel, Noguero and Jess Grant. Novelty acts on the bill are Walton's Marionettes; Sydel Sisters, acro dancers; Wilson and Cady,

acrobats; Lena and Doris, singers; Bep-palya, rag-doll dance; Martonn, quick-change artist, and Alto and Yette, equilibrists.

European also gone native with Georgius, Robert Bocca and Vagnabonde Parisiens—all singers. Novelty acts are Three Gazettis, equilibrists; Franchi Bros., acrobats, and Jacky and Baby, dancers.

Petit-Casino has usual lot of singers, the Hotleys, trampolines; Three Mjanda, adagio, and Berth and Partner, hand-to-hand.

Adrien Adrien, musical comedian; Ariel, Page and Nil, dancers, and Simone Vaibelle's fem ork are at the Alhambra.
T. W.

Varietes, Brussels

(Week of January 2)

Rather mild fare here, with the Belgian radio favorites, Gilberte Legrand and Willy Maury, featured in comedy skit.

Others on the bill are Pilar Lopez, Spanish dancer; Four Braddocks, perch; Anna de Ohls, vocal freak; Two Shenks, equilibrists; Tom Katz Saxo Sextet; Odette Moulin, singer; Rene Paul, monologist, and Max Eddy, imitations.
T. W.

DETROIT, Jan. 15.—Marjorie Gainsworth, soprano, at the Fox Theater for the past two weeks, is to extend her engagement a third week.

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German Union In Shake-Up

Steinert accused by membership — dwindling jobs undermining small union

NEW YORK, Jan. 15.—Check-up of funds in the treasury of the German White Rats Actors' Union has resulted in a shake-up, with Otto Steinert, Rats president, suspended as an official by the membership. Steinert is treasurer of the Associated Actors and Artists of America.

Frank Gillmore, queried this week on the White Rats situation, said someone from the Rats telephoned the Four A's office relative to securing data for a financial auditing. Gillmore complied. Subsequently, Steinert came to the Four A's headquarters, said he had been having trouble at the union and inquired how much per capita tax his union owed. He promised to send the requisite sum in a few days.

Claim is that Rats' treasury shows a \$250 shortage, and that only \$65 out of \$100 marked for the Four A's per capita tax fund was sent.

"White Rats are faced with dwindling employment opportunities, many German clubs shifting to American talent and falling under jurisdiction of the American Federation of Actors. Also getting competition from amateur talent from crews of visiting German ships.

Steinert gets a small salary from the Four A's.

Rockwell-O'Keefe Shake-Up Imminent

NEW YORK, Jan. 15.—Despite the surface tranquility apparent with recent ironing of differences between headmen Tommy Rockwell, Corky O'Keefe and Mike Nidorf, which also involved fusion of a fourth member in the executive set-up, that of Thomas J. Martin, possibility of the office experiencing its

biggest shake-up became imminent today. Possible discharges and certain transfers of functions will affect every department of the organization. Those whose names are being bandied about most often in the contemplated house cleaning and "fresh start" rearrangement include Ralph Wonders, head of the radio department; Jack Whittemore, of the one-night department; Blanche Cohen, in charge of the local picture department, and Joe Glaser, who has a booking arrangement on colored bands.

A new theater booking set-up planned, necessitating the addition of another member to the department now handled by Danny Collins, places the latter's chances of remaining in the balance.

In view of the impending purge both Rockwell and Harry Leedy, head of the picture department, will remain in town indefinitely instead of going to the Coast, where they are regularly located.

Mike Nidorf leaves for the Coast next week to formulate the necessary moves that will be forthcoming in the booking arrangement now under preparation between Rockwell-O'Keefe and Consolidated Radio Artists for the California territory.

Plan will not involve a merger, but will be a booking deal whereby CRA will handle the northern half, or San Francisco area, for both offices, and Rockwell-O'Keefe will do likewise in the southern or Los Angeles area. This move will undoubtedly affect the status of Ed Fishman, now one-night booking head of Rockwell-O'Keefe branch on the Coast.

NIGHT CLUB

(Continued from page 9)

troupe of seven, were caught this week. Castle has promise.

Bill Mosier's five-piece band has been turning out danceable music—Al Grimes on the drums is a standout—and an electric organ, with Brook Haven on the keys, is a feature of the luncheon and cocktail hours. *Kate MacBride.*

Circle Bar, St. Louis

This downtown bar is just about the most popular night spot in the Mound City.

Steve Cady, former song plugger and district manager for Shapiro-Bernstein Music Company for many years here, in the general manager of the bar, popular mecca for performers and musicians.

Present show includes Del Conroy, blues singer; Lulu McAllister, pianist; Billie Weber, personality girl; Gene McGrain and Virginia Borderick, dance

Reviews of Acts

The Lockwells

Reviewed at the Paradise Restaurant, New York. Style—Stunt roller skating. Time—Five minutes.

Mixed team on roller skates and working on a special mat. Man is a rather husky guy, while girl is a pretty and slim brown-haired miss, the two combining to make a presentable team.

Man does the spinning and lifting, twirling the girl in various positions, including those in which the girls seems dangerously close to the floor and in danger of taking a fall. It's the thrill stuff that always goes over. An iron-jaw stunt, with the girl spinning while held by a neckhold, makes a sock closer. *P. D.*

Bobbie Joyce

Reviewed at the Paradise Restaurant,

team; Kay Zarn, pep singer; Mildred Cady, hostess and torch singer; Bob Hebron, pianist and singer, and Harry Crain, comic and, incidentally, chef. *F. B. J.*

Freddie's, Cleveland

Don Harris has succeeded to the role of emcee and adds snap and vim to a program that runs to music and girls. Headliner is Princess Lyandra, hailed as "sensational oriental dancer." The princess is all that and more, and her turn is well worth the waiting.

Eddie Barnes has a cheaf of original songs, and the Vee Aantea girls are back to add their pulchritude and grace to the general ensemble. Show moves fast and pleases the customers.

Freddie Carlone continues to purvey the musical settings and furnish the background for dancing. *H. B. Hoyt.*

Ciro's, London

This smart spot has a winner in the newly arrived Harriet Hutchins, American comedy girl, who did very big in England some two years ago.

Miss Hutchins has a flair for original comedy, and her travesties and unique impressions rate high for laughs. Charlie Embler turns in a swell job at the ivory. *Bert Ross.*

New York. Style—Acrobatic. Time—Six minutes.

This young, good-looking brunet is an above-average acro dancer. Goes thru a considerable variety of bends, splits, flips, head spins and whatnot, working fast and always with a smile that intrigues.

In a later show, she presented another routine that featured walking on hands and a lot of fancy splits and contortionistic. In all her tricks she impresses as being very limber and graceful. At no time is her work unpleasant, as most contortionistic turns are inclined to be. *P. D.*

Bobby Pinkus

Reviewed at Loew's State, New York. Style—Comedy. Time—14 minutes. Setting—in one.

Once known as Pinkus, Sedley and Dwan, Bobby is now hooked up with Ruth Foster. Act has plenty of comedy in it, both hoke and straight, and girl dresses the turn and straight well, in addition to doing a good tap.

Pinkus starts with a novelty song which goes into a hoke prize-fighting routine. This is nutty enough, but tops in lunsy comes with Pinkus doing a Big Apple routine in which he kills himself with a viper, a la Cleopatra.

Fan is solid, and act clicks right along. Closer has Pinkus and Foster in eccentric hoofing. *P. A.*

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Pulling of Hotel Wires Is Break for Talent in Chi

CHICAGO, Jan. 15.—Room politics in the local hotels are in for a radical change with all except the Edgewater Beach relinquishing their radio lines today rather than paying the \$100 required now as a weekly stipend by WBEM, WGN and NBC's WENR-WMAQ. Should the hostilities remain off the air, lines indefinitely floor shows will be bypassed with bigger names and more acts while the band assumes a secondary billing. Chief reason for hiring name bands heretofore was the plug it gave the hotel over the ozone.

Example is Hal Kemp, who comes into the Drake Hotel February 6. Hotel wired Kemp explaining that he would not be aired during his stay and gave him permission to cancel the contract. Gesture was not as magnanimous as it sounded, according to reports, because the Drake management hoped Kemp would take them up on it, thus saving that added sugar with a lesser perk. Kemp, however, answered that he did not care about the radio angle as too many air spots hurt his standing on sponsored shows.

Altho the hotels now stand to pay as much or more than the \$100 asked by the stations with added talent and more space in the dates, it is their contention that they have bolstered the local stations with name band sprints at their own expense and in several cases a loss, so cannot see how what with radio making plenty of dough why hotels should be nicked again. With this burn-up against radio, chances are remote of the hotel boys ever coming back on the ether.

Hotels that had their final curtain on

the air tonight were the Congress, La-Salle, Stevens, Bismarck, Palmer House, Sherman and Drake. Edgewater Beach Hotel at this writing was still on WBEM's schedule as a result of a five-year contract made in 1934, but it is believed that William M. Dewey, hotel prez, will take advantage of a four-week cancellation clause, removing this hostility-off the air also. Reason for this voluntary move on his part, if taken, would be because Dewey is president of the Greater Chicago Hotel Association and altho managers have acted individually on the radio charge, Dewey finds himself in a tough spot with fellow members should the Edgewater Beach remain on the air.

Indicative already of the coming policy changes in the hotels is the Palmer House, which is bringing Bernie Cummings into its Empire Room February 23, and it is reported Velox and Yolanda will come in at the same time, providing the act is available. Spot previously used orks like Guy Lombardo and Eddy Duchin.

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Got an Idea?

NEW YORK, Jan. 15.—Suggestions for burlesque to help itself back to box-office profits are needed—badly needed. Two weeks ago, burlesquers—performers, operators, managers, chorines—everyone in the business, were invited to send in their ideas. So far, not one suggestion has reached the Burlesque Editor's desk. There's still time to aid burlesque from slipping into oblivion, but now's the time to send in your idea. There are no prizes, but your idea may help burlesque save itself. Address the Burlesque Editor, The Billboard, 1564 Broadway, New York City.

Miccio's IOU's Cause Squawk

NEW YORK, Jan. 15.—After complaints of non-payment and payoffs in IOU's had been made by performers at the Irving Place and People's against operator Tony Miccio, plans are under way for operating the Irving Place as a co-operative house. Biz at the Irving has been off since almost the beginning, but performers struggled along, hoping that grosses would improve. After several months of alleged payoffs in IOU's, complaints came in to both the American Federation of Actors and the Burlesque Artists' Association regarding Miccio's methods of payment.

Since then, complaints flooded both the New York State Labor Department's (See MICCIO'S IOU'S on page 15)

West Gets New Burly in March

SACRAMENTO, Jan. 15.—Plans for a 40-people burlesque show at the new Rainbow are being ready by Ray G. Ramos and Charles P. Porter. The spot is slated for opening about March 1, and will use burly and pictures. It will be the only flesh theater in town, altho there are about 17 film houses. House is located on the site of the old King Pin taxi dance hall. Theater seats 1,050.

More Legs Used To Hypo Wheel Shows in Baltimore

BALTIMORE, Jan. 15.—In an effort to build up current shows, the Gayety is adding 15 chorus girls and three vaude acts to each Hirst Circuit show arriving in Baltimore. There will now be 30 chorines, with a total cast of about 50 people each week. There will be a change in the flash acts every week, while the entire shows will have to be rebuilt upon arriving here, including additional production numbers and special scenes. This change becomes effective this week with the arrival of The Big Revue.

Hope is to hypo grosses.

Burly Bookings Light

NEW YORK, Jan. 15.—A slim list of bookings by the Phil Rosenberg office this week included Mervin Harmon and Sherry Britton for the Bijou, Phila. January 21. Vanity Pair gets a new face when Joey Shaw opens January 24. Pat Paige goes into the Worcester, Worcester, January 17, while Billy Wallace and Billy Spencer open there January 24. Floyd Hallicy opened at the Republic Friday.

Review

Irving Place, New York (Reviewed Wednesday Evening, Jan. 12)

Two-and-a-half-hour show here is strong on nudity and stripping, but decidedly weak on comedy, originality or any flash in the production. Well-costumed chorus did about half a dozen numbers without any enthusiasm or terp skill. (You couldn't expect them to be enthusiastic with a house of 75. Applause, when it did come, sounded like a shanty echo in an old, abandoned cave.) (See REVIEW on page 15)

UNION RULE MIX-UP

Two S. F. Spots Fold

Operators blame union demands, but biz off—Oakland tries again

SAN FRANCISCO, Jan. 15.—Because of union difficulties Liberty and Capitol theaters have dropped flesh and swung into double-bill picture houses. Harry Farros' decision to drop flesh at the Liberty followed disagreement with local stagehands' and musicians' unions.

Failure of Farros to meet union demands that an additional stagehand and musician be added to the show caused the dropping of burlesque at the Liberty, it was reported. Show, however, had been doing poor business. Upward of 35 persons were thrown out of work. Manager Eddie Skolak, of the Capitol, stated that if certain concessions were granted by the unions he may reopen (See TWO S. F. on page 18)

Seattle Competish Keen

SEATTLE, Jan. 15.—Burlesque shows have been "dressed up" because of intense burlesque competition. Third house on First avenue has created a battle in this town. Meyer Frichter Girls opened a special burlesque program at the State Theater, largest of the burlesque houses, this week. After an engagement at the Capitol Theater, San Francisco, Frichter came to Seattle several months ago. In the new show he has with him Sue Fontaine and Dick Midgley.

Actors Left in Middle; AFA Still After Burly, Chorines

NEW YORK, Jan. 15.—A paradoxical condition in which burlesque's union actors are without benefit of actual union protection has arisen. The scarred union and general situation in burlesque has created this condition which leaves the actor in the middle of both inter-union clashes as well as managers' opposition to union demands. Altho the Four A's restored burly jurisdiction from the American Federation of Actors to

the Burlesque Artists' Association, the burly union has not yet actually exercised this jurisdiction. Whether the BAA will be in a position to make demands upon individual operators as well as the Hirst Circuit this season is still problematical. In the meanwhile actors holding union cards are without benefit of strong union protection.

The BAA has attempted negotiations with local operators, but managers assert that their contracts with the AFA do not expire until September. Operators maintain that these contracts must be returned and canceled before they will negotiate with the BAA. The union has deferred attempts at negotiations with the Hirst Circuit until funds collected from burly actors by the AFA are turned over to the burlesque union, as ordered by the Four A's. The AFA requested the Four A's for a postponement in order to make an accurate accounting of funds, but it is believed possible that the AFA may contest this ruling on funds. Should this ruling be contested, a long, drawn-out court feud may result. An added complication is that the AFA will probably also appeal the returning of jurisdiction to the BAA and may attempt to regain jurisdiction over both burlesque and chorines in all fields.

Altho the Hirst office will issue no official statements, much hostility is expected. (See UNION RULE on page 18)

Midwest Houses Quit Hirst Circ

CHICAGO, Jan. 17.—Eight burlesque houses that joined Hirst's Indie circuit late last month are returning to stock policies January 28, with all the bookings to be made by the Milton Schuster office here.

Decision was reached last week, with the various managers, according to report, dissatisfied with the talent that came their way.

Stands include Toronto, Buffalo, Detroit, Cleveland, Cincinnati, Pittsburgh, Chicago and Minneapolis.

Pittsburgh date is a new one to the Schuster office, George Jaffe, manager of the Casino Theater in that city, coming in this afternoon to make final booking arrangements.

Change will leave no stand for the Hirst circuit in the Middle West, with its nearest spot in the West to be Washington, D. C.

Casino, Pittsburgh, Goes Stock Jan. 31

PITTSBURGH, Jan. 15.—George Jaffe's Casino Theater, now housing the Hirst show, plays its last circuit show the week of January 24, and goes into a stock policy beginning January 31.

Under the stock policy, Jaffe says, the Casino shows will carry between 12 to 14 principals and a chorus of 18 girls.

Paul Morokoff, of New York, has been engaged to produce the shows.

Hub's New Censor

BOSTON, Jan. 15.—Boston has a new city censor, John J. Spencer, of Brighton. Job calls for a yearly salary of \$3,500.

Just what policy Spencer has for Hub burlesque, theater attractions, nitories, etc., has not been released, but it is likely that if any only minor changes will be dubbed into the present set-up.

Burlesque operators are continuing their good brand of burly fare, which has been devoid of muck and brazen nudity for years back. Hub burly operators don't stand for the blue and white-wash the shows before opening-day curtain parts. Some legitimate attractions have been more burlesque than burlesque itself.

Notes

New York:

MAE BROWN entrained for the Miami Beach burly stock show instead of Jean Canton, who did not leave the Miccio casts. . . . BONITA GERMAINE midseason vacationing at home in Athens, Greece, according to a postal. To return soon. . . . HARRY AND NORMA JOHNSON ALLEN, straight and chorine, respectively, in the City Hospital, Welfare Island, the former with a broken leg and the latter with broken ribs. Hit by an auto on Times Square on the way home from the Saturday midnighter at the Star, Brooklyn, January 9. . . . HANK HENRY and Marjorie Royce held over another week at the Shubert, Philly, reopened at the Ettinge January 21. . . . MORGAN SISTERS, June and Dorothy, acro dancers, left to join a Hirst Circuit show.

AGE DALY leaving Reading, Pa., the latter part of this month for San Francisco, her home town, on a vacash.

HAZEL SMITH still at the Will Rogers Memorial Hospital, Saranac Lake, N. Y., doing nicely. . . . LOLA DANIELS, of Bellwood, Pa., visited her hubby, Jordan Dearolf, maintenance man at Loew's, Reading, Pa. Also met Bozo Snyder on the Hirst Circuit. Both Lola and Bozo were with Barney Gerard's show on the former Columbia Wheel.

GYPSY NINA, dancer, back to burly at the Worcester, Worcester, Mass., after a lengthy stay at Ludwig Sata's Romanian Village nitery. . . . FRANK CARTER, colored pianist and singer, thru Will (See NOTES on page 18)

BOB GOLDBERG leading the ork of 11—six from New York—at the Miami burly stock. . . . ZONIA DUVAL to the Star, Brooklyn, January 14. . . . KITTY FORGETTE out of the Ettinge showgirl ranks because of a fall backstage January 5. . . . QHER LING, Chinese dancer, first time here and managed by Lady Sen Mei, booked in at the Ettinge, starting January 14, thru the office of Donna Davis. . . . GINOER SHERRY sent to a Philly nitery by Walter Wanger, agent. . . . BERT GRANT, character straight at the Ettinge, started 42d street natives last week by appearing minus the Hitler mustache. . . . HELEN GREEN, former burly principal, now a cigaret and hat-check concessioner at White's Cafe on the lower East Side. . . . JAY LETA new at the Star, Brooklyn, January 14. Replaced Jane Dobbins, who opened at the Columbia, Boston, January 17, along with Jeanne Pardon January 10.

HEBBIE FAYE moved from the Star, Brooklyn, where he replaced Peanua Bohm, to the Columbia, Boston, where he opens January 24. . . . QUEENIE KING, dancer, goes into the Ettinge January 24 thru Joe Williams. . . . PANSY AND

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MCA Plans Further Expansion In the Realm of Concert Music

Stanley North to head new concert bureau—seen as threat to NBC—MCA slowly but surely embraces the entire amusement world

NEW YORK, Jan. 15.—The concert stage is the newest field of theatrical endeavor upon which the Music Corporation of America is making designs. Having literally "tied up" the band-booking business and all its tributaries, the far-reaching corporation is now planning to embrace the other side of the musical field in classical realms. Lest the competition raise the howl of "monopoly," as has been the case in MCA's other activities, the office is proceeding in all its new movements without the benefit of publicity that characterized its first "love," the dance orchestra.

First experiment in the concert hall will be tested January 23 when Alex Templeton, blind pianist, is presented in recital at Towne Hall. MCA remains the silent sponsor, it is said, for this initial try, with the management being handled by Stanley North. Formerly president of Music News magazine, North comes here from Chicago to head the MCA Concert Bureau, with offices already established in New York.

In many quarters this latest step by MCA is seen as an attempt to put the NBC Artists' Bureau out of the running. And before long concert and symphony stars will add their names to the ever-growing MCA talent roster. Adding the concert stage to its many activities, many little publicized as yet, finds MCA covering the amusement world like an "April shower."

A radio department was established recently, and with Prexy J. C. Stein locating on the West Coast it is no dark secret that MCA has designs on picture production. In its own "little" way MCA is dipping into outdoor fairs and expositions, auto shows and all types of sponsored events. And a deal to back new plays on Broadway for picture possibilities is still in the wind. About the only ones escaping MCA interest as yet are the carnivals and circuses. But one never knows, does one?

B. G. Concert Makes Swing Music History

NEW YORK, Jan. 15.—With the stage set for Benny Goodman and his crew to make a new kind of groove at Carnegie Hall tomorrow night (16), a new chapter in the development of swing music promises to be swung out. The concert hall has been a sell-out for more than a week and tickets now can't be bought for love or money. Specs were caught unaware and passed up a bonanza, little reckoning the wave of enthusiasm that developed. Box office closed shop with about 84,800 registered. And the fans begging for standing room privileges. S. Hurck, managing the concert, sought a repeat date for January 23, which was turned down because of Goodman's theater commitments at the Paramount next week.

In addition to the Goodman Quartet and Trio, guest stars include a jam band of Duke Ellington and his ace instrumentalists, a similar combo from Count Basie's Band and trumpeter Bobby Hackett for an *It's Coming, Virginia* tooting.

A night-cap de luxe for that night will be the Savoy Ballroom in Harlem, where the much-discussed battle of music between Count Basie and Chick Webb is finally being staged.

Due to an early deadline for this special issue, we are unable to add critical comments on the Goodman concert this week.—(Ed.)

Jentes Turns Music Pub

NEW YORK, Jan. 15.—Harry Jentes, vet songwriter, is staking out on his own as music publisher in establishing the firm of Melody Music, Inc.

CIO Musicians in Philly Give AFM Right of Way and Disband

Tomei opens AFM door to CIO members, but no special concessions—promises co-operation to CIO in allied fields—purge in CIO ranks

PHILADELPHIA, Jan. 15.—The CIO threat in the musicians' field in Philadelphia has dissolved into thin air. The from the scene and disband its union officials late Thursday night (13). M. Herbert Syme, CIO counsel, declared his faction agreed to dissolve when "they became convinced that the rights of CIO unions in allied fields would be safeguarded." "That was the only reason for the formation of the CIO Musicians' Union," rants and clubs which have signed with the United Musicians' Industrial Union, CIO, would be free to negotiate contracts with Local 77, AFM.

James GILL, CIO organizer, said his union had signed 11 spots in the Philadelphia area. AFM officials denied this and said that only two places, which were involved in labor difficulties with the AFM, had signed.

"We do not recognize these contracts as bona fide and will bargain with the owners of these spots on a brand-new basis," declared A. A. Tomei, Local 77 prexy. Tomei said that musicians who had signed with the CIO union would be free to return to the AFM "if they entered thru the regular channels."

The AFM union refused to lower its \$50 initiation fee as was demanded by the CIO. Tomei promised, however, to work in conjunction with CIO employees in allied fields.

It's a Promise

CINCINNATI, Jan. 15.—While the drum major's baton has found no place as far as radio is concerned, band leader Frank Simon promises regular employment to the twirlers as soon as television arrives. Acrobats have been long living in hope and now the drum majors can take comfort with them. Unable to include a twirling virtuoso in his air shows now, Simon faithfully assures there'll be plenty solo twirling with television.

No Go for CIO With Petrillo Absolute

CHICAGO, Jan. 15.—Altho deeply concerned over CIO's recent invasion into the music field in Minneapolis and Philadelphia, James C. Petrillo still sits on the throne with the greatest of ease in this city. And from various reports, including word from CIO's regional office here, Petrillo will continue to reign supreme without the slightest opposition.

The CIO faction had its turn at the plate and muffed the ball in Chi last summer when the American Musicians' Union applied for a charter, but after being put off time after time finally decided to throw its lot in with Petrillo, who lowered initiation bars with a hefty slice in the fee. CIO claimed it was not ready at that time to take on musicians, but the few month delay has cost it a complete freeze-out here. According to a statement from that office this week, CIO will not attempt to re-enter the picture.

Kemp Kops Kollitch Kup

PHILADELPHIA, Jan. 15.—Hal Kemp and orchestra were voted the most popular band on the air by the University of Pennsylvania student body in a poll taken by *The Pennsylvania*, student daily publication. J. Crozier Schaefer, editor, presented Kemp with the student trophy at the Earle Theater Wednesday night, where he is appearing this week.

Dean on Campus Trek

RICHMOND, Va., Jan. 15.—Having chalked up 16 campus proms since the first of the year, Dean Hudson and his Florida Clubmen resume their rhythm roundelay of the scholastic centers. At the University of Virginia this week-end Hudson turns up at the University of Maryland next week, winding up the college tour at Dartmouth and Harvard and then back for a return engagement at the Normandie Ballroom in Boston.

Heavy Pay-Off to Music Pubs on Record Royalties

NEW YORK, Jan. 15.—Pop music publishers this month will receive an aggregate of \$45,000 in royalties from electrical transcription and synchronization rights. Money was collected by Music Publishers' Protective Association, acting as agent and trustee for the pubs. Figure tops last month's total of \$38,000. Chief item in the sum is World Broadcasting, whose blanket license amounts to \$25,000 a year.

Songwriters' Protective Association, whose by-laws vest transcription and similar rights with SPA, recently filed suit against Jack Mills, Inc., in order to clarify status of these rights.

ASCAP To Fight Fla. Law

TALLAHASSEE, Fla., Jan. 15.—Since the final adjudication of the preliminary victory won in Nebraska by American Society of Composers, Authors and Publishers will not be tried by the courts until next fall, the Performing Rights Society has decided to institute legal action against the Florida State law which was designed to bar ASCAP from operating in Florida. Suit attacking the constitutionality of the Florida law, ASCAP's fourth legal action in such instances, will be filed here this coming week. Actions to enjoin Montana and Washington from enforcing their anti-ASCAP legislation were heard eight months ago, but the courts have yet to make up their minds.

Lyon Moves to N. Y. for CRA

NEW YORK, Jan. 15.—Russ Lyon, former Cleveland and Detroit ork leader, has been added to the New York sales staff of Consolidated Radio Artists.

Bernie Boys Make Good

HOLLYWOOD, Jan. 15.—One for the books was unfolded by Lud Gluskin, KNX musical director here. In the recent reorganization of his studio ork Gluskin had five spots to fill. Out of a hundred who tried out, the five men picked were all former members of the old Ben Bernie band, which broke up here.

Coast Local Cleans House

Prez Tenney making drive on non-card holders and under-scale boys

LOS ANGELES, Jan. 15.—With Local 47, AFM, definitely in the hands of liberals following the recent free-for-all election, Prexy Jack Tenney announced policy changes.

Two points which will bring cheers from the boys are contemplated immediately. First is Tenney's plan to make more jobs by a definite drive to clean the town of non-unioners. Second, he is determined to make the price list book stand for something besides a bunch of paper. Tenney claims there have been too many concessions and special prices for different engagements in years past, so that the price list had become meaningless.

Also, the new prez intends to give every member a chance to make a living, with no favoritism shown. Another important step is the unionization of the San Pedro district.

One outstanding feature of the election was abolishing the office of business manager, a post which in former years was as important as that of president. It carried the same salary, \$150 per week. Under new system Tenney can appoint not less than four or more than eight men to be his direct assistants, taking over work formerly done by business manager's office.

However, Tenney's appointments must be ratified at the next general meeting following their nominations. The appointments are expected to be announced in a few days and will either be ratified or rejected at the meeting of January 24.

Miami Round Robin For AFM Exec Board

MIAMI, Jan. 15.—Executive board of the American Federation of Musicians, at its meeting here Monday (17), is expected to review the current radio situation, mull over the status of transcription and recording companies under the licensing set-up and set preliminary plans to hypo musician employment in Hollywood studios. Possible that the board will concoct a way of dealing with radio stations not yet under the AFM banner.

In addition to these more obvious problems, Federation Board is likely to clarify the status of band-booking agents, particularly with regard to activities of co-operative bands. Matter of collusion and employers having a "piece" in hands is becoming one of the more pressing Federation troubles. And there will undoubtedly be much said over the CIO invasion in the music field.

What goes on will give a line on matters likely to be taken up at the national convention here in June.

High-Brow Wooing Low-Brow

NEW YORK, Jan. 15.—Encouraged by the success of the Benny Goodman concert, and perhaps coming to the realization that the people in the peanut gallery will mob the concert hall if the music is "down to earth," management of Carnegie Hall is planning a change in house policy. New program calls for a series of Sunday night concerts using pop rather than symphony orks, booking the name bands that have large followings.

Paid Vacash for Pit Men

CHICAGO, Jan. 15.—James C. Petrillo, president of the local musicians' union, this week established a plan whereby men working in the theater pit will lay off one week out of six. They will receive full wages for the enforced vacation. Heretofore system has been a one-week layoff every seven weeks, with the men paying the substitutes themselves.

Gale-Glaser Mull Merger

Combine for colored band bookings—Glaser renewal with R-O'K still in air

NEW YORK, Jan. 15.—If a proposed deal between Joe Glaser and Moe Gale goes thru the colored-band picture will be radically changed. From a source close to Glaser it was learned that preliminary conversations have already been held that may lead to a booking and management merger between the two offices.

Glaser has been head of Rockwell-O'Keefe's colored-band department, but it's understood he won't renew his contract, which expired January 1. Bands which Glaser manages personally are Louis Armstrong, Hot Lips Page, Willie Bryant, Andy Kirk and Claude Hopkins. In addition, Glaser controls the bookings of Sebastian's Cotton Club, Coast nightclub. He also is reported to own the site of Chicago's Grand Terrace, which together with Gale's Savoy here ties up important stops for colored bands.

Gale, managing Chick Webb, Teddy Hill, Erskine Hawkins and the Savoy Sultans, would give the new alliance not only a strong set-up of name bands, but also tie-in with important spots for booking.

Glaser is reported to have received an offer from Consolidated Radio Artists to manage their colored-band department. Offer was turned down. With the addition of Irving Mills' Duke Ellington and Cab Calloway, CRA now has six important Negro outfits, including Earl Hines, Fletcher Henderson, Stuff Smith and Lil Armstrong. Other important colored agencies are those of Harry Moss (Associated Radio Artists), handling Lucky Millinder and Pats Waller, and Harold Oxley, with Jimmie Lunceford and Edgar Hayes. For a time a Moss-Oxley tie-up was in the air, but it now looks as if this merger is off.

If Glaser fails to renew with R-O'K it will leave that office with only one colored band, Noble Sissle. Music Corporation of America has never dealt much with colored bands, at present only managing Count Basie.

If Glaser-Gale move goes thru it will centralize colored bands between them and the Mills-CRA combo, with Glaser and Gale holding the whip hand because of their connections with the chief spots that buy colored bands.

B'way Boosts the Baron

NEW YORK, Jan. 15.—Columnists may still squabble about Broadway doing a Main street act, but the magic of the street still spells money. And if the keyhole peckers seek foundation for the facts, they need go no further than the Heratio Alger routine of Blue Baron.

Prior to the band's first metropolitan appearance at the Edison Hotel last week, Consolidated Radio Artists had been selling Baron for \$500 on a two-day stand. Now that Baron is breathing the Broadway atmosphere, booking office has been able to sell the band for \$1,500 on a two-day ticket. Languishing at the Edison until April, band rates that price for April 8 and 9 disappearing at The Citadel, Charleston, N. C.

Another Stick Spits With R-O'K Over Wire

NEW YORK, Jan. 15.—Joe Haymes is reported to be breaking off from Rockwell-O'Keefe management and going under the wing of Norman Campbell, who also handles Isham Jones and Al Kavelin. Haymes will probably go to Music Corporation of America for bookings.

Angle on the Haymes imbroglio is that the band leader wanted a network wire, which R-O'K is reported as having been unable to get for him.

ASCAP Adds Czech Catalog

NEW YORK, Jan. 15.—American Society of Composers, Authors and Publishers, following conclusion of negotiations with the Czechoslovakian performing rights society, will now include that catalog in its music available for licensees. ASCAP now has 20 foreign affiliates.



RUBINOFF is now concert-touring the Midwest, but between concerts he forsakes the fiddle scratching for focusing.

802 Board Keeps Single Job Rule

NEW YORK, Jan. 15.—Executive board of musicians' Local 802 at a hectic meeting this week okeed the recently passed one man-one job referendum. Seaton was a hot one and final decision a surprise move. Feeling of the membership generally was that the board was really against the referendum, but let it go thru because men on the board would allegedly be benefited by it. Ruling exempts name bands and primary squawk is that instead of making a more equitable spread of work, the law really is partial to musicians in the upper brackets. Becomes operative February 1. Serious doubts as to the measure's constitutionality were held, and Joseph N. Weber, president of the musicians' international, was consulted. Weber gave the local carte blanche, indicating it was entirely a local proposition.

Fredericks Add New Bands

CLEVELAND, Jan. 15.—Frederick Bros.' Music Corporation has taken over several new bands, including the Southern Gentlemen Orchestra and units headed by Tom Blake, Gene Pieper, Howard Becker and Jimmy Barnett.

Ralph Webster's Ork, current at the Pla-Mor Ballroom, Kansas City, returns to Blossom Heath for an eight-week engagement on February 1. Wally Stoefler and ork are playing their second consecutive season at the Kansas City Club. Earl Smith's outfit is also doing its second winter engagement at Sun Valley, Ida. Ray Herbeck opened January 1 at Brown Palace Hotel, Denver, and from all indications will remain until spring. All bookings were set by the Frederick office.

Another Annum for Donahoe

FORT DODGE, Ia., Jan. 15.—J. J. Donahoe was re-elected proxy of the local musicians' union, Local 504, at the annual meeting this week. All other officers retained their posts, including Vice-Prer Dr. J. L. Magrinnis, Secretary-Treasurer F. A. Zalesky and the entire board of directors.

It's Waltz Me Around Willie With the Big Apple Back Date

NEW YORK, Jan. 15.—The smart social sets were the first to take to The Big Apple in the big sorta way. And now the blue bloods are the first to rebel against the fruit peeling and sowing the seeds of a rhythmic revolution. By-crackys' round Uncle Hiram's gas stove are still deciding whether or not the automobile is here to stay, but now that they are getting their barn dance back, society returns to its first love, the waltz. At least until the real thing comes along.

Meyer Davis, in supplying the syn-copating for the ultra Butlers' Ball, and Emil Coleman, in adding rhythm to romance for the Junior League Assembly, both report that the matrons would have none of this Big Apple biz for the youngsters. On the society circuit prior to his re-

Garber Gives Jitters to Swing Fiends But Is TNT to the B. O.

Sweet stuff invades swing stable and the cash till gets tuneful—Goodman, Gray and Garber run tie for top honors at West Coast Palomar

LOS ANGELES, Jan. 15.—Checking over books for the past year, three hands are in the running for a photographic finish as showing the best pulling power at the Palomar Ballroom here, mammoth dance emporium with nifty embellishments. The top money makers are Glen Gray, Benny Goodman and Jan Garber. And while a standard policy of the management is never to give out actual figures on attendance and grosses, even refusing to give out advance bookings, it did reveal that Garber, currently supplying

Castle for Gem in Chi; Marks in Fla.

IRVING SIEGEL, professional manager of Joe McDaniel Music Company, is in Florida lining up plugs for the firm's *I Wouldn't Do It for the World*. . . . Harry Link, Irving Berlin professional manager, is back at his desk after a two-week Miami and Nassau trip . . . combining a vacation and business in the interests of the Snow White and the Seven Dwarfs score the pub is pushing. Clarence E. Steinberg, vice-president of Gem Music Corporation, Joe Davis subid, has just returned from a Midwest jaunt, during which he engaged Chick Castle as Chicago manager.

It's vacation time in Miami town for E. B. Marks . . . and a European trip for Ralph Peers, of Southern Music. . . . Ork leader Paul Martell placed his stomper, *The Hotjoints*, with Schubster & Miller. . . . Eileen Prevost, vocalist with Billy Gee at Continental Club, Canton, O., has hit the airlines with her initial try at tunesmithing, *Dancing on a Moonbeam*. . . . DeLoyce Moffit, well-known Giney musician, gets a well-deserved break February 20 when Frank Simon airs his *Swinging the Imports* on the Armo Band show. . . . Arthur Schwartz added *Command Performance* to the *Between the Devil* musical comedy score in honor of a command performance to be given by the troupe in Washington January 23. . . . Sammy Kaye's *Swing and Sway* is being readied for marketing.

Music for the Movies

Three Eddie Cokerone and Charles Rosoff tunes, *Dress Cargo*; *One Night, One Kiss and You and I've Changed My Routine*, have been purchased by Monogram for *The Port of Missing Girls*. . . . Arthur Johnston has been re-engaged by Gaumont-British to score the new Jesse Mathews musical, *Asking for Trouble*, and leaves for London next month to collab with lyricist Desmond Carter on the assignment. . . . Boris Morros, Paramount's music chieftain, purchased 13 songs, the workings of Hoagy Carmichael and Stanley Adams . . . and signed Kurt Weill, noted English composer, to write the music for *You and Me*, Sam Coslow and Johnny Burke to lend the lyrics. . . . Sam Stept and Charles Tobias have spotted *First Impressions of You and Nightie Night* in RKO's *Heating Wonderful Time*.

There is no little element of surprise in Garber's box-office appeal here. Palomar is practically a citadel of swing, and the Lombardo-inspired instrumentalists were the first sweet band to show here since Ted Pio-Ritto started off the invitations-to-a-dance in January, 1937. Pio-Ritto failed to click with the customers, his music styled for the smart supper clubs being lost in this big barn. Others trailing down the b-o list were Phil Harris, who follows Garber in; Clyde McCoy, Bob Crosby and the Red Norvo-Mildred Bailey combination.

According to the management, in explaining the swing stuff outdrawn in swing's own battling ground, Garber is able to draw a spending crowd while Goodman brought in the "kids" who came in with counted pennies to cover the admission fee. And while the Rockwell-O'Keefe booking office claims the attendance record goes to Glen Gray, and Music Corporation of America counters that Benny Goodman hit the same mark if not higher, the management refuses to settle the argument. It is estimated that each band drew about 6,000 persons on opening night. But as far as the management is concerned, Glen Gray pulled a better spending crowd than the recognized swing king, the terp hounds during the Casa Loma showing bringing along some extra change for eats and drinks.

Rain Brings Rubles

Opening night for Garber was a rainy one and the attendance was slim. But the tables were taxed to capacity. Fat old men who think they can dance to the music of Lombardo, Garber or Duchin bring their stenogs here when the sugary stuff gives out. And their spending packs a wallop swing bands fail to match. Anathema to the swing fans, Garber repeatedly showed as dynamic to the box office in this territory, jamming them in the Catalina Islands, altho that playground draws the swing-bitten collegiate crowds.

The toughest opening of the year was handled nicely by Glen Gray. Palomar management upped admission prices that night and the band countered with the biggest first night in the ballroom's history. With the advent of Casa Loma on May 26, 1937, ticket take was linked to 40 cents for women and 75 cents for men on week nights and 80 cents for women and 91.10 for men on week-ends and holidays, plus tax. A flat admission rate of 40 cents per person prevailed previously. And in addition Casa Loma was costing the Palomar the stiffest price it had ever put out for a band.

Benny Goodman followed for six weeks on July 21, 1937, and as the current Garber engagement is proving, the younger and more dance-conscious the crowd pulled by the band, the less money spent at the Palomar tables and bars.

Hammers Fail To Strike

The biggest build-up went to the Norvo-Bailey combo. But the take was an awful letdown. The Mr. and Mrs. Swing followed Goodman on Labor Day, but with the rainy season, a circus in town and the kids going back to school, a depression dented the box office. Originally set for six weeks, Norvo's contract was canceled with mutual consent after four weeks, with Clyde McCoy taking over the band stand.

Considering that the Sugar Blues Band came in without the usual advance bally, McCoy's grosses were "sensational" as far (See GARBET GIVES on page 18)

Irving Mills Striking Out on His Own for His Band Bookings

Deal with CRA definitely out—bringing in indie booker to handle band department—Mills still angles for pie and platter tie

NEW YORK, Jan. 15.—That rugged individualist, Irving MILLS, head of Mills Artists, Inc., has once more confounded the trade with his latest and final decision to stand alone and unaided in the handling and exploitation of his, as he is wont to describe them, "cream of entertainers." Altho the past week-end was crowded with meetings between Mills and Charles Green, prez of Consolidated Radio Artists, the two heads reached no agreement in an effort to resume last year's arrangement of interlocking booking functions. Previous deal, which expired January 1, had the Mills office handling radio and theater dates for both agencies and CRA taking care of all other dates for the combined roster of bands.

Not quite content with the practical workings of this co-op deal, Mills, feeling that his attractions did not get the proper consideration due to conflicting similar tidbits held by him and CRA, drew out of the agreement shortly before its expiration.

After two weeks of fruitless powwows to reach some smoother booking and commission-splitting basis with CRA, MILLS was very emphatic in his decision, once and for all, to remain the close, personal representative of a few "cream" attractions rather than be connected with wholesale booking activities of bands anything short of "the tops."

To that end he is determined to remain unassociated with any large booking organization and will hence set up his own band-booking department. Because Mills expects to spend most of his time on the Coast, where he is endeavoring to break into the production end of the film industry, his office here will be under the supervision of one of several indie bookers now under consideration by him.

Mills also has an eye on expanding his recording activities, having made overtures to the American Record Corporation (Brunswick, Vocalion, Melotone and Columbia) to take over the wax works. Present relationship with ARC has Mills supervising only those recordings made by his own bands, formerly marketed under the Master and Variety labels. However, possibility of Mills buying over ARC or taking over the recording-directionship is a fantastic proposition, according to R. W. Altschuler, proxy of Brunswick Record Corporation. "To the best of my knowledge," said Altschuler, "no such change of tie-up has occurred, nor will it in the future."

More Cats for Commodore

NEW YORK, Jan. 15.—Call goes to Ned Norvo and Mildred Bailey to carry on the swing while sipping and sipping tradition at Hotel Commodore, opening January 26. Departure of Tommy Dorsey is sudden and unexpected, the sentimental alder leaving the hostelry not in the best of terms with the management, which precludes any return date for this or any other season. Dorsey heads for the Coast, one-nighters and theater dates en route. Norvo's band is going thru a reorganization stage, building an entire new band and retaining only two men from his former band, which failed to come up to the expected mark.

REVIEW

Both strippers and chorus, however, gave the customers plenty of breasts and hips for their money, with a few bumps and grinds thrown in. Dress assignment was handled by Jean Caton, Joyce Kally, Dottie Dambet and Olive Roosevelt. Miss Dambet showed some talent and showmanship, displaying, in addition to the usual bareness, a glistening set of teeth, ability to sing a hot tune and a winsome personality. She can set, too, and showed plenty of talking ability in one bedroom bit. Jean Caton, doing a slow-motion strip, got the best hand of the night. Joyce Kally seemed to handle most of the work, not only doing seven or eight strips, but stooging in several skits. She's tall and has a nice pair of eyes, but shows very little stage warmth. Also feeding lines to the comics was Alma

He'll Get in Your Hair

NEW YORK, Jan. 15.—Ever ready to use exploitation, even to extremes, to get plugs for his catalog, Jack Robbins has one of his messenger boys doing a "call for Philip Morris" act. Lad is decked out in a glaring red and blue uniform, the publisher's credit line streamlining the hat. And as Robbins makes the rounds of radio row, the page boy trails three steps behind him with a handful of professional copies and memo pads.

Bradley, who did a good job, rescuing many a gag. Chet Atland did some excellent piping and also doubled as straight in some of the skits.

Laundered comedy, spoken by Joe Freed, Art Gardner and Harry Landers, was as dead as last year's newspapers. Lines and situations were stale, and delivery was ineffective and totally spiritless.

Sets were poor, with many of the skits taking place with a curtain background. Jack Montgomery's production numbers were not above the average. On the whole, it was pretty dismal.

Maurice Zolotow.

NOTES

(Continued from page 15)

Weber, opened at the Republic January 14. . . . CHICKIE CORTEZ, of Bellphoo, Hirst Circuit, came away from Union City, N. J., with a big bank roll thru a phunge on a 10-to-1 horse at Hialeah Park. . . . VIC PLANT will have Happy Hyatt as an opposite comic, and Harry J. Conley will have Billy Field in two Hirst Circuit shows as the result of a switch last week when Billy Hagan was moved back to the Bijou, Philly, stock. Hagan is a long-time favorite in the Quaker City. . . . JEAN CATON, Dick Brown, Irving Benson, Paul Ryan, Jack Kelly, Buster Phillips and Jean (Wopple) Delmar comprise a new cast at the People's. . . . UNO.

From All Over:

DOROTHY WAHL could not fill the Rialto, Chicago, date due to illness. . . . DEWEY MICHALES, manager Palace, Buffalo, and Harry Hirsch, manager of the Gayety, Minneapolis, were Chicago visitors last week. Hirsch went on to Detroit. . . . PEACHES and Jerri McCawley are added attractions at the Howard in Boston, both booked by Milt Schuster. . . . IRVING KOIRA, singer

with Al Golden's Vanity Fair, who recently sustained a fractured skull and body injuries when struck by an auto in St. Louis, is still confined in a hospital in that city. . . . AL GOLDEN himself is sporting a busted hand sustained in a fall down some stairs in the Mound City. The injury has not kept him out of the cast, however.

Merry-Go-Round show of the Hirst wheel becomes a black and white revue this week at Gayety, Washington. . . .

VIOLA SPEATH, feature strip of same show, is recovering from a severe attack of laryngitis. . . . FRANK BRYAN is now making weekly trips into Baltimore for a supervision of shows going into Washington, while Pop Stevens produced three new shows for the Hirst wheel last week. . . . MILT SCHUSTER was a visitor to Pittsburgh last week.

MICCIO'S IOU'S

(Continued from page 15)

office as well as the city's license commissioner, Paul Moss. Under a law enacted in 1934, the license commish can revoke the license of a theater operator who is behind a week or more in salaries. Rather than actually shutter the house, performers are considering the suggestion of operating it as a co-operative venture, each to share in the gross.

Because attendance at the Irving Place has been far under previous seasons, observers do not see a co-operative tryout as the complete answer to the non-payment problem, unless attendance can be hyped. Irving Place had, in previous years, been a lucrative spot, but this season has been playing to houses of 50 and 75 patrons. Employing of non-union stagehands and musicians resulted in the house being picketed at the beginning of the season. Theater is situated in the very union-conscious sector of town, near Union Square, so the picketing did little to swell attendance. Banning of title burlesque was a further reason for the low in grosses.

UNION RULE

(Continued from page 15)

pected when the BAA attempts to negotiate. The sessions, if any, between Izzy Hirst, of the circuit, and the BAA's Tom Phillips are apt to be anything but tea parties.

Added complications are the suit brought by members against the BAA and the fact that the end of burlesque's poorest season is approaching.

Sentimental Songs the Top Tunes, With True Confession Ringing the Bell a Second Week

Songs listed are those receiving six or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, January 13. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F." musical production numbers as "M."

Spier Shops for Catalog

NEW YORK, Jan. 15.—Larry Spier, formerly professional manager for Crawford Music, who resigned to go into business for himself, is shopping around for a catalog that will get him into ASCAP. Reported it will be the McKinley (Chicago) catalog at a \$10,000 figure. Spier hasn't opened any offices yet or hired contact men.

GARBER GIVES

(Continued from page 17)

as the management is concerned. Band is set for a repeat date this spring.

On par with Norvo's failure to draw were the results shown by the highly touted Bob Crosby Dixielanders. Band, which gave way to Garber, did only two turn-away nights during the engagement. But management credits that to brother Bing, who did the bolsering in making personal appearances with the band on those nights.

TWO S. F.

(Continued from page 15)

his show as a burly house. One of the concessions asked, it was learned, was that all classes of workers, including performers, take a cut.

Skolnik figured to reduce weekly pay roll by \$250. Some performers were willing, but union workers nixed the idea. Final performance will be given tonight. Nearly 75 are affected. All were given a week's notice. House will show sex pictures.

In Oakland, Allen King reopens the Moulin Rouge today. House has been dark about six months. King has alternately operated the Follies and Moulin Rouge as burly spots. The Follies will revert to a picture house.

Position	Title	Plugs	Net	Ind.
Last Wk.	This Wk.			
8	20. Vieni, Vieni	9	13	
15	20. You Can't Stop Me From Dreaming	8	10	
18	20. Blossoms on Broadway (F)	8	8	
13	20. Every Day's a Holiday (F)	8	8	
..	20. My Day	8	3	
..	20. Two Dreams Got Together	8	7	
22	20. My First Impression of You (F)	8	7	
14	21. I Still Love To Kiss You Goodnight (F)	8	15	
17	21. Outside of Paradise (F)	8	9	
18	21. Jubilee (F)	8	6	
20	21. Let That Be a Lesson to You (F)	8	6	
..	21. Gypsy in My Soul (M)	8	6	
19	21. Let's Make It a Lifetime	8	5	
..	21. I'm Like a Fish Out of Water (F)	8	4	
..	21. Cachita	8	2	
..	21. Mission by the Sea	8	2	
19	22. Satan Takes a Holiday	7	11	
..	22. My Heaven on Earth (F)	7	9	
21	22. Foggy Day (F)	7	9	
..	22. Thanks for the Memory	7	8	
15	22. Ebb Tide (F)	7	8	
..	22. With a Smile and a Song (F)	7	8	
..	22. You Have Everything (F)	7	5	
..	22. Now They Call It Swing	7	5	
18	22. She's Tall, Tan, Terrific (M)	7	4	
..	22. Everything You Said Came True	7	4	
..	22. Tune In on My Heart	7	1	
..	22. Song of Songs	7	1	
19	23. Rockin' the Town (F)	6	8	
20	23. Have You Met Miss Jones? (M)	6	7	
16	23. Josephine	6	6	
17	23. I Live the Life I Love (M)	6	6	
..	23. Loch Lomond	6	4	
..	23. Let's Give Love Another Chance (F)	6	4	
21	23. I'll Take Romance (F)	6	3	
..	23. Some Day My Prince Charming Will Come (F)	6	2	
..	23. When My Dream Boat Comes Home	6	2	

Turn to our Amusement Machines, Music Section, for listing of the best record sellers (Bluebird, Brunswick, Decca, Victor and Vocalion) for the week ending January 17.

ORCHESTRA ROUTES

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

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.

A
 Adams, Johnny: (Moonlight Gardens) Springfield, Ill., ro.
 Adcock, Jack: (Station Inn) Manoa, Pa., nc.
 Aloha, Led: (Bennett) Binghamton, N. Y., h.
 Alston, Ovie: (Plantation) NYC, nc.
 Anderson, Al: (Merry-Go-Round) Newark, N. J., nc.
 Andre, Bass: (Child's Rainbow Noon) NYC, nc.
 Andrews, Jimmie: (Park) Allegheny, Mass., h.
 Angelos: (Bertolotti's) NYC, re.
 Annino, Jeff: (Wonder Bar) Berlin, Conn., nc.
 Apple, Al: (Merry-Go-Round) NYC, nc.
 Argen, Harold: (Rustic Cabin) Eaglewood Hills, N. J., nc.
 Architects of Rhythm: (Fountain) Omaha, h.
 Armstrong, Louis: (Grand Terrace) Chi., h.
 Aronson, Zina: (Roseland) NYC, h.
 Arthur, Sid: (Laurels) Sackett Lake, N. Y., cc.
 Aswater, Fred: (Piano Club) Orlando, Fla., nc.
 Ayres, Mitchell: (Van Clere) Dayton, O., h.
 Azziana, Don: (Mirador) NYC, nc.

B
 Beer, Billy: (Dasher-Wallick) Columbus, O., h.
 Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.
 Bahner, Charkey: (Hawaiian Yacht) NYC, nc.
 Banks, Clem: (Rustic Lodge) North White Plains, N. Y., nc.
 Barber, Hal: (Club Ho-Ho) Springfield, Ill., nc.
 Barron, Blue: (Edison) NYC, h.
 Bateheler Boys: (Rosevelt) Pittsburgh, h.
 Bates, Charles: (Zimmerman's Suspend) NYC, re.
 Beckley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Belmer, Jack: (Knox House) Newark, N. J., h.
 Beltmore Boys: (Radison) Minneapolis, h.
 Bisma, Jerry: (Park Central) NYC, h.
 Black, Bob: (Pete Marquette) Poores, Ill., h.
 Black, Bert: (Rainbow Grill) NYC, nc.
 Block, Misha: (Waldorf-Astoria) NYC, h.
 Bradshaw, Tiny: (Renaissance) Brooklyn, h.
 Bragale, Vincent: (Piazza) NYC, h.
 Brandwynne, Nat: (Stable) Detroit, h.
 Brase, Lou: (Beverly Hills) Southgate, Ky., cc.
 Brigade, Ace: (Aragon) Cleveland 8-28, h.
 Brinkley, Charles: (Log Cabin) Aurora, Ill., nc.
 Brooks, Billy: (Edgewood Inn) Albany, N. Y., re.
 Brooks, Jim: (Jack Dempsey's) NYC, re.
 Buckchick, Jascha: (International Casino) NYC, nc.
 Burke, Clarence: (Garden) White Plains, N. Y., re.
 Busse, Henry: (Chez Paree) Chi., nc.

C
 Campus Jesters: (Cypress Arms) West Hart-Cadaway, Cal: (Cotton Club) NYC, nc.
 Card, Conch, nc.
 Cardullo, Harry: (Half Moon Inn) Steubenville, O., nc.
 Capello, Joe: (Jimmy Kelly's) NYC, nc.
 Carlson, Bill: (Triumph) Chicago, h.
 Carroll, Frank: (Unionport Restaurant and Cabaret) Break, NYC
 Carroll, Lou: (Village Brewery) NYC, nc.
 Carson, Duke: (La Fiesta) Mantowoc, Wis., nc.
 Casey, Ken: (Half Moon) Coney Island, N. Y., h.
 Cason, Delmar: (Tally-Ho Club) Dayton, O., nc.
 Castro, Amanda: (Yumuri) NYC, nc.
 Chester, Bob: (Detroit A. C.) Detroit, h.
 Chicchi, Mike: (Luigi's Italian Village) Syracuse, N. Y., nc.
 Chivon, Bill: (Ray) Mantowoc, Wis., h.
 Codolano, Cornelius: (St. Regis) NYC, h.
 Coen, August: (El Torador) NYC, nc.
 Coleman, Emil: (El Regis) NYC, h.
 Collins, Joe: (Wellington) NYC, h.
 Coon, Irving: (Arrowhead Inn) Riverdale, N. Y., nc.
 Coth, Eddie: (Lookout House) Covington, Ky., nc.
 Cozzano, Don: (Tally-Ho Tavern) Albany, N. Y., nc.
 Costello, Charles: (Commodore) Detroit, nc.
 Costello, Earl: (Hilton Gardens) Pittsburgh, h.
 Craig, Carvel: (College Inn) San Diego, nc.
 Crockett, Ernie: (Unique Grill) Delaware, N. J., re.
 Crowsell, Chaucery: (Harwood) Rochester, h.
 Crosby, Bob: (Pennymania) NYC, h.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.
 Cullen, Red: (Silver Moon) Gallup, N. M., nc.
D
 Dars, Ronald: (Manufacture-Deauville) Miami Beach, Fla., h.
 Darré, Pat: (Wonder Bar) Zanesville, O., nc.
 Davidson, Trump: (Esquire) Toronto, nc.
 Davis, Lew: (Embassy) Jacksonville Beach, Fla., nc.
 Davis, Eddie: (Lafayette) NYC, re.
 Davis, Johnny: (Miami Club) Milwaukee, nc.
 Davis, Fred: (House of Jacques) Oklahoma City, Okla., nc.
 Davis, Meyer: (Merry-Go-Round) NYC, re.
 Day, Arthur: (Cotton Club) NYC, nc.
 De Angelo, James: (Frolics Grill) Albany, N. Y., nc.
 De Bar, Skippy: (University Grill) Albany, N. Y., nc.
 De Vera, El Morocco) NYC, nc.
 Deusch, Emory: (Netherland Plaza) Cincinnati, h.
 Di Palo, Mario: (Weylin) NYC, h.
 DiBert, Sammy: (Webster Hall) Detroit, h.
 DiCenzo, Dick: (Object Palace) NYC, nc.
 DeMuth, Al: (Colony Club) Palm Beach, cc.
 Donahue, Al: (Colony) Palm Beach, cc.
 Donahue Boys: (Lawrence) Erie, Pa., h.
 Doney, Jimmy: (Nicollet) Minneapolis, h.
 Doney, Tommy: (Commodore) NYC, h.

Driscoll, Murray: (Coo Rouge) NYC, nc.
 Drummond, Jack: (University Star) Albany, N. Y., nc.
 Duchin, Eddy: (Piazza) NYC, h.
 Durr, Delph: (Green Derby) Cleveland, nc.
 Duke, Jules: (Orion) Washington, D. C., h.
E
 Eckel, Charles: (Berkeley Carlet) Albany Park, N. J., h.
 Edmund, George: (Loyale) NYC, c.
 Elliot, Lee: (Penthouse) Boston, nc.
 Engle, Freddy: (University Club) Albany, N. Y., nc.
 Evans, Al: (American Music Hall) NYC, nc.
F
 Fain, Paul: (Grossman) Lakewood, N. J., cc.
 Feltz, Don: (The Pines) Newtown, Conn., nc.
 Ferrel, Don: (Stratford) Bridgeport, Conn., h.
 Fernau, Frank: (Neil House) Columbus, O., h.
 Fernando, Don: (Bess Glade) Walsenburg, Colo., h.
 Fields, Harry: (Royale) Monticello, N. Y., h.
 Fields, Shep: (Palmer House) Chi., h.
 Fischer, Charlie: (Wofford) Miami Beach, Mar. 18, h.
 Fitchard, Maurice: (Loyal) New Rochelle, N. Y., nc.
 Fo-Rito, Ted: (Beverly-Wilshire) Hollywood, h.
 Fisher, Charlie: (Wofford) Miami, h.
 Fitzgerald, Ed: (Peabody) Memphis, h.
 Fleenor, Earl: (St. Moritz) NYC, h.
 Fogelick, Gene: (International Casino) NYC, nc.
 Freeman, Jerry: (Paradise) NYC, cc.
 Friml Jr., Harold: (Essex House) NYC, h.
 Furst, Joe: (Brook) Summit, N. J., nc.
G
 Gallo, Phil: (Moorehead) Pittsburgh, h.
 Garber, Jan: (Met.) Houston, Tex., L.
 Garvin, Val: (Orchard) Pittsburgh, h.
 Gasparre, Dick: (Ambassador) NYC, h.
 Gato, Marnie: (Royal Palm Club) Miami, Fla., nc.
 Gels, Bill: (Covered Wagon Inn) Stratford, Pa., nc.
 Gee, Billy: (Continental Club) Canton, O., nc.
 Gilbert, Jerry: (Edgewater Quif) Biloxi, Miss., h.
 Gillette, Don: (Havana-Madrid) NYC, nc.
 Gordon, Herb: (Ten Eyck) Albany, h.

Graft, Johnny: (Anchorage Inn) Philadelphia, nc.
 Grafflater, Frenchy: (Osdenbach) Rochester, N. Y., re.
 Gramham, Billy: (Virginia) Columbus, O., nc.
 Gray, Glen: (New Yorker) NYC, h.
 Gray, Jack: (Park Lane) NYC, h.
 Gray, Len: (New Cedars) New Bedford, Mass., nc.
 Grayson, Bob: (Commodore Ferry) Toledo, O., h.
 Griddle, Johnny: (Charlie's Tavern) Elmont, L. I., nc.
 Greer, Huey: (Bagdad) Miami, Fla., nc.
 Greer, Jimmy: (Hiltmore) Hollywood, h.
 Grill, Joaquin: (Piazza) San Antonio, Tex., h.
 Gris, Murray: (Belmont Manor) Bermuda, h.
H
 Hade Bros.: (Markham) Guilford, Miss., h.
 Hall, George: (Taff) New York, h.
 Hallert, Milt: (Rosevelt) New Orleans, h.
 Hamp, Johnny: (Adelphi) Dallas, h.
 Harris, Claude: (Joy's Stable) Detroit, nc.
 Harris, Phil: (Palomar) Los Angeles, h.
 Harrison, Will: (Rich's) Riverside, Conn., c.
 Heid, Horace: (Hiltmore) NYC, h.
 Heikel, Freddie: (Mayfair Casino) Cleveland, nc.
 Hendricks, Dick "Red": (Club Chanticleer) Middletown, Wis., nc.
 Herbert, Hec: (Club Hollywood) Kalamazoo, Mich., nc.
 Herman, Woody: (Triumph) Cleveland, h.
 Hill, Worthy: (Favillon Royale) Savin Rock, Conn., nc.
 Hoffman, Earl: (Vranhoe) Chi., nc.
 Holden, Virginia: (Normandy Inn) Warren, Pa., nc.
 Holm, Harry: (Book-Cadillac) Detroit, h.
 Horton, Harry: (Le Mirage) NYC, nc.
 Howard, Vincent: (Perrona Farm) Andover, N. J., nc.
 Hudgen's Ray: (Tottie's) Kansas City, Mo., nc.
 Hughes, Merrill: (St. George) Brooklyn, N. Y., h.
 Hunter, Wilson: (Heidelberg) Baton Rouge, La., h.
 Huntley, Lloyd: (Mount Royal) Montreal, h.
I
 Irish, Mace: (Chanticleer) Millburn, N. J., nc.
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
 Jackson, Al: (New Keenore) Albany, h.
 Jenkins, Eugene: (Utah) Salt Lake City, h.
 Jenkins, Dick: (Aragon) Chicago, h.
 Johnson, Jerry: (Claridge) Memphis, h.
 Johnson, Johnny: (Village Barn) NYC, nc.
 Jones, Harold: (Rosevelt) New Orleans, h.
 Jones, John: (Lincoln) NYC, h.
 Joy, Jimmie: (Claridge) Memphis, h.
K
 Kay, Herbie: (Drake) Chi., h.
 Kaye, Sammy: (Butler) Cleveland, h.
 Keating, Ray: (Murray's) Tuckahoe, N. Y., nc.

Kendis, Sunny: (Belmont Plaza) NYC, h.
 King's Jesters: (La Salle) Chi., h.
 Kirby, John: (Cony) NYC, nc.
 Kirkham, Don: (Berkshire Inn) Denver, nc.
 Kopitz, Johnny: (Beverly Lodge) Morris Plains, N. J., nc.
 Kress, Andy: (Robert Treat) Newark, N. J., h.
 Krumin, Coaly: (Russian Bear) New York, re.
 Kuenzler, Robert: (Martin's Rathskeller) NYC, re.
 Kyser, Kay: (Blackhawk) Chi., nc.
L
 Lagace, Bill: (Club Trianon) Mobile, Ala., nc.
 LaMotta, Olive: (Rosegarden) Middlesex, Conn., c.
 Lamb, Drexel: (Marie Room) Muskegon, Mich., h.
 Lande, Jules: (Weylin) NYC, h.
 Lane, Eddie: (Governor Clinton) NYC, h.
 Langhin, Ray: (Mary's Place) Kansas City, Mo., nc.
 Lantz, Charlie: (Mayfair) Detroit, h.
 Le Barron, Eddie: (Colony) Palm Beach, nc.
 LeRoy, Howard: (Orlando) Decatur, Ill., h.
 Lee, Larry: (Gibson) Cincinnati, h.
 Lee, Harry: (Brown Palace) Denver, h.
 Lewis, Harry: (College Inn) San Diego, nc.
 Lewis, Johnny: (Indiana Roof) Indianapolis, nc.
 Lewis, Freddy: (Madison) Jefferson City, Mo., h.
 Lindner, Udo: (Gloria Palace) New York, cc.
 Livingston, Jerry: (Laurel-in-the-Pines) Lakewood, N. J., cc.
 Lombardo, Guy: (Rosevelt) NYC, h.
 London, Larry: (Esquire) Miami, Fla., cc.
 Long, Johnny: (De Witt Clinton) Albany, N. Y., h.
 Luchs, Clyde: (Earle) Washington, D. C., t.
 Lyman, Abe: (Bully Rose's Casa Manana) NYC, nc.
M
 McCoy, Ernie: (State) Columbus, O., re.
 McCall, Bill: (Gold Front Cafe) Cheboygan, Mich.
 McElaine, Lard: (Lexington) NYC, h.
 Mammone, Winky: (Spring Club) NYC, nc.
 Manzanares, Jose: (Belmont-Place) NYC, h.
 Marens, Frank: (Sweeney) Baltimore, c.
 Marshall, Joe: (Buckey House) NYC, nc.
 Marshall, Duane: (Knox) Boston, h.
 Martel, Gus: (Versailles) NYC, nc.
 Martel, Paul: (Arcadia) NYC, h.
 Martin, Freddy: (Ritz-Carlton) NYC, h.
 Martin, Bob: (Cler Florence) Paris, re.
 Maxions, Don: (Coo Rouge) NYC, nc.
 Matthey, Nicholas: (Russian Kretcham) NYC, re.
 Mauro, Henry: (Three Door Inn) Bridgeport, Conn., nc.
 Massingale, Bert: (Hi-Bel) Houston, re.
 Mayer, Ken: (Gunter) San Antonio, h.
 Meroff, Benny: (Congress) Chicago, h.
 Measner, Johnny: (McAlpin) NYC, h.
 Meyer, Gus: (Leighton's Tavern) Ardrey, N. Y., nc.
 Middleton, Herman: (Nixon) Pittsburgh, c.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Mills, Dick: (The Grove) Beaumont, Tex., nc.
 Mills, Jack: (400 Club) Wichita, nc.
 Monroe, Jerry: (White Sulphur Springs, W. Va.)
 Moore, Eddie: (Eagles) Itaska, N. Y., h.
 Moore, Carl: (Paradise Gardens) Mt. Morris, Mich., nc.
 Morell, Larry: (Merry Gardens) Lynchburg, Va.
 Morris, Grif: (Yacht Club) Steubenville, O., re.
 Morton, Gerry: (Savoy-Place) NYC, h.
 Mosley, Snub Leo: (Barrel of Fun) NYC, nc.
 Motely, Berk: (Casa Grande) Bayway, Md., nc.
 Munro, Hal: (Medinah) Chi., nc.
N
 Navarro, Al: (Belvedere) Baltimore, h.
 Nelson, Ozie: (Victor Hugo's) Beverly Hills, re.
 Newman, Ab: (M. G. A. Club) Ashland, Ky., nc.
 Newman, Ruby: (Radio City Rainbow Room) NYC, nc.
 Nickles, Billie: (Torch Club) Los Angeles, nc.
 Noble, Clint: (Arabian Pepper Club) Columbus, O., nc.
 Noble, Leighton: (Arcadia International) Philadelphia, re.
 Norris, Stan: (Merry Garden) Chi., h.
 Norton, Bob: (New Garden Center) Detroit, h.
 Notes, Four: (Chateau Moderne) NYC, nc.
O
 Oakes, Irving: (Triumph) Detroit, h.
 Olson, George: (La Compa) NYC, nc.
 Olson, Walter: (New Jullian Gardenville, N. Y., re.)
 Olsen, Harry: (Evergreen) Bloomfield, N. J., nc.
P
 Pala, Don: (Merry-Go-Round) Dayton, O., nc.
 Palumbo, William: (Place Elegante) NYC, nc.
 Palmer, Freddy: (Colonial Inn) Stogac, N. J., re.
 Palmer, Ken: (Harber's) Isle of Hope, Ga., h.
 Palmer, Reuter: (General) Rochester, N. Y., h.
 Pancher, La: (Coke's) NYC, nc.
 Pancho: (Athletic Club) Detroit, h.
 Parks, Bobby: (Stork) NYC, re.
 Payne, Al: (Griff Leon) Montclair, N. J., nc.
 Pearl, Ray: (Dix Green's Casino) Pittsburgh, re.

Peck, Earl: (Cocanut Grove) Bridgeport, Conn., nc.
 Peil, Emil: (Everglades) Palm Beach, Fla., nc.
 Pflanz, Jack: (Port Arbox) Providence, R. I., re.
 Powell, Johnny: (Mario's Mirador) NYC, nc.
 Prims, Louis: (Pampos Door) NYC, nc.
 Pryor, Roger: (Drake) San Francisco, h.
R
 Ramoni: (Armando's) NYC, re.
 Ray, Frankie: (Lake) Gary, Ind., h.
 Reed, Kemp: (Riverdale) Chicago, N. Y., nc.
 Reeder, Charles: (Port Montague) Nassau, B. W. I., h.
 Reisman, Leo: (Waldorf-Astoria) NYC, h.
 Reiss, Chica: (Continental) Detroit, nc.
 Reynolds, Buddy: (Rose Garden) Hamilton, Mo., h.
 Richard, Joe: (Zeke's) NYC, c.
 Rinaldo, Nino: (880 Club) Chi., nc.
 Roberts, Eddie: (Red Mill) Bronx, re.
 Robinson, Jay: (Evergreen) Bloomfield, N. J., re.
 Rocco, Maurice: (Kil Kat) NYC, nc.
 Rogers, Billy: (Bertolotti's) NYC, re.
 Rogers, Buddy: (College Inn) Chi., nc.
 Romano, Emil: (Cairo) NYC, re.
 Roman, Tommy: (Wisteria Gardens) Atlanta, re.
 Ryan, Abel: (Hollenden) Cleveland, h.
S
 Sanabria, Juanito: (Troador) NYC, re.
 Sanders, Joe: (Palace) San Francisco, h.
 Saunders, Harold: (Moosepatness) NYC, re.
 Saxon, Sam: (Gay Village) NYC, c.
 Schlosser, Billy: (Riptide) Miami, Fla., nc.
 Schrag, Benny: (Metronome) Spokan, Wash., h.
 Schramm, Marty: (Baboonades) Pittsburgh, re.
 Schwartz, Charles: (Romanian Village) NYC, nc.
 Scott, Lee: (Blackstone) Ft. Worth, h.
 Sears, Carl: (59th St. Childs) NYC, re.
 Sears, Walt: (Grady) Atlanta 11-25, h.
 Septeto, Canto: (San Souci Havana, re.)
 Shively-Yates: (Spanish) Denver, O., h.
 Shroyer, George: (Cedar Club) NYC, re.
 Siegel, Irv: (Pine Inn) Hollywood, re., nc.
 Simmons, Bob: (Myra's) Columbus, O., nc.
 Small, Alan: (Jimmy Kelly's) NYC, nc.
 Smith, Carl: (Athletic Club) Detroit, h.
 Smith, Jimmy: (Brook) Summit, N. J., nc.
 Smith, Joseph G.: (La Rue) NYC, re.
 Spahnay, Phil: (Pal) Cleveland, h.
 Socratas, Alberto: (Havana-Madrid) NYC, nc.
 Southland Rhythm Girls: (Pasdoock) Miami, Fla., re.
 Sparr, Paul: (Warwick) NYC, h.
 Stanley, Stan: (Hudson Heath) Oklahoma City, nc.
 Starr, Freddie: (Park Lane) NYC, c.
 Statnick, Jack: (Vanity) Detroit, h.
 Steel, Leonard: (El Shady) Detroit, h.
 Steiner, Harold: (Bayview) Boston, h.
 Steiner, George: (Coo Rouge) NYC, nc.
 Stewart, Don: (Continental) Kansas City, re.
 Steyer, Eddie: (Blue Moon) Toledo, nc.
 Stoltz, Colie: (Tropical Roof) Memphis, re.
 Strong, Benny: (Brown) Louisville, h.
 Stutz, Al: (Bedford Springs) Bedford Springs, Pa., h.
T
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thoma, Wit: (Ringside Club) Ft. Worth, Tex., nc.
 Thoma, Eddie: (Nut Club) NYC, nc.
 Thurk, Otto: (William Penn) Pittsburgh, h.
 Towne, Loren: (Club Joy) Lexington, Ky., 7-31
 Tracy, Jack: (Cedar Lane) Opelousa, La., re.
 Tucker, Orrin: (Edgewater Beach) Chi., h.
U
 Ulrich, Roberto: (Lobby Cafe) Juarez, Mexico, re.
V
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Vanderbil, Arlie: (Blue Moon) Vicksburg, Miss., c.
 Veil, Tubby: (Bruno) Chi., re.
 Vorden, Vivian: (Broadway Tavern) San Antonio, re.
W
 Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
 Wadkins, Jimmy: (Glamor Casino) Pittsburgh, nc.
 Wallace, Anne: (Club Cabrillo) San Pedro, Calif., re.
 Ward, Tick: (Kungholm) West Orange, N. J., re.
 Wardlaw, Jack: (Sir Raleigh) Raleigh, N. C., h.
 Waring's, Fred: (Pennsylvania) (Paramount) NYC, re.
 Watkins, Sammy: (Hollenden) Cleveland, h.
 Webb, Joe: (Queen Mary) NYC, re.
 Webb, Lawrence: (William Penn) Pittsburgh, h.
 Weiner, Michael: (Old Romanian) NYC, re.
 Weiser, Leo: (Michigan Tavern) Wiles, Mich.
 Weston, Ernie: (Olean) San Antonio, re.
 Whiteman, Paul: (Cocanut Grove) Los Angeles, re.
 Whitney, Palmer: (Baker St. Charles, Ill., h.)
 Wilder, Ben: (Palms Royal) St. Petersburg, Fla., h.
 Williams, Joe: (Mark Twain) Hamilton, Mo., h.
 Wilson, Ray: (Rainbow) Grove City, Pa., re.
 Winston, Jack: (Hal Tabarin) San Francisco, re.
 Woodfield, Harry: (Hoffers) Canton, O., c.
Y
 Yates, Billy: (Blackstone) Ft. Worth, Tex., h.
 Young, Starling: (Stevens) Chi., h.
Z
 Zelman, Edna: (Caraway) NYC, re.
 Zella, Leo: (Benjamin Franklin) Philadelphia, re.

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Orchestra Notes

By M. H. ORODENKER

Broadway Street Scene

JOSEPH N. WEBER, APM prexy, off today for a Florida vacash . . . thereafter to Hollywood to begin conferences on spreading work among studio musicians . . . sorry to see FREDDIE MARTIN make the sudden exit today from the Ritz-Carlton, the swank hostelry shutting down its supper room suddenly . . . Martin will one-nite to Chicago, aiming to trench at the Aragon late in March . . . and there's a story we leave to the gossip-mongers on the sudden departure of TOMMY DORSEY from the Commodore next week . . . with maybe SAMMY KAYE taking over the swing-and-sway assignment . . . MILT (MCA) PICKMAN back after a flying trip to the Coast . . . A new visitor to these shores is SID PHILLIPS, widely known British composer and arranger, who formerly fashioned the ditties for BERT AMBROSE.

Called From the Coast

Party tendered to PAUL WHITEMAN on Wednesday at the Coconut Grove will be attended by the song-writing fraternity under the Warner aegis . . . MR. PW is due back in New York on February 4 and the first date takes in the Armory at Jersey City on the 7th . . . STOPP (Famous Door) SMITH is doubling his stue at Culver City for an MGM short . . . FLETCHER HENDERSON turns up next Thursday at the Triagon in Seattle for a week's stay.

In the Depths of Dixie

MADE BROTHERS, sporting a new combo of syncopators, show excellent possibilities at Markham Hotel in Gulfport, Miss. . . the new year makes it the third year for JERRY GILBERT at Edgewater Gulf Hotel in Biloxi, Miss. . . WIT THOMA and his Princetonians will linger until February 15 at the Ring-side Club in Fort Worth, Tex. . . with manager JOHNNY O'LEARY on the sick list, ork booker CHARLIE SHIRBMAN jumped from New Orleans to Louisville to look after things at the Casa Madrid . . . opening today, WALT SEARS and his Rhythms in Strings, featuring harp-stringer DAVID MALLORY, remain at Hotel Grady in Atlanta, and then jump to the Hunt Club in Birmingham, Ala. . . CHARLIE FISHER and his Globe Trotters trot down to the Wofford Hotel in Miami for a fourth winter season.

Mid-West Musings

ACE BRIGODE and his Virginians linger at Cleveland's Aragon until the 28th . . . BERNIE CUMMINS follows SHEP FIELDS into the Cbi Palmer House February 15 . . . JACK MILLS is doing a three-week term at the 400 Club, Wichita, Kan. . . DON SIGLOH fronting the band stand.

Your Broadway and Mine

JOHNNY MESSNER's boys did some sweet serenading last night to vocalist JEANNE D'ARCY from the floor of the Hotel McAlpin to mark her first anniversary with the band . . . the Carnegie Hall concert notwithstanding, BENNY GOODMAN put in a mean rehearsal on Mozart's clarinet concerto with the Coolidge string quartet on Wednesday for this week's radio caravan . . . and there is a gossipy tale, for those who thrive on gossip, making the rounds to explain the absence of drummer JO JONES from the COUNT BASIE jam band at Carnegie Hall . . . just when it seemed that the Essex House would fill RICHARD HIMBER'S vacancy with a lesser name band of minor proportions, RUDOLF PRIMI, JR. was a last-minute insertion last Saturday . . . HARRY McDANIEL, bassist and comic, who left JOHNNY JOHNSON to form his own band, returns to JJ and the Village Barn this week.

In Old Vienna

Broadway is never lacking in musical styles to fit terp tastes . . . there's the Mexican, Spanish, Hawaiian, Russian and Parisian, not forgetting the hillbilly bands blaring the local beats . . . we've even swerved to a Swedish schottische at the Old Wirel . . . striking a new note in internationalism, we find a Palestinian ork at the Old Vienna . . . it's not a House of David band, but halls from the King David Hotel in Jerusalem, fronted by fiddler BERTOLD SEEBRENIK.

Over-Seas Once Over

There is much ado in Dorsetshire, England, these days over the use of canned chimes for the church steeples . . . bell-ringers bellow against the artificial bells and the clergy has been warned against canvassers trying to sell electric organs . . . London lads are printing for a gala swing concert recital January 30 that brings the Quintet of the French Hot Clubs to Britain for the first time . . . Cambridge Theater promises to be a sell-out for the all-star program which includes the MILLS BROTHERS . . . from Paris RAY VENTURI is angling for a spot at New York's World Fair . . . according to present arrangements, EDGAR HAYES starts his first European tour in Stockholm February 6 . . . five months of touring the Continent and then HAROLD OXLEY plans to bring JIMMIE LUNCFORD over there.

Campus and Other Clippings

The Vassar gals on February 12 will check-to-check it to the FRANK DAILEY tempos . . . DUKE ELLINGTON plays the University of Toronto on the 28th and then jumps to Hopkinsville, Ky., for a February 2 date . . . and, lending credence to reports that travel broadens one, jumps back to Buffalo for a February 9 date at the Elmwood Music Hall . . . after a spell of one-nighters, KEMP HEAD roots at the Riverside Club in Utica, N. Y., on the 29th . . . with AL DeHANCH moving to the Twin Gables in Carmichael, Pa., the FOUR DEUCES make the replacement at Turkey's Nest in Uniontown, Pa. . . and the big-little band is prepared to meet the competition of DICK STABLE, who shows a mile up the road at the Lucky Star Inn this week.

'Round the Rialto

PAUL MARTELL, sporting a new band of New Englanders, returned to the Broadway scene this week at the Arcadia Ballroom . . . prepared to top his previous mark of remaining at the spot for three and a half years . . . HARRY RESER rides into Arcadia on Friday to keep the music continuous, replacing DICK MANSFIELD . . . following the lead set by Victor with the dozen inches of swingeroo, Decca dittos with CHICK WEBB weaving I Want To Be Happy and Hallehujah back to back . . . PEWEK (Glen Gray) HUNT looked like a miniature Brill Building in the foyer of the Brill Building . . . stalking out with an armful of orchestrations t h i s h i g h .

Here, There and Yonder

AL GOLDEN, former sax with HENRY BUSSE, has organized his own six-piece combo which toots out for the first time on Wednesday night at the Yacht Club, Chi. . . LUCKY MILLINDER has been set by HARRY MOSS, ARA prexy, to do a return date at the Roseland Ballroom, New York . . . opens February 18 for a fortnight . . . trumpeter FRANKIE NEWTON is the newest addition to the band . . . popularity poll conducted at the University of Pennsylvania gives the cup to HAL KEMP . . . what is this thing called "umph"?

Swing Street Stuffings

Looks like 52d street is serious about retaining its former glory . . . and with the recession hitting the larger spots on the main stem, interest reverts again to the swing dens . . . the old Yacht Club of another year lights up as the Hawaiian Yacht Club on Thursday . . . with SHARKY BANANAS and his swing sharks hyping the hula-hulaisms . . . swing-lifting will be in the keeping of RITA WHITE, that singing minx aptly billed as the plate of song . . . it will be good news to the cult to hear that JOE MARSALA signed a new 14-month contract at the Hickory House . . . and LOUIE PRIMA is driving the dames daffy with a new ditty, Yes, There Is No Moonlight Tonight, So What?

Notes on the Cuff

PAUL WIMBISH has terminated his booking deal with JACK MASON, band agent below the Mason-Dixon . . . R-O-K failed to take up their option on TOMMY (RED) TOMPKINS, who goes to HARRY MOSS, another addition to the ARA books being PAUL TREMAINE . . . and instead of a CRA banner, ERSKINE HAWKINS gets MOE GALE guidance . . .

JOE SANDERS

AND HIS NINTHAWKS

NOW ON TOUR

MUSIC CORPORATION OF AMERICA.

Page HAYES

AND HIS ORCHESTRA
Now on Tour.
Direction:
HAROLD OXLEY, 17 E. 49th St., N. Y.

3 PEPPERS

Now HICKORY N. HOUSE, Y.
Personal Direction
George Innesman, 155 W. 44th St., N. Y.
Master Recording Artists.

"Tops in Swing"

HUDSON DE LANGE

Orchestra

Exclusive Management
MILLS ARTISTS, INC.
79 E. 44th St., New York, N. Y.

STUFFIE SMITH

currently
FAMOUS DOOR
Hollywood, Calif.

DON REDMAN

and his Orchestra
With ORLANDO ROBERSON and
LOUIE MCCARROL
Now Playing Lockout House, Covington, Ky.
Broadcasting Nightly WLW,
CENTURY ORCHESTRA CORP.,
1819 Broadway, New York City.

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.

JOE MARSALA

his clarinet and His Chicagoans
12th Street HICKORY HOUSE, N. Y.
Dir.: MUSIC CORP. OF AMERICA.

BENNY GOODMAN renewal with Victor wax works is still in the wind . . . and from the turn negotiations are taking, it's an ill wind . . . ANNE WALLACE and her swingalistics look like a good bet for the Vogue Ballroom, Los Angeles . . . and CRA is already showing interest in the combo . . . so with umpteens of umph, we send our cuffs to the cleaners.

BOSTON, Jan. 15.—Will Osborne, on closing at the Normandie Ballroom this week, has been set for four weeks of Southern Conference cotillions at colleges below the Mason-Dixon, starting January 24. Each year the conference chooses an ork to play all the proms for its membership, shag shindigs running every night in the week. Janice Todd, University of Minnesota co-ed, quit her studies to join band as vocalist. Campus trek was arranged by Harry Moss, Associated Radio Artists' prexy, in association with Harry Romm, band's personal rep.

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

Busse a Shuff Treat; Spanish Stuff Dull

By MAURICE ZOLOTOW
Are All My Favorite Instruments Playing?

Milt Harth's Shelton Corner quartet (WHN, New York) is a smart instrumental novelty that should not only catch on with the cat cult, but also please the sophisticated dancers who like smooth, swinging rhythms with an entirely unusual flavor. Using an electric organ, clarinet, drums and piano, foursome plays thoroughly entertaining, breezy and whimsical music that really swings. It's not hot jazz in the deeper sense, but it moves along at a brisk tempo, and the variations from melodic line are amusing and sophisticated. You can't beat the Harth combo for a cocktail or relief job.

Herth, who manipulates the organ changes, is a genius at his business. He's a guy who makes this cathedral instrument come to life. By means of clever maneuvering with the stops and pedals he imitates, almost to the life, a tuba, trombone, slapped bass, flute, fife and accordion. At times the quartet sounds like a much larger band.

Quartet does a little jamming, of the politer sort, but sticks mainly to swing arrangements of tunes like *Gismell Blues*, *The Sheik of Araby* and *Miles Apart*. Selections are absolutely "right." Their all-too-short 15-minute stint left us hungry for more.

A Not So Gay Cabellero

To these Yankee ears Don Gilberto's music from the Havana-Madrid, New York (WMCA), sounds dull, uninspired and listless. The seniors play meekly tangos, rhumbas and boleros, but throw in two medleys of pop tunes. And "throw in" is just about what they do.

Musically, outfit sounds like a pick-up band for a Jewish wedding or one of those dismal six-piece combos that used to wheeze away in the pits of the nabe vaude houses. They play out of tune, with no blending within sections and no unity among the sections. They lack rhythmic verve and instrumental color of Latin acts.

Natives to the espagnol may like the Gilberto brand of music. It has that lazy plaintiveness, with individual instruments lagging behind each other, that seems to be characteristic of some Spanish bands. But the thin tone and general inertia of this outfit will never please American dancers.

Don Gilberto tackles the vocals in the same melancholy style. Depending upon your point of view, it's either native and good, or uncommercial and bad. We incline to the latter.

"Hot Lips" Busse

Altho tremendously popular in the Middle West, Henry Busse has never, so far as we know, attempted to invade the East. One of the younger bands, this outfit boasts good musicians and specializes in a vigorous brand of commercialized swing. During the present season they've been rooting at Chicago's Chez Paree and airing thru WJZ. They play in a fast, ensemble style, slightly on the torrid side, that should be heaven for the dancers.

The specialized Busse flavor is achieved by a Busse-esque phrasing and intonation in the brasses, and by the four-four shuffle rhythm that starts off most of the rhythm numbers and is kept in the background thruout. Effect gives the band a sock rhythmic drive that makes it impossible for feet to keep still. An extremely solid drum and piano help in keeping the rhythms tight and danceable. For dancing, this is one of the most effective bands you could possibly ask for.

Displaying musicianly compactness, the outfit steps along in good rhythm arrangements, occasionally dipping over into the Goodman school with hot licks supplied on the trumpet, trombone and tenor sax. For strictly hot-style we enjoyed the trombone most.

Busse took one solo, *Tea for Two*, in the program caught, and popped his corn in the usual manner that the public adores and musicians abhor.

Vocal assignment is divided between Skip Moore and Don Houston. Latter is a soulful type of singer, handling the sweeter wardrobe. In the more genial and less operatic vein is Moore. Neither is sensational, but Houston has a sweet set of pipes. A gal warbler would be a definite asset to the band.

Prof. Tommy Tells All

NEW YORK, Jan. 15.—Tommy Dorsey on his air show last night got scholarly for a historical dissertation on "The Evolution of Swing." His tone in tunes, he took "swing" apart to show what makes it tick.

"Swing today," said Tommy after the show, "is at its highest peak so far. It's a fairly simple thing—all you have to do is to write the notes so that an entire band sounds like one man playing straight from the heart. In addition, remember that 'jamming' thru is not enough. One man's melodic inventions and hot licks sound twice as interesting when they're played over a beautifully designed background."

Miller Disbands Until Spot With Wire Turns Up

NEW YORK, Jan. 15.—Glenn Miller is reported trying to get a release from his contract with Rockwell-O'Keefe, which still has three years to run. Since organizing his band seven months ago Miller's best date was at Boston's Raymor Ballroom, where he had an NBC wire. He feels, however, that R-O'K had nothing to do with getting him the wire. More anxious for a class hotel spot with at least a tri-weekly air ride.

Until negotiations are concluded which may bring Miller, like Bob Crosby, to A&A, the well-known arranger and composer has disbanded his present orchestra. When a new job is set out it will be completely reorganized.

Mills Sells Hudson-DeLange To Shribman for a Month

NEW YORK, Jan. 15.—Charley Shribman has bought the Hudson-DeLange Orchestra outright from Irving Mills for the month of February. Unusual practice arose from Mills' inability to find enough one-nighters for the act between location dates. Shribman controls 28 ballrooms in the New England territory, as well as many college bookings.

Price paid by Shribman is reported to be stiff.

Polla Wielding a Baton

NEW YORK, Jan. 15.—With the music arranger stepping to the fore as a baton master, and with attending success, W. C. Polla is the latest of the style setters to strike out on his own. Not only has Polla arranged for the sea dance bands, but is also credited with the composition of many standard hits, his *Dancing Tambourine* still active in folios. In fashioning his new band with designs on radio activity.

Doing Right by the Street

NEW YORK, Jan. 15.—Feeling that Hollywood reels failed to convey the real atmosphere of 52d street, Louis Prima is making a picture to preserve a record of the swing alley for posterity. Possessing a camera and sound equipment, Prima and his band undertake the two-reel historical flicker as a private venture.

Name Bands for Astor

NEW YORK, Jan. 15.—Big name bands will soon be holding forth at the Hotel Astor again. Manager Robert E. Christenberry dropping word that the Astor Grill is being redecorated and refurbished for an early spring opening. The room quartered Hal Kemp, Vincent Lopez, Ted Lewis, Ozde Nelson, Rudy Vallee and others and will again boast leading name attractions. For the past season hotel has been going along with a cocktail combo, Bando Williams, in the Broadway Lounge.

Bars and Stripes Forever

LOGAN, W. Va., Jan. 15.—"The old grand opera ain't got a thing on my boys," brass Jailer C. W. Bias "bought" those three string-strumming musicians marking time, while tempus fugits, in the county bastille. While there isn't much room for the strolling combination to stroll around, their presentation makes a picture some artist failed to paint. The threesome twang their instruments inside their cell block while their director stands outside—beating the baton on the bars.

Selling the Band

Gowns That Waltz

Returning to New York's smart Rainbow Room, Ruby Newman inaugurates this week a series of Monday evening waltz contests. On that occasion six debbies will model gowns from Saks' Fifth Avenue with the store cashing in on the exploitation by featuring "Gowns That Waltz." Tie-up also includes the *Three Waltzes* production with the chorus gals on hand to model typical waltz gowns of the Gay '90s. Prizes will be given to the best waltzers in the room and the series will conclude in a blaze of waltz glory, a jury of fashion experts selecting the typical waltz gown of 1938.

Glad Hand Stuff

Traveling salesmen always make it a point to cash in on their lodge brother-

Hudson Hollers at Clinton For Lifting His Lickeroos

NEW YORK, Jan. 15.—Will Hudson, arranger, composer and co-leader of the Hudson-DeLange Orchestra, this week charged Larry Clinton, also an arranger, composer and band leader, with infringing on three of his stamp tunes. Among the borrowings Hudson listed Clinton's *I Cash Clothes* from his *Organ Grinder's Swing*, *Abba Dabba* from *Jazzocracy* and *Shades of Hades* from his *Hobo on Park Avenue*.

Mills Music, publisher of the Hudson songs, has taken no action as yet against Lincoln Music Corporation and Joe Davis Music Company, publishers of the Clinton swingeroo.

Major Operation a Major Event for Lincoln Prexy

LINCOLN, Neb., Jan. 15.—Barely given time to come out from under after a major operation at a hospital here, Dr. H. C. Zellers, for 10 years president of the local musicians' union, was given the usual installation for the 11th time.

Boys didn't let the operation stop them at all, going right to the hospital to do the honors. With him to duty in 1938 went John Scheldneck as vice-president; Mark Pierce, secretary; Ted Tompkins, sergeant-at-arms, and Don Larimer, business agent.

One Night; But What a Night

NEW YORK, Jan. 15.—Checking over the books shows it was a prosperous New Year's Eve for the recently formed MCA club date department, with 29 bands booked and about \$30,000 grossed for the one night. Hal Kemp, who played for Mrs. Evelyn Walsh McLean's Washington blowout, got the best price for the evening, \$5,000.

Signing 'Em in the Groove

NEW YORK, Jan. 15.—Exploitation tie-up on Brunswick release this week of four Belle Baker discs will have the singer showing at Macy's to autograph her records. Stunt was last worked three years ago with Phil Regan, Macy's local department store, is the largest single retail outlet for pop records here.

Battle in Slow Motion

DAYTON, O., Jan. 15.—Fighting recession talk with real rhythmic roasts, Lantz's Merry-Go-Round brings the battle of music feature to hypo night life doings at the spot. On Friday (21), Erskine Hawkins, with Stepin Fetchit fronting, stages a battle of music with Don Pablo, who is making this his second consecutive year at the Merry-Go-Round.

From Console to Conductor

PITTSBURGH, Jan. 15.—Returning to the scene of his former triumphs, Dick Leibert made his debut here at a country club party in the capacity of orchestra leader. Leibert rose to fame and New York's Music Hall as a metropolitan theater organist when he sat at Loew's Penn console here some years ago. If his new band meets with success he plans to give up organizing.

hoods. And in the same respect Herbie Kay is making the most of his membership in a college fraternity. Currently at the Drake Hotel, Chicago, Herbie is making his presence known at the local colleges by turning up at the fraternity houses. Passes the glad hand stuff around and at the same time passes hint he would like the boys to come up and see him. Which they do, bringing along their girl friends to show off their fraternity brother.

Pushing the Platters

With the music-box industry constituting the bulk of phonograph record buyers, Horace Heidt has hit upon an expensive proposition that should pay off dividends in the long run. Aiming to establish that personal touch with his canned music public, Heidt has sent out two autographed records to all music-box operators. A personal letter accompanying the gift is framed in the let's-get-acquainted fashion. Invites ops to say "hello" to him when they make that New York visit, thus stimulating patronage at the Biltmore Hotel, where he Heidt band holds forth, and possibly the room-and-bath biz.

Bank Nights

Aiming to build mid-weekday patronage, Trent Dance Hall, Seattle, Wash., has adopted the time-worn Bank Night plan. Ten dollars goes to the lucky number holder on Wednesdays and Thursdays with the proviso that the holder be in the ballroom at the time.

Free Concerts

Free Sunday concerts will be started in the lobby of Hotel Utah, Salt Lake City, beginning January 16, with Eugene Jelenick opening his engagement there on that date.

Radio Plugs

WHE, Kansas City, Mo., continually sponsors dances featuring name bands at Fairyland Park. And always makes sure that everybody in the station's listening area knows about it. In addition to the regular newspaper ads and posters, radio announcer Bob Caldwell Jr. drops all other duties to do some high-power microphone barking. With a knowledge of gutbucket five that makes the town musicians envious, Bob plugs the band's phonograph records all day, interspersed with historical notes, musical chatter and items about the band of general interest to dancers. Heavy air plugs have always proved successful in packing 'em in.

Sheet-Music Leaders

(Week Ending January 15)

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.
2	1	Bel Mir Bat Du Schoon
1	2	Rosalie
3	3	There's a Gold Mine in the Sky
5	4	True Confession
6	5	You're a Sweetheart
4	6	Once in a While
8	7	In the Still of the Night
15	8	I Double Dare You
7	9	Josephine
9	10	When the Organ Played "Oh, Promise Me"
..	11	Dippy Doodle
11	12	The One Rose
13	13	Ebb Tide
..	14	Ten Pretty Girls
10	15	You Can't Stop Me From Dreaming

PHONOGRAPH RECORD best sellers will be found on page 97.

AIR TIME ON DUE BILLS?

Ad Agency Asks Indie Stations If "Paper" Would Be Acceptable

NEW YORK, Jan. 15.—Station operators may soon be living like princes and saying, "Here's my due bill," when the check is presented. That is if an agency plan to swap time for due bills goes thru. A questionnaire has been mailed to a sizable string of indie outlets asking them if they'd swap time for due bills. While due bills are an accepted medium of exchange for advertisements in some newspapers and periodicals, the practice is not yet accepted in broadcasting.

Should this questionnaire sent out by the agency, however, reveal that the stations are willing to swap a 15-minute open spot Tuesday mornings for a room and bath and three squares a day, broadcasters will follow another newspaper custom. Policy will call for station to allot so much time to a hotel in return for due bills. This type of "paper" is often issued by hotels, night clubs, resorts and cruises in exchange for white space in publications willing to accept it in lieu of currency.

Stations are asked not only if they'd be open to the suggestion, but what kind of due bills interest them. Their preferences for cities as well as hotels are also being solicited.

While seldom considered a business unto itself, the due bill "industry" is almost that. It has its own practices,

Mickey Starts Push on Comics

NEW YORK, Jan. 15.—Comic strips are being pushed for radio by newspaper syndicates because of interest generated by Mickey Mouse in this form of radio program. Altho Mickey and his pals are not actually comic-strip characters, syndicate execs regard them close enough to that business to hypo interest right down the line.

While comics are regarded by publishers as sure-fire features and command wide following, they have just been swo on the air. Several syndicates, including Kings Features, United Press's United Features, NAE, as well as The Chicago Tribune-New York News, have made occasional sales, but nothing terrific. Dick Tracy, Terry and the Pirates and others have been sold, but compared with their newspaper popularity, strips haven't jelled on the air.

Innate visual appeal of comics and adventure strips is regarded by syndicates as one of the factors for the week-end record over the air. Lack of hits developed by radio for newspapers is seen as additional evidence of the marked difference in writing and presentation required for both these mediums.

Should the Disney legends go over big, however, syndicates are hoping for as many strips on the air as even a Minsky could hope for.

Pa. State Chain Still Pending

HARRISBURG, Pa., Jan. 15.—Independent broadcasters of Pennsylvania met here January 11 and elected following officers for 1938: Clarence Moss, of Harrisburg, president; Clifford Chafey, Reading, vice-president; and Clair R. McCollough, Lancaster, secretary-treasurer. Possibility of a State-wide network, pending for more than a year, was again discussed and passed over for further consideration at a later meeting.

Early Deadline

Because this issue of *The Billboard* is a special number, deadlines were advanced. Radio department deadline was last Thursday in New York.

agencies, brokers and its due bill agents recently organized themselves. Hotel industry is generally regarded against the practice, but chains, often having many unoccupied rooms, issue the "paper."

Agency is figuring on getting its station commish in cash, not due bills.

Preliminary returns from the stations indicate they are interested in the proposition.

Dallas Opposed to More License Grants

DALLAS, Jan. 15.—This city will oppose the establishment of another radio station here when hearing on four applications is held before the Federal Communications Commission February 10. City Attorney H. P. Kucera will argue against granting additional licenses for local broadcasting station.

Applications to come before the meeting include Dallas Broadcasting Company, Earl Cullum, owner; Centennial Broadcasting Company, Times-Herald Printing Company, owner; Oak Cliff-Dallas County Broadcasting Company, E. S. Gozaldi, owner, and A. L. Chilton. One hundred watt permits for daytime are sought by the first three applicants, while Chilton is seeking a 1,000-watt permit. Examiners for the commission have already held several hearings on the applications and the Washington body will hear arguments before final decision is made.

Examiners have already given an unfavorable recommendation to the Gozaldi application, Kucera said, but have recommended that a permit be granted one of the other three firms, altho none of the three was designated for the permit.

Mae West Stunt Has Press Asleep

NEW YORK, Jan. 15.—Ploek of publications, both trade and lay, fell for a gag this week whereby Kate Smith allegedly invited Mae West to speak her piece on a Kate Smith broadcast. Idea was that the cinema actress could thereby defend herself and answer critics of her recent Chase & Sanborn appearance with Edgar Bergen and Charlie McCarthy. Appearance caused a furor.

Day after the gag was pulled, with everybody professing ignorance as to the responsible party. Ted Collins, Miss Smith's manager, wired various radio editors that the information was phony and that neither the singer nor CBS had any such intentions.

Networks, World's Fair Clash Over Program Deals for 1939

NEW YORK, Jan. 15.—There are indications of clashes as to policy between the major networks and the New York World's Fair. While NBC, thru its parent RCA, will be represented with space at the fair, it is now very unlikely that CBS will. Mutual definitely will not, but in addition to the space problem is the question of broadcasting facilities. One major outfit recently rejected an offer from the fair for the latter to have a pre-opening series, which the fair wanted on the cuff. Broadcasters involved felt that if the fair were to cuff time, the radio industry ought to cuff space.

Goings-on now between the fair and the broadcasting industry parallel, almost, similar clashes between the industry and the Century of Progress, Chicago fair. The COP adopted similar tactics in demanding space payments, with the broadcasters nixing any such deals. Then the COP said that while broadcasts could be put on from within

Lonely Hearts

NEW YORK, Jan. 15.—Out-of-town station opened a New York office about three weeks ago. Since then the secretary hasn't had to answer the phone once. Only calls have been from the manager of the station and he calls up to make sure the gal doesn't fall asleep.

WMCA To Question Kids on Radio Likes

NEW YORK, Jan. 15.—Survey covering 10,000 children here is to be made by WMCA to establish what kind of programs kids like and which are their favorites now on the air. Station hopes to establish a standard for kid shows by means of this check-up.

Station is making its survey in co-operation with the Child Guidance Clinic of the Rockefeller Foundation. Jacob List, foundation director, is to be in general charge. List and the station are preparing a questionnaire to be distributed at grade schools in the city. Station claims this is the first time the moppets have been asked, altho about two years ago a smaller survey was made, details of which were published in *The Billboard*. About a month ago *The Billboard* also published a survey of kid shows in key cities throughout the United States, showing that criticism on this type of entertainment was generally unfounded.

Washington Stations Boost Non-Network Talent Shows

WASHINGTON, Jan. 15.—Two local stations, WMAL (NBC Blue) and WJTV (Columbia), have made another boost to their non-network live talent shows. Both are commercial.

WMAL, beginning tomorrow, will air *Visits With the Famous* and will continue 13 Sundays. Show dramatizes early furniture stylists—originators of Duncan Phyfe, Chippendale, etc., in the WPA manner. Program runs 15 minutes with local cast. Sponsor is W. & J. Sloan Furniture and Rug Company.

WJTV in a three-times-weekly program features Mabelle Jennings, well-known Washington newspaper woman, commenting in a series for *Olsen's Rugs*. Program has human interest stories and items of general feminine interest. Miss Jennings is familiar to local listeners due to her previous broadcasts of this type. She is an experienced dramatic critic, reporter and feature writer.

Bosco Plans Spread

NEW YORK, Jan. 15.—Plans for spreading the Bosco show on WOR to several New England outlets are now being mulled over by Kenyon & Eckhardt. Program is *Expanding Minstrels*, produced by Tyler Davis, with Don Ross and other vocal talent.

Petition Rehearing On Sale of KTHS

LITTLE ROCK, Ark., Jan. 15.—Chamber of Commerce at Spas filed petition January 5 for rehearing of the State Supreme Court decision upholding validity of a contract for sale of Radio Station KTHS to T. H. Barton, oil magnate of El Dorado, whereby oldest transmitter in State would be moved to Little Rock. Lawyers have asked a two-week delay in hearing to file a brief.

Petition said that decision had effect of interfering with power and authority of the Federal Communications Commission to regulate radio broadcasting as interstate commerce. "Station has always fulfilled rules of federal statutes and there is no need for change in ownership or location."

CBS Adds Three Stations

NEW YORK, Jan. 15.—CBS has added three stations to its line-up, namely, KARM, Fresno, Calif.; KROY, Sacramento, Calif.; and WBRE, Pittsfield, Mass. The California stations must be used together when both are on the air, since KROY is a part-timer. Both stations are 100 watters and join CBS January 16. Pittsfield station becomes a network member around about February 1 and has 250 watts nighttime and 100 daytime.

SACRAMENTO, Calif., Jan. 15.—KROY, local 100-watter, joined the Columbia Broadcasting network today. It was announced by Royal Miller, owner, and Al Wolfe, manager. For the present station will be an outlet for only CBS day programs. Later power will be increased and night programs added, according to Miller.

Station began operations March 16, 1937. It has since repeatedly tried to get increased power, but the Federal Communications Commission in Washington has turned down every request. With the Columbia hook-up as a talking point, station owner hopes the request will be granted soon.

Bob Oakley, production manager, and Jane Lane, publicity director, were released January 1. Fred Becker, announcer, has taken over Oakley's Sunday Talent Scout program. Bob Spence, Lucille McCubbin and Wolfe are other staff members with programs.

Expect To Sign IRNA Repts at AFM Confab

NEW YORK, Jan. 15.—Reps of IRNA stations and the American Federation of Musicians were slated to meet today at AFM headquarters to John Hancock the contracts which are to provide for an additional outlay of \$1,500,000 per annum for musicians. Late this week three-quarters of the stations were already under the wire, with contracts coming in continuously.

AFM execs explained that none of the contracts have really been signed and this formality is expected to be completed today. Set-up is to become operative as of January 17. Meeting of the AFM's executive board in Miami next Tuesday is expected to formulate a policy with regard to those stations not already in on the AFM deal. Confab will also discuss transcription and recording situation and the status of stations under the AFM's licensing edict.

Negotiations with the broadcasters began back in August, and strike deadlines were successively advanced.

Man Bites Station

ST. LOUIS, Jan. 15.—Newest good will wrinkle is being used by WEW, St. Louis University outlet. Station will plug program on other local stations. Gag is that WEW signs off at dusk, but will devote last five minutes to plugging evening shows on other stations and, at the same time, tell 'em about WEW's next morning features. Station hopes to draw advertisers' attention to its new commercial policy and has invited them to send in plugs for their evening programs.

the grounds, they could not be used to exploit the networks or stations. Radio men claim that at the last minute the Chi fair management changed its mind and erected complete broadcasting facilities on the grounds.

New York Fair has a similar view. Radio will be allowed in, but it can't boost itself. Further, the broadcasters will not be able to carry on any activities with relation to exhibits or exhibitors at the fair unless they have space there themselves. This gives NBC that edge so far.

Rumor was that CBS had dropped an option for a fair building. Fair execs say that negotiations are still going on, but a CBS official said that no word had been mentioned at the network for the past two months and that "it is highly improbable that CBS will have an exhibit at the fair." Exec said he couldn't see any reason for the expenditure.

VCA, Chi, Folds; Prez With Hearst

CHICAGO, Jan. 15.—Van Cronkhite Associates, Inc., news service firm, folded here when its president, John Van Cronkhite, resigned suddenly and left for New York. Statements on plans for reorganization or settlements have not been forthcoming from any of Van Cronkhite's associates here.

William F. Arnold, head of a local account firm, was reported to have been named president of VCA, but in a statement to *The Billboard* he denied having any affiliation with the news agency other than being one of the substantial stockholders. It is alleged his investigation of the business and refusal to add more capital precipitated the egg-laying.

Van Cronkhite has joined the Hearst organization in a radio news capacity. M. H. Peterson, vice-president of the defunct organization, has connected with Mutual Broadcasting System's Western Sales Division. Ray Lauder, ex-director of sales for VCA and another of the chief stockholders, said he had no announcement to make at present, except his severing of connections with VCA. Stuart Hayden, former news editor, has also left and started a radio production agency.

Altho VCA still exists as a corporation, there being no action on the part of creditors to cause filing a petition for bankruptcy, the organization itself is disbanded and the office has been stripped of furniture and telephones.

More Panel Union Strife

NEW YORK, Jan. 15.—A pitched battle between AFL and CIO air technicians' unions is seen in the reorganization plans of the International Brotherhood of Electrical Workers' broadcast locals, AFL affiliates. The IBEW's jurisdiction over radio had ebbed considerably, but with the entry of the CIO's American Radio Telegraphists' Association (also ACA), the IBEW also started a membership campaign.

It has lined up WEVD and Hearst's WINS locally in its broadcast local and has also organized broadcast locals in six other cities. Drives for studio engineers are expected to be made in Atlanta, Birmingham, Milwaukee, Providence, Pittsburgh and Albuquerque, where locals have been organized. The IBEW reports that altho no separate broadcast locals have been organized in St. Louis, Minneapolis, Portland, Ore., and several other Pacific Coast cities, members have been enrolled in the regular locals.

Up till now these locals have been working more or less independently of each other, but Stephen Kovacs, IBEW exec, made a trip to Washington this week to try to secure closer co-operation with other locals.

Signing of a contract by the IBEW and WINS and ill-feeling caused by WEVD staff men staying with the IBEW instead of swinging with the ARTA, as CIO chieftains had hoped, has intensified drives by both organizations. WEVD is a local labor station. The IBEW reports that the ARTA's membership drive for engineers has dipped since the AFL went into the field.

The CIO union has, however, intensified its drive among non-technical radio employees and is hoping that the American Guild of Radio Announcers and Producers, non-affiliated union, will merge with the ARTA. AGRAP is to decide its future plans at a meeting slated for February 4.

KMPC Drops Nansology

BEVERLY HILLS, Jan. 15.—Hilbilly shows are being dropped by KMPC here. This was decided by program manager Arthur E. Sutton, formerly with CKLW. KMPC has featured this type entertainment continuously over a period of years. Sutton is also cutting down on discs and plans development of more live talent.

Alabama Net's 6 Stations

BIRMINGHAM, Jan. 15.—There are now six stations in the Alabama network. Local web is keyed by WSON here, which feeds WBLY, Gadsden; WJRD, Tuscaloosa; WMFO, Decatur; WMSD, Sheffield, and WBHP, Huntsville.

Present network is an outgrowth of a hook-up tried out last fall.

We Wuz Robbed

LINCOLN, Neb., Jan. 15.—Radio staffers of KPAB-KFOR topped the reporters of *The Nebraska State Journal* in a game libelously called basketball this week, 12 to 8. Was the second athletic contest for the radio crew to take at the expense of the scribes—winning a softball game last summer, 8 to 6. Only thing keeping the newshawks from crawling in shame is a top-sided win in a spelling bee over KPOR. Stunts are all done for promotional bally and have gone over remarkably well.

MVBS's 8-Station Line-Up Dissolved

NEW YORK, Jan. 15.—Mohawk Valley Broadcasting System, organized last year, was dissolved this week. Eight stations, six in New York State and two in Vermont, were in the line-up. Burt Squires was general manager. He was formerly with Hearst's New York Station WINS.

Mohawk assigned to Morris L. Steinberg, of Brooklyn.

BBC's New Stations

LONDON, Jan. 8.—British Broadcasting Corporation has sites for two new stations, one high, one medium power. They will give additional regional programs to South Coast and South West England.

High power station, with a wave length of 285.7 meters, will be at Start Point, Devon. Preliminary construction has started and it is hoped to open the station early in 1939.

PITTSBURG, Kan., Jan. 15.—Merwyn Love is KOAM's new program director. Upped from boss of the continuity department. Station is a 1,000-watt on NBC's Red and Blue.

Pix Exhibs, Producers, Watching Grosses But Anger Is Lessened

NEW YORK, Jan. 15.—Fend between film producers and exhibitors over air shows has quieted somewhat, altho both MGM and Warner Bros. are making intensive studies of box-office reaction. Exhibitor reaction is declared to be mixed; some have panned the dual setup; others have praised it, while a sizable number have maintained a neutral attitude thus far.

While exhibitors who have squawked have quieted somewhat, this is not regarded as an indication that they have given up their battle. It is seen, rather, as a lull before another storm of protests, but the exhibitors are hoping that the MGM and Warner air shows will tell on the grosses at theaters owned by these producing firms. A further hope of indie is that major producers themselves will have differences over this policy and will change it themselves.

Whether such will be the case is still an exhibitor's hope, but picture companies regard the radio programs as experiments—trials which may be continued or dropped. The fact that radio

Few Changes Made in Original Proposals at NAB Wash. Confab

WASHINGTON, Jan. 15.—The reorganization committee for the National Association of Broadcasters this week released the final draft of its reform program. As expected, few changes were made in original proposals sent to broadcasters within the last month. Basically, the changes are (1) increase of membership districts from 15 to 17; (2) minimum dues reduced to \$5 per month, with maximum \$500-per-month dues still to be based on income grouping; (3) Board of District Directors would also act as a nominating committee to name 12 candidates for six directors to be elected at large, and (4) the six directors elected at large will have two directors representing clear channels, two directors representing regional channels,

CBS Fights Move by Virginia To Impose State License Fee

Hearing on case vital to broadcasters last week in Richmond—network refuses to pay—claims engaged not in intrastate but interstate activities

NEW YORK, Jan. 15.—A decision of vital importance to both networks and stations with regard to State taxation and licensing is expected shortly as the result of a case involving the CBS-owned station, WJSV, and the State of Virginia. Hearing, practically the same in this case as a trial, was held last week in Richmond before the State's Corporation Commission, somewhat similar to public service commissions in some other States. Because WJSV, altho a Washington, D. C., station with office and studios in the capital, has its transmitter in Virginia,

"Candid Radio" Stunt For WOR's Listeners

WASHINGTON, Jan. 15.—Art Brown, Station WOL's *Rise and Shine Man*, started something new in a new series which he calls a "Candid Radio Camera." He takes his mike and balances himself on a front office window sill at the studios and ventures various impressions about passing pedestrians. Stunt has a Sherlock Holmes and Dr. Watson angle as fellow-announcer Walter Compton is out on the street with another mike to buttonhole pedestrians. Compton then cuts in with an interview to see just how right is Art (Sherlock) Brown in his deductions. Rub comes in that pedestrians get a few deductions, too—and think that Brown is a window washer. When that happens Brown asks Walter (Dr. Watson) Compton to "pass the needle."

Series began last Monday at 1 p.m. and is on three times per week.

the State is demanding payment of a license fee. Obviously, if the State's contentions are upheld, broadcasters, especially networks, regional and national, might be subjected to considerable taxation of the same nature from other States.

In 1936 CBS changed its set-up whereby subsidiary stations were owned by subsidiary corporations, licenses being transferred to the network. Corporation owning WJSV was known as the Old Dominion Corporation, a Delaware corporation. CBS is a New York corporation. Virginia demanded payment of \$1,000 for a license to do business on an intrastate basis. The network refused.

Contention of the State is that CBS is engaged in intrastate commerce. This is based on the claim that the transmitter, specifically, manufactures a product, the product being electrical energy and impulses required for broadcasting.

CBS' Answer

CBS, thru its attorneys, Rosenberg, Goldmark & Co. and Godfrey Goldmark and Ralph Co. of counsel, maintains that the chain is engaged in interstate commerce and as such is not subject to State taxation or licensing under the Federal Constitution. Network answered the State's claim by saying that the electrical energy production was but one item incidental to its business, the broadcasting of radio programs, and pointed out the various other steps, such as engagement of talent, orchestra, announcers and the use of telephone wires, among others, also involved in broadcasting.

A somewhat parallel case was decided recently by the United States Supreme Court. The State of Washington passed a tax on the gross receipts of a chain store organization, but the appeal, carried thru to the Supreme Court was against the State.

The Virginia Corporation Commission is a semi-judicial body. Much depends on its decision. Appeal therefrom is to the Virginia Supreme Court. Broadcasters and their legal advisers feel that eventually there will have to be a decision from the U. S. Supreme Court on cases of the nature of the Virginia affair. There is now no completely governing law.

Quite obviously, a decision favorable to the State in this case may be expected to produce similar actions elsewhere. Not only from the monetary angle is this important, but more so from the possibilities stemming from such licensing of State control and regulation of radio, already under federal control.

Among witnesses called by CBS at the Richmond hearing were Harry Butcher, CBS vice-president and WJSV manager, and E. K. Cohen, CBS' chief engineer.

NAPA Presses Licensing

PHILADELPHIA, Jan. 15.—Herbert Speiser, counsel for the National Association of Performing Artists, announced Monday that he has named attorneys in key cities of Pennsylvania to press for the licensing of radio stations using records with NAPA. Thus far only two stations, WDAS and WFEN, have signed up. Other Philly stations have dropped use of discs.

Obit

BIRMINGHAM, Jan. 15.—Local Negro show broadcasts from a funeral chapel and has 500 attendants for each broadcast over WSON. It's sponsored by the Booker T. Washington Burial Insurance Company, a Negro firm, which uses a choir.

and the remaining two representing local stations.

Committee offers the plan for adoption or rejection by the full membership when it meets in annual convention at the New Willard Hotel, Washington, February 14.

Reorganizers Edward A. Allen, WLVA; Edwin W. Craig, WSM; Walter J. Damon, WTMJ; John Shepherd III, Colonial, and Ed B. Craney, KGIB, met in the law offices of Philip O. Loucka, committee counsel, to consider changes in the preliminary draft, January 5-6. Mark Etheridge, of WHAS, committee adviser, was unable to attend the Washington meeting due to the recent death of Robert Worth Bingham, former ambassador to Great Britain and proprietor of *The Louisville Courier Journal* and WHAS.

Talking Shop

By JERRY FRANKEN

Five 'n' Four

It is very lovely to know that Bing Crosby has just become the father of his fourth boy and it is pleasant to contemplate the feminine charms of Eddie Cantor's home and five daughters, plus Ida, and it is abhorrent and dreadful to think of all the crummy gags that are going to spring from that situation. The parade has already started; a parade of unfunny, forced, dismal, stupid, dreary gags, with studio audiences dutifully obeying signs and laughing their blinking heads off. Al Jolson started it last week on his program, remarking that at the christening of the newest Crosby, Eddie Cantor refused to join the festivities but remained outside carrying a picket sign. Boy, did Tiny Timmy laugh. How about doing something, Mr. Ickes?

Polls

Everyone else is doing it, why can't I? I mean have a poll to find out the favorite radio programs and performers. To give it a different twist, tho, and thereby get away with the charge that I'm stealing an idea, this survey was conducted among the lighthouse guardians of New York Harbor. Number one program was voted the 11 p.m. weather reports. Favorite performer was selected as the guy who brings the fodder each week. Favorite sound was named as the Long Island S—. Favorite sponsor was marinierte herring, with kippers a close second. Favorite song was *A Foggy Day*. Incidentally, that is not lighthouse kippers.

Libel Insurance Plan Is Muddled

NEW YORK, Jan. 15.—One of the leading American insurance companies is advancing plans for radio broadcasting libel insurance and is negotiating with the National Association of Broadcasters for preliminary data before undertaking a thoro survey and study of

the field, it was learned here this week. Company officials wish to know how many NAB members would be interested in such protection providing that coverage is adequate. Indications at this time are that policy premiums would be reasonable. Broadcasters for a number of years have tried thru legislative action to secure some measure of relief from the numerous libel and slander suits originating from various broadcasts. Courts have on many occasions recognized that libel committed had been unintentional, but from wording of the statutes, unavoidably decided against the stations.

Under the proposed insurance stations could secure protection in a manner similar to protection offered motorists. At this time it is believed that libel insurance premiums could be low due to the relatively few libel suits having any legal basis.

NAB members have been asked by their organization to communicate with their officers regarding details and to transmit their interest, or lack of interest, to NAB headquarters.

Aragon-Trianon Aired Over WIND

CHICAGO, Jan. 15.—Andrew Karzas' twin ballrooms, the Aragon and Trianon, left Mutual network airing thru the WGN outlet today in favor of local station WIND. Switch was a result of WGN and other web stations slapping a \$100 service charge per week on remote pick-ups. Rather than pay the two C notes for his hoofing spots, Karzas sacrificed the network time for a local outlet only, over WIND.

Aragon-Trianon will be piped from 11 to 11:45 p.m. every day except Monday, 9 to 9:15 p.m. Tuesday thru Friday and a Sunday half-hour shot from 5:30 to 6 until WIND rearranges schedules to accommodate an hour Sunday airing. No cash was involved in the new remote set-up with WIND.

Only local hotels remaining on network pick-ups are the Edgewater Beach and Medinah Club over WBBM.

SOON.....

THE RESULTS OF THE BILLBOARD'S PUBLICITY SURVEY

The radio industry spends tens of thousands annually on publicity. This survey will answer vital questions. Are the methods used the right ones? Which of the networks has the best service? How do the press agents, national and local, rate? These and other important questions are answered by the only judges, the nation's radio editors.

SOON.....

THE RESULTS OF THE BILLBOARD'S PUBLICITY SURVEY

Air Briefs

New York By BENN HALL

ED BYRON, of UP's United Radio Shows, feeling better after a siege with the flu. . . . Hearst's getting plenty of cuffo white space thru its new radio school for youngsters. . . . Jean Sablon says he isn't sure whether he's a baritone or tenor.

Write your own by-line. N. W. Ayer's publicity now comes in printed column form, with the head conveniently written for harassed radio editors. Just need a by-line to make 'em look official. . . . Local salesmen and station representatives looking for good spot biz, but feel that it's to come toward the late summer rather than now. . . . One factor said to be swinging ad money to spot is increased network costs. . . . Joe McGilvra to add an assistant to James Blevin, new boss of the Chi office. Blevin replaces George Besse, who resigned.

Lanny Ross, MOM, Experience, Mary Sothorn, Carson Robison and Broadway Melody Hour are some of the shows aired by both WHN and NBC. . . . WOV claims 1,800 "pupils" in its foreign language classes. Eighty per cent are women. . . . Stella Nobel signed by Universal Radio Artists. Arrived from Aus-

tralia last week. . . . Employment Agency of the Air on WINS may spread to other stations. Conducted by Ruth Gold, who selects ads from the Hearst Journal-American and reads 'em every morning. Seen as a good tie-in for Hearst papers in cities with Hearst stations. Going into third month.

There's a peeve among the songbirds over one of Sealtest's awards. Rub, 'tis reported, is that prize was for "young, American artist" and winner has seen 39 summers come and go. . . . NBC reports that Pinky Lee wants a stooge of the feminine gender to play vaude dates. Requirements: Young, easy-on-the-eyes, and a dancer and singer.

Plan to have six radio editors versus six radio performers on a forthcoming True or False program on WOR-Mutual will most likely not go thru. Agency on the show, J. Walter Thompson, has now become leery, for some reason or other. Maybe afraid one of the editors will pull a Mae West. Show had an unpleasant moment a fortnight ago when a question, supposed to lead to a commercial plug, was horsed around by one of the participants.

Chicago By HAROLD HUMPHREY

HELEN HAYES has been penciled in for Wrigley's Double Everything show provided plans for guest-starring go thru in an effort to hypo the gun king's turkey. Barring accidents or a complete fold-up of the show, Miss Hayes will go on next Sunday. . . . Marjorie Whitney, soprano with the King's Jesters Ork, left the outfit Friday to be headlined with a new combo to be called the King's Lads. Reported reason for the split was salary troubles on Miss Whitney's part. . . . Jack Ryan, who does publicity for Irma Phillips, broke into the front pages last week when the New York-bound plane carrying him had a forced landing in New Jersey. . . . Virian Della Chiesa will do a week's piping at the Chicago Theater February 18. . . . Charlie Wilson, the guy with the Boy Atwell tongue, will hit the boards soon on a Coast-to-Coast airing for a new sponsor.

Ray Jones, local AFRA secretary, is New York this week conferring with the national board on the Chi set-up. Sidney Strots, NBC program director,

also there to sit in on NBC's meetings with AFRA. . . . Dave Wilburn, formerly of WLS, left John Blair & Company for freelance work. Has already written a musical comedy expected to be produced soon. . . . Andrews Sisters are credited with being the first to introduce the new song rage, *Bei Mir Bist Du Schoen*, over the air. . . . Actress Barbara Luddy turned down a stage offer from New York, according to NBC's press department. . . . Looks like the hillbilly is here to stay. WLS Barn Dance broadcast from the Eighth Street Theater pulled something like 108,000 paid admishes in 1937.

Announcers and production men are still in a dither here over the union matter, with Jimmy Petrillo holding on to the boys at CBS-WBBM, AFRA signed up at WCFL and now it is reported that one of the network stations has formed its own guild for announcers, but if this is true, maybe it's because the station has never heard of the Wagner Act!

Capital Chatter By EDGAR M. JONES

LEONARD LYONS, writer of the syndicated *New Yorker* column, printed a story that QST, Amateur Radio magazine, had been bamboozled into an ad on one of its pages for January issue that contained some profanity directed against the President. Profanity was hidden in a simulated newspaper in the ad's cut that should have been mere crowd tracks to simulate news. Story was true and now the Postal Inspection service is pondering a move against somebody and the Secret Service has taken a definite interest in who slipped the stuff into the ad. . . . Jim McGrath has started a one-man campaign against auto deaths over NBC station WMAL. Every time a person is killed by an auto in Washington, McGrath turns on a siren and then describes the event. His slogan is "Thou Shalt Not Kill" and theme is something like "Sudden Death," but in a much modified sense. Last year's auto fatalities in the District of Columbia ran over the hundred mark and McGrath is out to cut down the figure. . . . Ray Boyle, a hefty six-footer, recently tried to intercede in a fight and as usual piled up as the casualty. To celebrate event he has started a series of Sunday Swing Sessions for local dancers. The series are "for the benefit of the Benevolent and Protective Society for the Aid of Innocent By-standers" with the Virginians furnishing the music. Boyle has also advertised that "we use only American-made return checks." It must be that war's in the air. . . . Bob Cottingham, of local

NBC newsroom, night side, married a childhood sweetheart from Ponca City, Okla., and then he and bride went to Pittsburgh's KYW to help with news broadcasts. Tom Knode, from United Press, took Cottingham's place here. . . . Larry Elliott, of WJSV, interviewed Helen Stansbury, director of United Airlines' flying hostesses over WJSV's *Aladdin's Kitchens* program. Subject was food preparation for airline passengers, but Miss Stansbury, a winsome-looking lass, started Elliott thinking that he'd like to do some high-flying himself. . . . Arthur Godfrey needed a temporary stenographer and said so over WJSV's air one morning this week. Within an hour 25 gals were parking in the Columbia reception room to see the red-headed Virginia gentleman about the temporary job. Some stuff this radio—or is it personality?

St. Louis Radio Acts Ask for AFRA Charter

ST. LOUIS, Jan. 15.—About 100 radio singers, announcers and actors this week organized a local and applied for a charter covering this area from the American Federation of Radio Artists, AFL affiliate. Officers are Don Phillips, announcer at KMOX, president; Allen C. Anthony, KWK, vice-president; Dave Ward, KSD, treasurer, and Nellie Booth, secretary. Field work is understood to have a potential membership of 250. Working out of scales and conditions is expected to begin soon.

McNinch Reveals FCC's Views On West Mess; Warns Stations

Promises that commission will announce what standards entertainment programs are supposed to meet—to limit licensees to a single station in any one community

WASHINGTON, Jan. 15.—Chairman Frank R. McNinch of the Federal Communications Commission yesterday in his first real press conference made public (1) the commission's disposition of the Mae West controversy, (2) a policy which tends to limit broadcasting licensees to a single station in any one community, (3) that Station KFI had been embroiled in a labor dispute over some of its programs, and (4) promised that the commission at some time in the future will release to the broadcasting industry just what standards entertainment programs are supposed to meet.

In releasing his open letter to Lennox R. Lohr, president of the National Broadcasting Company, McNinch kept pace with the administration's fondness for radio by writing that radio reaches a much larger number of people than any other means of communication and carries its message to men, women and children of all ages.

In part the open letter stated: "It is our considered opinion that both of these features (Adam and Eve feature by Don Ameche and the dialog between Mae West and Charlie McCarthy) were far below even the minimum standards which should control selection and production of broadcast programs." The commission thru its chairman warned broadcasters that when they accepted radio licenses they assumed a position of high trust and that the public must be protected from programs which did not meet the interest of the listening public. The commission noted that the statute did not give the FCC a censorship power and that responsibility for programs rested solely with the licensee.

"As an addendum to the 59 NBC stations which aired the Sunday evening skit the chairman's letter concluded with:

"The commission notes that, while the features above referred to were originated by your company, these features were broadcast over 59 stations over your network, and, while the primary responsibility for this program rests with your company, the stations that carried it cannot be excused for carrying this program on the ground that such program was received over the network under a contract for program service. Each licensee carries his own definite responsibility for the character of programs broadcast and he must be and will be held to account regardless of the origin of the program. All who are interested should therefore take notice that trespass against the public interest will

be charged against every station engaging in such trespass.

"In view of your recognition of the objectionable character of the program in question and of your assurance that greater care and caution will be exercised in the future, the commission has decided to take no further action at this time than the writing of this letter in condemnation of the program. However, upon application for renewal of the licenses of the stations carrying this broadcast the commission will take under consideration this incident along with all other evidence tending to show whether or not a particular licensee has conducted his station in the public interest."

Discourages Monopoly

The policy announcement by Chairman McNinch was contained in the commission's decision of Station WSMF's application for another license in its own city, New Orleans. The FCC found "the available frequencies in the broadcast band are limited, and the commission is loath to grant facilities for an additional station to one who already holds a license for a station in the same community unless it is clearly shown that the public convenience, interest or necessity would be served thereby. Other things being equal, it would appear that if there were a need for an additional local broadcast station in a community and if there were a frequency available for this service the facilities should be granted to someone who does not already hold a broadcast license for an unlimited time station in that community." The chairman pointed out to assembled newsmen that this policy was a step in the direction of discouraging monopoly. Observers later pointed out that this anti-monopoly step is consistent with administration anti-monopoly talk and

"Cherrio"

PHILADELPHIA, Jan. 15.—Joe Connolly, publicity man for WFIL, thought this one up to lick Old Man Recession. Between station breaks announcers will read Pollyanna Jingles, like: "As Washington licked recession, let's beat the recession—buy now."

that the step closely follows Congressional criticism of "radio monopoly despite administration war on monopolies."

McNinch told reporters that the commission is giving serious attention to all responsible complaints against broadcasting stations. In example he revealed that the FCC received complaint from the Central Labor Council of Los Angeles against the Earle C. Anthony Station KFI for its broadcasting of an (See McNinch Reveals on page 28)

WIP, Philly, To Air Athletics' Home Games

PHILADELPHIA, Jan. 15.—WIP will become the key station of an eight-station hook-up for the broadcast of the Philadelphia Athletics' 77 home games this season.

Program is being sponsored by Atlantic Refining Company. Stations to be fed will be WPG, Atlantic City; WDEL, Wilmington; WSN, Allentown; WBB, Harrisburg; WGAL, Lancaster; WORK, York West Easton, and WEEU, Reading, all in Pennsylvania.

Promotion Shorts

An imposing string of national and local sponsors who used KPFL's facilities in Denver in 1937 is listed on KPFL's program schedule. List consists of three columns set in red and is an effective sales talk in itself.

United Press sends out periodical news of its new station clients who have signed for UP news. Memo is a simple affair, consisting of the list of new clients and the total number of stations served by UP.

Merchandising Intellectually. That's what KSL calls a new promotion campaign by a local Salt Lake City sponsor. Program is the Monte Cristo wassail with a cast of 150 and a 26-piece orchestra. Announcements, booklets and other promotional material are being sent to literary clubs, libraries and English classes of local high schools to acquaint fans with the show.

Protest KHS, KFI Ban

LOS ANGELES, Jan. 15.—At a meeting held here, officers of the Central Labor Council voted the filing of a protest against KHS and KFI for allegedly refusing to broadcast a meeting called in protest against the anti-union activities of the Southern Californians, Inc., an organization of business men.

Protest has been filed with the Federal Communications Commission.

Morton Sees More Hinterland Programs; Puts Spot on KDKA

PITTSBURGH, Jan. 15.—"More and more network programs will originate this year in cities other than New York and Hollywood," General Manager A. H. Morton, of NBC-operated stations, predicted here this week as he laid plans for shooting KDKA into brighter national spotlight with new shows created by the local station manager Al Nelson and his new musical director, Maurice Spitalny.

Morton said that NBC will more

thoroughly comb hinterlands in order to find refreshing new talent and unusual programs. He noted the trend to inland network build-ups with information that 56 national shows over NBC-operated stations during December had originated outside of Manhattan and Chicago.

Time-buying is up, too, he revealed, with increase attributed partly to trend for building more local programs of network caliber. Spot business on NBC outlets contracted for this year has already exceeded that placed at the same time in 1937 by \$100,000, while 19 new network shows have been started, with more anticipated.

Top spot among eight cities under Morton's aegis is Washington's WRCA-WMAJ combination, with only tendency toward weak bookings at Boston's WBZ-WBZA. About equal schedules are current at KOA, WGY, KTW, KDKA, WTAM and KPO-KGO.

Aiming to build KDKA into important feed spot for sustaining and commercial web programs, Nelson and Spitalny are conferring at NBC offices in New York with Morton, John Royal and Dr. Frank Black. Several shows are already set.

Resurrection of world's pioneer broadcasting station from the program doldrums it lay in for last year or so will eventually shoot from 8 to 12 shows weekly out of the Steel City to national hook-ups, says Nelson, who prior to coming to Pittsburgh four months ago moved KOA, Denver, from bottom notch in NBC-operated chain to flagship spot in point of business and new programs. Chief aids to Nelson are Derby Sprout, in production manager's job; Charles Urquhart, as program chief, and Robert Seudek, continuity boss.



These WHB Announcers Can Sell Me ANYTHING!

WHB Kansas City's Dominant Daytime Station affiliated with Mutual, has the best announcers, but no actual representatives. For time information, schedule, information, etc., telephone Mutual, 1212, and ask for Mr. DON DAVIS, President, KANSAS CITY, MISSOURI

1600 Ave. LINOLEUM, Bl. new. BRy. 9-7029. 113 W. 42d. 100

House Furnishings
SELLING CONTENTS 3-room apartment, practically new complete living room, bedroom, dinette; other odds and ends; no dealers call. Pennsylvania 6-4119.

GOVERNOR WINTHROP secretary, lady's glass top desk, rush-bottom chairs, refectory table, lamps, rugs, Webster dictionary. Wisconsin 7-2113.

FOR SALE
Artists and Orchestras
FOR SALE: Radio Artists and Orchestras of proven popularity, backed by the efficient service of a national firm of artists' representatives with offices conveniently located in Hollywood and Chicago as well as in New York City. Write, 'phone or wire Rockwell-O'Keefe Inc., 1270 6th Ave., New York; 32 W. Randolph St., Chicago, or 9028 Sunset Blvd., Hollywood.

SALE OF NEW FURNITURE
At old prices at both stores. Factory prices are up 20%. We bought carloads at old prices and pass the savings on to you.

SALE OF USED FURNITURE
We have tremendous quantity "As Is" at unbelievably low prices. All at 358 B'way.

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358 B'way, near Franklin; 20 East 41st St. WA. 5-8330. Used Furniture at 358 B'way.

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DESKS, CHAIRS, TABLES, EXECUTIVE SUITES, LIBRARY TABLES AND CHAIRS, LEATHER FRUNITURE, USED KARDENES, METAL FILES, SAFES. Bought, Sold and Exchanged.

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Dale Carnegie

Reviewed Tuesday, 10:45-11 p.m. Style—Sketch. Sponsor—Colgate-Palmolive-Peat Co. Agency—Benton & Bowles. Station—WEAF (NBC network).

Sophisticates will grin, but the masses buy more shaving cream than the wise guys and they should eat this success stuff by Dale Carnegie. Procedure is simple and direct—it puts one on the ladder of success and shows him how to climb fast.

First episode told of a guy who asked his boss for a raise, but was turned down with the inference that he was lucky to have a job. Dale showed that his psychology and approach were strictly of the flop variety. Then a sketch illustrated the right way of hitting the boss for more jack. Another incident concerned a lass who suffered from shyness and self-consciousness. She, too, was advised how to adjust herself and win friends and influence people and make cents of dough.

Because of the amazing sale of Carnegie's book and other "self-help" classics, program should pull. This gives tone a neat plug. B. H.

"For Men Only"

Reviewed Monday evening, 10:30-11 p.m. Style—Interviews and music. Sponsor—Bristol, Myers Company. Agency—Pedlar & Ryan. Station—WEAF—(NBC network).

There have been several programs of this title; this one is sponsored by Vitalls, men's hair goo, and was formerly on the WLW-WHN Line with some different talent and a slightly different format.

Program reviewed was a bad show, heavily dull. While future guest stars may provide far more interest, this show had a lineup of sons of famous fathers, including Keenan Wynn (Ed Wynn), Lowell Thomas Jr., Lynn Patrick, son of Lester Patrick, hockey manager, and Elliott Roosevelt, lately made president of Hearst Radio. In addition, there are Peter Van Steeden and his orchestra, Peg La Centra, vocalist, and Fred Utzel, m. c. There is a plethora of talk, so much that it becomes, judging from this specimen, downright boring. To make matters worse, attempts are made to have the scripts light. They wind up clogs. Musical portions are extremely limited, with Van Steeden, on this same sponsor's Fred Allen program, given little chance to do anything. Miss La Centra is far more interesting than the average vocalist, but, too, is held down.

Keenan Wynn did a cross-fire routine, with Cameron Andrews doing an imitation of pere Wynn, while young Thomas, 14, spoke both about his pop and the Knickerbocker Greys, the group of young upper-crust stalwarts who put on monkey jackets every so often and parade around a New York City armory to admiring

Program Reviews

EST Unless Otherwise Indicated

parental eyes and newspaper photographers' flashbulbs. Said young Thomas, no militaristic ideas are involved; but just watch when a lance corporal Grey sasses a major. Elliott Roosevelt spoke about his previous radio and business experiences and vaguely of plans of Hearst Radio. Theme was of sons who succeed despite having famous fathers.

Long commercials. One, during the interview with Lynn Patrick, was dragged in by the roots of the hair. J. F.

"True or False"

Reviewed Monday evening, 10-10:30 p.m. Style—Question and answer. Sponsor—J. B. Williams Company. Station—WOR. Agency—J. Walter Thompson Company. Station—WOR (MBS network).

This is a variation on the quiz program. Participants, instead of answering a question, are given a statement and are then required to answer whether it is true or false. As all quiz shows giving the radio audience its education by means of sugar-coated pills, it's an interesting session, as much so as others of similar nature. Dr. Harry Hagen, who conducts, does a good job on firing the questions and keeping things moving, altho there's an occasional hitch when a question and answer require expansion.

Program caught six secretarial students vanquish six attorneys, showing the value of a college education. J. F.

Melodic Musings

Reviewed Tuesday, 8:45-9 p.m. Style—Narration with musical background. Sustaining on KHJ (Mutual Don Lee network).

Ultimate goal of this offering seems to be to create a mood. It does just that, with a rhythmic blending of poetic narration and smooth orchestral background. Stage is set by original continuity written by producer Ted Bliss, to create the atmosphere, and delivered by Lyons Wickland.

Musical numbers are not announced. Batonist Carlton Kelsey plays numbers of a semi-pop variety which tie in with the general theme of Wickland's narrations. Vocals are handled by Warren White satisfactorily. Wickland's voice registered in several readings.

Program has commercial possibilities, but before 9 is an early hour for the "before-the-fireplace" type of offering.

In the future Bliss plans to get a commercial tie-in by having listeners send in their own poetic contributions. A good gag for mail reaction. Program aired three times a week. D. O.

"Success Stories"

Reviewed Tuesday, 7:45-8 p.m. Style—Interviews. Sustaining on WMCA, New York.

Women who "have made good" are interviewed by Miss Frankie Beach on this stanza. It's not exactly a Horatio Alger routine, as subjects are of the more

human variety, such as Mrs. James J. Walker (nee Betty Compton) heard on the program caught. Miss Beach opens with a few purely routine questions to set the stage for the remainder of interview, which moves into fresher territory.

Mrs. Walker's thoughts on the stage, whether marriage was better than a career, whether she would return to the footlights, what shows she enjoyed playing in, and similar fan questions were brought out by the interview. Program was probably rehearsed, but did not appear stiff, once the introductory questions were over.

Interview tossed in something of a novelty note by using a minute or two of music. Two musical inserts were used to bring back memories of music in which Miss Compton had appeared. She's opening a flower shop and got a nice curio plug. B. H.

Paul Whiteman

Reviewed Friday, 8:30-9 p.m. Style—Variety. Sponsor—Liggett & Myers. Agency—Newell-Emmert Company. Station—WABC (CBS network).

There's too much gab and not enough music on the Paul Whiteman show. Judging from the second in the Dean's new series for Chesterfield eggles, succeeding Hal Kemp and Allen Faye. Not only is there too much gab, but much too much Oliver Wakefield and somethin' ought to be done about it. Wakefield, as a comic, seems to have one routine, a business wherein he drops the last word of every other sentence. It's funny, for the first few minutes, but not to have the same thing thrown at you all the time.

Fernand Gravet, film performer, was guested on the show and did fairly well in his sketch with Wakefield, with plenty of play on the languages and accent of both.

Whiteman does a lot of line reading and does it handsomely. His ability at script delivery has improved enormously and he delivers with the best of 'em. His music, of course, is the standard for excellence. They ought to remember, tho, that Whiteman is an orchestra leader and has a heck of a good outfit. J. F.

Blackpool Palace Varieties

Reviewed December 31, 9:20-10 p.m. Style—Variety. Station—Regional (British Broadcasting Corporation).

Palace Theater, Blackpool, is one of the most important two-a-day vaude houses in the north of England. This week's program lent itself admirably to broadcasting, as there were several featured acts highly suitable to radio.

Charlie Kunz, pianist with lightning fingers and a radio name, came thru very distinctly and his variations on popular tunes furnished a fine item. Eddie Hayes, versatile English humorist, also good with comedy patter and songs. He, too, is admirably suited for the air.

Four Aces, English comedy and novelty harmony foursome, work on the style of the Mills Brothers, but are in no wise copyists. Boys have two great novelty bits, *An Air Raid* fantasy and a take-

off of a Chicago gang battle. Both bits came over nicely. Emil Boreo, comedian, headlining, sounded well with his polyglot speeches and unusual comedy monologs. Edwin Lawrence, North Country comedian, also good, but more limited in appeal.

Programs of this type are highly popular in England, especially when they reach so high a standard as achieved by this particular broadcast. B. H.

"Phillips Poly Follies"

Reviewed Tuesday, 9:30-10 p.m. CST. Style—Musical variety. Sponsor—Phillips Petroleum Company. Agency—Lambert & Sealey, Inc. Station—KMOX (St. Louis).

Taken as a lump sum, this show is nothing to make one go into a rave, yet there is some good entertainment which shines despite a need for some soft-pedaling on the plugs. An overhauling job should be done on a parrot sound effect used as a trade-mark.

Ben Feld's ork is a good swingy outfit and keeps things hot thruout with pop pieces. There is some good song work by Al Cameron and Joe Karnes, who duo and also took part in a musical dramatization of the story behind the *St. Louis Blues*, well done. Lorraine Grim has a good throaty delivery, but is ragged on the high ones. Wesley Barton pipes well enough. Announcers Marvin Mueller and Maurice Cliffer go overboard on enthusiasm with the plugs. H. H.

"The Youth Court of Character"

Reviewed Wednesday, 8:30-9 p.m. Style—Trials. Sustaining on WBRY, Waterbury and New Haven, Conn.

This is one of the most interesting programs from this station, with direct line from the Connecticut Junior Republic at Litchfield, Conn. This institution is a reformatory for young offenders where the youths themselves govern the entire place. All violators of rules are brought to trial and given punishment which they decide.

On the broadcast the trials are heard with youthful judges, prosecutors and lawyers. At this session a youth was on trial for neglect of janitorial duties and the various arguments pro and con and witnesses' testimony were highly interesting.

During recess a guest speaker is brought on.

Program is announced by David Hale Halpern, program director of WBRY. S. A. L.

Bromo-Seltzer Program

Reviewed Wednesday, 9:30-9:45 p.m. Style—Variety. Sponsor—Emerson Drug Company. Agency—J. Walter Thompson Company. Station—WJZ (NBC network).

Thud, boom, plop. And ouch. Not comic strip action, but an atrociously bad radio program. Bromo-Seltzer, previously having sponsored Sidney Skoleky with his Hollywood stuff, now has Eddie Garr doing an emcee each week from a different night club, starting off at the International Casino. Garr has shown he has plenty of stuff in previous broadcasts, both as a mimic and comic, with or without stolen material. Whether he was left to ad lib here, or whether it was just an impossibly bad script, makes no difference. This couldn't have been a real broadcast. Must have been a rehearsal.

Apparently, the idea is the hair of the dog cures the bite. Go to a night club, say Bromo-Seltzer and J. Walter Thompson, get stiff and the next morn use Bromo-Seltzer. Of course, that's not the direct sales approach, but obviously it's inferred. There was practically no commercial talk on this show, angle being that if there were any hangover mention the nitrites quite properly would beef and refuse to play ball.

Started off with Garr interviewing several of the chorines, each speaking in native tongues. A number by Yascha Bunchuk and orchestra, a song by Garr and a flop and alleged comic interview with the Calligary Brothers completed. What cures a radio program hangover?

Idea of visiting night clubs has been done on *Monkies Merry-Go-Round*, a cheapie Blackett-Sample-Hummert show, for some time, with the visits imaginary. J. F.

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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.

Crime will never pay if the Shadow continues to have his way, but plenty of tons of Blue Coal are sold thru this program. There's little pretense of realism, but this production does offer suspense, even thrills, for those who like crime yarns of the pulp magazine caliber over the air. Dialog is planted with the obvious punch of the pulp magazine; the finale is inevitable, but still the show carries appeal. A recent airing showed how the Shadow tracked down the lair of a counterfeiting group, caused the rescue of a fair maiden and had her father released from durance vile. It was pierced with gunfire, killings and alleged gangster lingo. Orson Welles does stock company type of playing as the Shadow.

Legal points are cleared up in an interesting WIIN script show riding the sustaining wagon. Show is *Court Decides*, which dramatizes a situation leading to a court battle. Finer points of the law are brought out and then the leading question is passed on to a studio audience to struggle with. After the amateur Blackstones have had their say, the legal decision is handed down. Justice and its administrators have made good subject matter for other programs and, given a smoother production, this should build. Program ought concerned itself with a separation and support action, caused by an interfering mother-in-law. Title to be changed to *You Decide*.

PLAYHOUSE

Beginning Wednesday Evening, January 5, 1938

THE GREATEST SHOW ON EARTH

A play by Vincent Duffey and Irene Alexander. Directed by George Somnes. Settings designed by John Root, built by Vail Scenic Construction Company and painted by R. W. Bergman Studios. Costumes designed by Frank Bevan and executed by Helene Poms. Presented by Bonifils & Somnes, Inc. Scherazade.....Alice Belmont Cliffo Rajah.....John Alexander Silmy.....Edgar Stehll Leo.....Anthony Ross Princess.....Dorothy Palten Kitty.....Margaret Perry Narcissus.....Jack Davis Adonis.....William Whitehead Freddie.....Junior Eric Burth Cob.....Shirley Peizer Honey.....Arthur Geiffin Mr. Bear.....Gertrude Barton Mrs. Polar.....John Gerard Laddie.....Frank Loveloy

The Entire Action Takes Place on the Grounds of the Norton Bros. Circus. ACT I—Scene 1: Quarters of Rajah and Scherazade, July Afternoon. Scene 2: Leo's Apartment. A Few Minutes Later. Scene 3: A Dormitory of the High-School Horses. A Few Minutes Later. Scene 4: At Mr. Bear's. That Evening. Scene 5: Laddie's Place. Later That Evening. ACT II—Scene 1: Leo's Apartment. Two Weeks Later. Scene 2: The Dormitory. A Few Minutes Later. Scene 3: Laddie's Place. Near Midnight. ACT III—Scene 1: Leo's Apartment. The Following Night. Scene 2: Laddie's Place. A Few Minutes Before the End of Scene 1. Scene 3: Rajah's Quarters. A Few Minutes Before the End of Scene 2. Scene 4: At Mr. Bear's. Three Hours Later.

An unusual, intriguing and potentially highly interesting idea was wofully wasted last Wednesday night at the Playhouse when Bonifils & Somnes, Inc., offered the first performance of *The Greatest Show on Earth*, a play by Vincent Duffey and Irene Alexander. The title, I hasten to add, is not an idle and unjustified boast: it refers to the subject matter of the drama and not to the drama itself.

The wasted idea was the notion of detailing the drama in the lives of the animals of a circus, in this case the Norton Brothers' Show, "the Greatest Show on Earth." The animals would not be represented as animals, but as humans formalized into representations of animals; the drama in their lives would not be presented in its original terms, but translated into such simple semi-human terms as humans themselves might understand. It was really a grand idea.

And the idea, too, of taking the lions as the chief protagonists, of presenting the tragedy of Princess, condemned to have her first litter in the narrow confines of a circus cage, and of Leo, her mate, shot down while attempting to engineer an escape for them both, was a fine one—particularly when you add the story of Kitty, Princess' sister, intended by the keeper to be the mate of the disgusting and decrepit Cyclops, but, in the same break, escaping to the hills with Laddie, her love. There's real drama there—and certainly enough legitimate novelty to satisfy both drama lovers and novelty seekers.

But the authors, with a fine idea on their hands, tried to paint too large and detailed a canvas, tried to crowd in too many addenda, without any thorough knowledge of how to construct a play. Thus, they legitimately introduce Silmy, a snake, who engineers all the trouble. Thus, too, they legitimately introduce a pair of elephants for background and for gentle, lumbering and entirely infectious comedy relief. But they also introduce three geldings from a troupe of high-school horses, from whom they seek to draw comedy relief of a broader sort—their success in drawing nothing but tasteless, offensive and appallingly unfunny smut that stately reiterates the rigors of the geldings' twilight state. They also introduce a family of bears that serves no purpose at all—except to interrupt the action at the very moment when it should be building to its highest and most exciting pitch.

The authors spend their first act introducing their varied collection of characters, a process which, due to the novelty, is at first intriguing and absorbing, but which becomes all-fired dull before the last group of animals is presented. The second act improves somewhat, with the hatching of the plot for escape, tho it's marred by an unsavory and unnecessary horse scene in mid-career. The third act excitingly recounts preparations for the escape and shows the moment of the escape itself; then the scene suddenly switches to the elephants' quarters, and we're told of Leo's death and the killing

New Plays on Broadway Reviewed by Eugene Burr

of the keeper without seeing any of it. The last scene shows papa bear and his cubs and serves no purpose except to introduce the information that Kitty and Laddie have escaped to the hills.

Obviously, the play goes to pieces just when it should hold most strongly together. Just as obviously, it would be impossible to introduce the keeper—or his death—bodily in the authors' scheme of things. But it does seem to me that the effect might have been served by substituting Leo's death, in some corner or under some wagon, for the elephant scene, with a last scene, excitement-packed, showing the escape of Kitty and Laddie, and Princess, frenzy-filled, killing her new-born cubs and lashing out savagely at the new keeper and all others who come within her reach—trying, perhaps, but unsuccessfully, to kill the sleazy Silmy. A mere dramatic reporter has no right to make suggestions, of course, but *The Greatest Show on Earth* has an idea so intriguing that it cries out for strong drama to surround it.

Bonifils and Somnes have provided a lavish and excellent production and a lavish and excellent cast, beautifully directed by Mr. Somnes and highlighted by the amazingly effective, appallingly realistic character work of Edgar Stehll as Silmy. It is a characterization that defies description, that rises far above report; it is, without exaggeration, one of the finest—one of the greatest—characterizations I have ever seen.

But others do good work too. Anthony Ross makes a straightforward, honest, immensely appealing Leo, even tho he

seldom appears particularly leonine; Dorothy Fatten strives hard and often successfully to convey the wild fierce ferocity of Princess; Margaret Perry is a tender and effective Kitty; Frank Loveloy, except for lack of a sufficient joy, excels in his final scene, is an acceptable Laddie, and the performances of Alice Belmont Cliffo and John Alexander, fine trouper both, as the pair of elephants, offer unmitigated delight.

John Root's settings splendidly capture the mood of both idea and play, while Frank Bevan's costumes are amusing and immensely effective.

It's a pity that the exciting qualities of the idea failed to come thru in the play.

RITZ

Beginning Monday Evening, January 3, 1938

TIME AND THE CONWAYS

A play by J. B. Priestley, featuring Dame Sybil Thorndike. Directed by Irene Henzley. Setting designed by P. Dodd Ackerman, built by Nolan Bros. and painted by Van Ackerman. Presented by Crosby Gaige, Inc., in association with Jean V. Grombach and George Greening.

Hazel.....Hazel Terry
Capt.....Mary Jones
Alan.....Godfrey Kenton
Madge.....Joan Henley
Kay.....Jessica Tandy
Mrs. Conway.....Dame Sybil Thorndike
Joan Halford.....Helena Pickard
Cerald Thornton.....Norman Wooland
Ernest Beever.....Guy Pelham Boulton
Robin.....Christopher Quest
ACT I—That Night, Kay's Twenty-First

From Out Front

By EUGENE BURR

Now that Miss Mae West has been ruled off the air and a great crisis in our national moral life has thus been averted, it may be thought that the Legion of Decency can be forgotten, at least for a little while. It cannot be forgotten; the Legion, adding to the confusion which evidently exists in its own mind between itself and God, works in mysterious ways its wonders to perform; and even at the risk of shocking one or two more of my parishioners I bring it once more to their attention. Rather, I bring to their attention the attitude of censorship in general. It's hardly news to note that the narrow, rigid, rule-bound and fifth-dinding reforming mind is nothing new. It probably blathered unhappily thruout the legendary golden days of Greece; it was certainly, in one or another surface form, the underlying cause of what are called with justice the Dark Ages (a return of which would result if the reforming mind ever reacheved complete ascendancy of mundane affairs); the theater suffered from it almost thruout its history. But it does come as something of a surprise to a not very scholarly scholar to find that it also reared rampant in Paris at the end of the first third of the 19th century. When we think of the Paris of that era we're apt to think of Bohemians singing in garrets, a literary gentleman studiously developing a style compounded of honey and tiger-milk, of salons and demi-mondaines and other worldly tho delightful fripperies. But the reforming boys were around too, if Gautier's introduction to *Mademoiselle de Maupin* means anything. Catching up



EUGENE BURR

on some of the reading that I was forced thru intently during my distant schooldays, I began recently to read a long series of introductions that I'd previously skipped—that among them, Gautier was writing in 1834, but what he says still holds good. It always held good, from the time that Eve first heard about nudity from the serpent.

"Perhaps," suggests Gautier, "there is no great harm done (by alleged indecency in serious art), and the knowledge of everything is preferable to the ignorance of everything. It is a question that I leave to be discussed by those who are more learned than I. The world has, at all events, passed the age when we can counterfelt modesty and bashfulness, and I think it too old a grey-beard to be able to play the child and virgin without making itself ridiculous. Since her marriage with civilization, society has lost the right to be ingenious."

And, in discussing the still widespread howls concerning the horrible effect of such serious art if it chances to fall into the hands of pure young ladies, "As for their daughters," he says, "if they have been to a boarding school, I do not see what these books could teach them." Having encountered certain young ladies who have been to boarding schools—particularly sectarian boarding schools—I heartily subscribe to the opinion.

He continues with a truism that was also written, a little later, by Herman Melville—the truism that the "objectionable" aspects of art stem only from prior, similar things in life and society. "I find it hard," he says, "to understand the purport of all this howling, the good of all this temper and despair. . . Say what you will, the age is an immoral one (if this word signifies anything, of which I have strong doubts). . . Books follow morals, not morals books." It all suggests again, as I have intimated in the past, that the Legion and others of like ilk should spend their time cleaning up their own parishioners rather than legitimate and honest works of art which, being adult, those parishioners probably can't understand anyhow.

I've also suggested before that it would be unfortunate for the reformers if theaters—or books—were really cleaned up, since it would deprive them of a nice, easy cause that gathers infinite amounts of publicity for them; and I've hinted that they fail to attempt to clean up their parishioners because, in the first place, they know they can't, and in the second, because the fallen are the fundas (See FROM OUT FRONT on page 29)

Birthday. ACT II—Another Night, And Another Birthday. ACT III—That Night, Again. Her Twenty-First Birthday. ACT III is Continuous With Act I.

The Scene Thruout is a Sitting Room in Mrs. Conway's House, a Detached Villa in a Prosperous Suburb of a Manufacturing Town, Newingham, England. Act I and Act III Take Place on an Autumn Night in 1910. Act II on an Autumn Night at the Present Time.

J. B. Priestley, that well-known deliver into theatrical metaphysics, that weaver of dramatic if transcendental philosophies, has left his most ardent admirer put on what might colloquially be described as a limb. Mr. Priestley, for long an examiner of the attributes, essence, contradictions and interrelations of what we know as "reality" and "truth"—particularly in relation to thought and to what is called "appearances"—continues his researches in his latest play, this time examining reality as it affects and is affected by the wrist of all the inventions with which the gods plague man—time. He calls his play *Time and the Conways*; it was presented a week ago Monday night at the Ritz Theater by Crosby Gaige, in association with Jean V. Grombach and George Greening, and it is not only a very bad play but, what is even worse, a very dull one. All of which leaves me somewhat abashed.

It's all the more annoying since Mr. Priestley's fundamental idea is one that I've been shouting—or trying to shout—from any handy house-top ever since those dim and distant days when I first became cognizant of the slow, sly tortures of time. Or at least something very much like it. His idea, so far as can be gathered from the one brief scene in which he states it—the one brief scene in which he states anything at all, for that matter—seems to be that we can outwit relentless time so long as we realize that each act, each moment, has two facets, one black and one gold; that moments do not drop forever into the past, as we tragically suppose, but instead remain to total our complete being; that each moment is not the sum of ourselves, but only a cross-section; that we are not complete until all the moments are summed up at the end of our present existence and we step into a new existence, the nature of which no one can guess. Even then, I suppose, each moment would remain as part of our total sum.

My own idea, perhaps, soared a bit less dizzily into the upper reaches of rarified metaphysical air—it was simply that we could beat cruel time at his own dangerous game so long as we held the very cogent realities of memory in as high esteem as the hollow, fleeting "realities" of the passing moment—but there's enough similarity to make me shout hosannas for the underlying concept of Mr. Priestley's play.

The trouble is that there's no play for it to be the underlying concept of. Mr. Priestley chooses as his characters a well-to-do upper middle class English family just after the close of the First World War—mama, widowed, with a nice income, flutery, superficially loving her children, proud of them, proud of herself, a victim of facile emotions; a quiet elder son who says little but thinks and feels much; a gay and flashing younger son, much like mama and therefore her darling; a serious-minded daughter, taken at the moment with Socialism; a finely honest and emotional daughter who wants to write; a very lovely daughter who is the belle of the town, and little Carol, sweet, understanding and gay, really the nicest of the lot.

The first act shows them all at a party playing charades; that's all. It manages to offer about 10 minutes' worth of exposition—and for the rest, if you don't happen to like charades you're plumb out of luck. Unfortunately, I never did like charades; I loathed them even when I was a kid. The second act moves everyone to the present, 19 years later, and shows the ravages that time has wrought—the fortune gone, the children all disappointed in one way or another, the adored younger son a vicious wastrel, little Carol dead, and the daughter who wanted to write mourning the heart-rending disappearance of former days. But the quiet brother comforts her by telling her the theory that is the basis of the play. His recital takes about five minutes just before the curtain, and it is really the only thing of either importance or interest in the act. The third act brings them all back to the 1913 party at which we met them and shows happening all those things which the second act informed us had actually happened. It could just as well—better even—have been omitted. That's all; obviously, there's not even a faint trace of a play.

A fine cast imported from England for the occasion does its noble best, after an

Communications to 1564 Broadway, New York City

"Love Is a Headache"

(MGM)

Time, 65 minutes. No release date given. Screen play by Marion Parsonnet, Harry Ruskin, William K. Lipman, Lou Helffetz and Herbert Klein. Directed by Richard Thorpe. Produced by Frederick Stephant. Cast: Gladys George, Franchot Tone, Ted Healy, Mickey Rooney, Frank Jenks, Ralph Morgan, Virginia Weidler, Jessie Ralph, Fay Holden, Barnett Parker, Julius Tannen. Presented at the Uptown, Los Angeles.

This Metro offering is bound to score for general audiences everywhere. With a first-class cast, the piece has snappy dialog, fast action and all-round appeal. Gladys George does a good acting job as the little girl from 10th avenue who wants to be a legit star. Tone as a Broadway columnist tries to put the gal over. Ted Healy as her press agent gets her tied up in publicity jams.

Tone broadcasts that orphaned Mickey Rooney and Virginia Weidler are shopping for new parents. Healy smells a chance for a story and has Miss George adopt the orphans. Believing it a straight publicity gag, columnist Tone burns Miss George falls for the kids, but Tone, refusing to believe she's on the level, kidnaps Rooney and Weidler. Miss George gets the kids back, Tone finds them. Punch is the scene where Miss George and Tone are hitched, a la shotgun.

Miss George gives a good performance as the hard-boiled actress who drops her 10th avenue lingo and emerges Park avenue. Tone is given a good chance at everything from drama to slapstick. Mickey Rooney and Virginia Weidler as brother and sister from the tenderloin are outstanding. Frank Jenks is good as the dumb pal of columnist Tone. Should be good for first-class biz.

Dean Owen.

"Blonds at Work"

(WARNER)

Time, 62 minutes. No release date given. Screen play by Albert De Mond. Directed by Frank McDonald. Cast: Glenda Farrell, Barton MacLane, Tom Kennedy, Rosella Towne, John Ridgely, Jean Benedict.

Another in the series of four with Glenda Farrell getting top billing. This one is the best yet, with Miss Farrell portraying a fast-talking sob sister who knows more about the murder in the piece than the dicks. Barton MacLane is a natural as the rough and ready lieutenant who has matrimonial intentions toward the gal reporter.

Theme is familiar, but with several new twists that will delight backwoods audiences. The wealthy playboy is stabbed, involving a love rival and a beautiful girl. Glenda Farrell chases clues and manages to beat the police to the punch in every case, registering more scoops for her sheet than is plausible. However, the pace is swift, smoothing over the weak spots.

Big scene is where Miss Farrell turns chief suspect over to the object of her affections, MacLane. Captain puts dicks on her trail to save the rep of the department. She ditches the boys and managers to chuck up another scoop.

This is strictly a double-feature film, but should be a good draw. Miss Farrell puts plenty of punch in the dialog.

Tom Kennedy as MacLane's thick-headed chauffeur scores. Also Rosella Towne, who puts plenty into a tough scene.

Dean Owens.

"Crashing Hollywood"

(RKO-RADIO)

Time, 60 minutes. Release date, January 7. Produced by Cliff Reid. Screenplay by Paul Fayzita and Gladys Atwater. Directed by Lew Lenders. Cast: Lee Tracy, Paul Guilfoyle, Bradley Page, Joan Woodbury, Lee Patrick, Richard Lane, Tom Kennedy and others. Reviewed at the Rialto, New York.

A piece of low-budget hoke whose only box-office excuse is Lee Tracy. Produced in a hurry, with a sloppy script, mediocre direction and cutting, and only a fair cast, this hunk of boredom will probably get the fate it deserves: way, way down in the posterior position of the double-feature mansion.

Plot is not a particularly brilliant switch on the ancient dual-identity situation. A would-be scenario writer, with a talent for mystery yarns, joins up with an ex-con for collaborator, to get the realistic background for his crime

scripts. Ex-con, who wants revenge on a guy who double-crossed him, gives the scripser an actual plot involving a real gangster, who is, incidentally, hiding out from the cops. Script is immediately accepted by the president of a film company, and the actor chosen to play the part of the real gangster is the dead image of the original menace. Resenting the exploitation of his career, the real gangster turns up in Hollywood gunning for the producer, script-writer and his screen double. Write your own ending.

At times this pic intends to be a satire on Hollywood, but the essential satire on Hollywood ideology and picture making lies in the film itself quite unconsciously.

Maurice Zolotov.

"Snow White and the Seven Dwarfs"

(RKO-RADIO PICTURES)

Time, 80 minutes. Directed and conceived by Walt Disney. Adapted from the famous Grimm Brothers' story. Supervising director, David Hand. Reviewed at Radio City Music Hall, New York.

As hokey as it may sound, this is really a milestone in the development of pictures. Disney's first full-length cartoon comedy, in color and set to music, Snow White ought to be a box-office smash. For those patrons who stay away, fearing a full-length cartoon couldn't possibly be worth the money, there will be many more who will be attracted to see this genuine novelty and truly a work of art.

The story of the little Princess Snow White who runs away from her jealous sister, the Queen, and enters the home of the seven dwarfs is well known and provides the frame for Disney's high imagination. The story, interesting in itself, is given magnificent pictorial background, exquisite coloring, tuneful music, rollicking comedy and genuine characterizations. For the first time cartoon characters achieve flesh and blood quality, the dwarfs coming to life in amazing fashion. Of course, there are the usual flock of forest animals in fantastic actions saluting us humans. But the most startling fact of all is that the picture is so effective that you will forget it's a cartoon. And that is the greatest praise anyone can give Disney and his staff.

Paul Denis.

"She's Got Everything"

(RKO)

Time, 71 minutes. Release date, December 31. Directed by Joseph Santley. Original story by Joseph Hoffman and Maurice Shoff. Screen play by Harry Segall and Maxwell Shane. Cast: Gene Raymond, Ann Sothern, Victor Moore, Helen Broderick, Parkyakarus, Solly Ward and others. Reviewed at the Criterion, New York.

If all had gone well this picture might have been a swell low comedy and excellent vehicle for this cast. The skeleton story was custom made for that end, if only the scenario had come thru. As present She's Got Everything is horribly disjointed. It goes along, limply limp, as an auto with a broken-down wheel in the rear. An audience gets about three opportunities to laugh in this 71-minute show. That's too few for a sitting. However, since the Broderick, Moore, Parkyakarus trio connotes comedy, the names on the marquee billing should be fairly successful bait. The mutilated story has a gang of her father's creditors conspiring to marry Miss Sothern to the coffee king, Raymond, in the hope that the girl will keep her promise to make good on the past dues. She starts out as secretary and official coffee taster but does competently, also, as the vamp.

Romance is temporarily knocked out of kilter when Raymond learned about the scheme. Love reprisals in stereotyped routine follow and give way to the alapetick tie-up.

Sylvia Weiss.

"Man-Proof"

(MGM)

Time, 71 minutes. Release time, January 7. Directed by Richard Thorpe. Screen play by Vincent Lawrence, Waldemar Young and George Oppenheimer. From a book by Fanny Heulip Lee. Cast: Myrna Loy, Franchot Tone, Rosalind Russell, Walter Pidgeon, Rita Johnson, Nana Bryant and others. Reviewed at the Capitol, New York.

The box-office combo of Myrna Loy, Franchot Tone and Rosalind Russell should be cavalier to the would-be sophisticates and keep 'em standing in line. It's no epic, but it's good box-office for the adult trade.

The gals, strictly in the Michael Arlen

FROM OUT FRONT

(Continued from page 32)

mental stock-in-trade of any reformer. Says Gautier: "Worthy preachers, what would you do without vice? You would be reduced to beggary tomorrow, if people became virtuous today. . . . What subjects would you have for your feuilletons? . . . If people were virtuous, what would you do with your tirades against the immorality of the century? You see that vice is good for something after all."

All of which leads, as it led me, to the conclusion that perhaps the belligerently virtuous (what with their wide knowledge of what they call filth—and their ability to find it in almost everything) may conceivably have a tinge of hypocrisy somewhere. "To think one thing," says Gautier, "and write another happens every day, especially in the case of virtuous people", continuing later with references to "the moral scurr which is desperately attached to romances "under pretense of religion and good morals."

"With all the faults that I may have," he says, "they have another which is, in my eyes, the very greatest and worst of all, and that is hypocrisy. If we looked carefully we might perhaps find another little vice to add. . . . It is envy. It is this that goes creeping and winding thru all these paternal homilies. However careful it may be to conceal itself, it may from time to time be seen gleaming above metaphors and figures of rhetoric with its little flat viper's head: it may be surprised licking its venom-blued lips with its forked tongue: it may be heard hissing in the shade of an insidious epithet."

And surely there is at least some justice in the view—for, else, how is it that the professionally godly have always such a wide and intimate knowledge of the "filth" that they condemn. In citing examples of criticism prompted by the reforming mind, Gautier makes much point of the long lists of "filthy" works that can always be cited or quoted at a moment's notice. "The virtuous," he says, "have an immense erudition in the matter of filthy novels. It would be curious to know why."

And more powerful even than their deep researches into the muckiest backwash of literature—researches that would nauseate the legitimate artists whom they also condemn—is their ability, displayed down the ages, to find filth where other minds, normal minds, clean minds can see only beauty. This, above all, hints at hypocrisy, hints even more strongly at traces of dull-eyed, slobbering envy. I am afraid I feel that clean minds are possessed by those who see the beauty and ignore the filth—not by those who would ban the beauty because, by dint of much peering, they have been able to decipher a problematical trace of dirt.

One more quote from Gautier and we're thru: "For my own part, not being accustomed to look at statues in certain places, I thought, like other people, that the vine leaf carved by the chisels of the superintendent of the fine arts was the most ridiculous thing in the world. It appears that I was wrong, and that the vine leaf is among the most meritorious of institutions."

"I have been told—I refused to believe it, so singular did it seem to me—that people existed who, standing before Michael Angelo's Last Judgment, saw nothing in it but the episode of the Biontious prelates, and yelled their faces as they cried out against the abomination of the desolation! Such people, too, know nothing of the romance of Rodrigo save the verse about the snake. If there is any nakedness in a picture or a book they go straight to it, like swine to the mire, without troubling themselves about the full-blown flowers or the beautiful golden fruits which hang in every direction."

"I confess that I am not virtuous enough for that." Having in mind those blacklists that condemn shows like Golden Boy, Hating Wonder/Wa Time, Many Menstrons and The Star-Wagon, I heartily subscribe to that confession.

tradition, act too, too noble, which isn't quite as bad as when they go philosophical in the Hollywood manner. About love, of course. But this squirt of philosophy can be regarded as an infirmity until the flicker gets back to its most totally unexpected little plot. Myrna is the almost incurably romantic daughter of a writer of popular love stories. She gets charmingly tight when Walter Pidgeon, the man she loves, offs and marries her best friend, Rosalind Russell. The plot hangs on Myrna's vow to win him back. Picture cracks along with the principals tossing out quips like, "Love doesn't pay" and "Can't we be friends?" but the villain turns out to be no villain at all, but a pitiful play-boy.

Man-Proof has little of the character values or situations required to make it an outstanding flicker, but it does possess the cliches fans expect when Hollywood goes sophisticated. Tone's boyish smirk is rather refreshing and he turns in natural acting as friend of the family who wins girl. Loy and Russell also are in their stride in this picture.

Ben Hall.

Vaudevillians Do Okeh in Pix Shorts

CHARLES KEMPER and DANNY KAYE slide thru Educational's short, Getting an Eye-ful, with a load of honest to goodness belly laughs. Idea goes the limit in unrestrained hoke, and Kemper and Kaye, the first as a correspondence school eye-doctor and the second as a patient, get every ounce of mirth out of their routines.

Kemper, somewhat on the Patty Arbuckle type, puts iodine and horse liniment in his patient's eye, has him read charts and distinguish objects. Results are unadulterated lumpy—so much so that the plot, with a love story woven in, meanders off into a loose end. This is no falling, however, but is rather a treatment which fits right in with the nutty conception of the whole. Sure-fire for the most wooden audience.

Also in the cast are SALLY STARR, JACK SQUIRES, CLYDE FILLMORE and JACK HARTLEY.

P. A.

LOUISE MASSEY and the WESTERNERS manage just fair in the new Educational short, Love Goes West. Trouble is not in the act, but rather in the artificial production idea built around it. Plot depicts a dude ranch with a lot of femmes, all of whom are dissatisfied because the ranchers refuse to become pushed up. Miss Massey, the proprietress, arranges a party; the boys play and sing, the moon shines and romance comes to Har T.

Playing and singing of the Westerners is fair-to-middlin' with instrumental ensemble made up of bull fiddle, accordion, fiddle and guitar. Tunes include Ride' for the River and Give Me the West.

In addition to the Westerners, cast includes MARY ALICE RICE and GEORGE HAGGERTY.

P. A.

HERMAN TIMBERG JR. and PAT ROONEY JR. may have something, but never get a chance to show it in a childish Educational short, Dates and Nuts. Both juniors are cast as college kids in this one, and go thru the usual trouble. Pat winds up in the girl's dormitories and tries to explain to the college authorities. Herman finally gets a bid from a fraternity. Punny lines and incidents are rare.

College dance provides the only measure of entertainment, with Timberg doing a tap, Rooney prancing around in feminine clothes and a bevy of shag dancers letting go with plenty.

Others in the cast are JUNE ALLYSON, ED GARVIE, LORRAINE TEATON, MARY CLARK, STEPHEN KENT and JOHNNY JOHNSON'S Orchestra.

P. A.

THEATRE EQUIPMENT NEW & USED!
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Thru Sugar's Domino

THERE are certain so-called businesses that are by their nature illegitimate. Theater ticket speculation as against theater ticket brokerage is one. There are others that need not be mentioned in connection with the development of this week's thesis. On the other hand, there are businesses, such as cafes, which are legitimate or no, depending on the manner in which they are operated. It is with cafes that we are concerned. Cafes are big business when considered as



E. S. SUGARMAN

in what are now dead spots all over the country.

part of the amusement industry. The trend toward transforming large-capacity theaters into cafes has been responsible for enhancing the importance of the branch of show business that can be defined in general terms as that which caters to patrons who seek to combine eating, drinking, dancing and viewing a show in one spot and by the payment of one lump sum. With theaters presenting live entertainment at its lowest ebb the cafe field assumes far greater importance both from the standpoint of the public and that of showmen who supply talent to both theaters and cafes. It follows that the matter of the standing of cafes in the line-up of legitimate enterprises is of grave concern to those who earn a livelihood in the various branches of the theater. So closely related are these branches that progress and activity in one field are tied up with similar factors in another. It is not at all far-fetched to visualize the effect increased cafe talent activity would have, for example, on the efforts that will sooner or later be made to revive stage shows

What are the factors that enter into the classification of certain cafe enterprises as illegitimate or inconsonant with the golden rule policies prevailing in other branches of amusements? We can point, for one, to the practice of leasing out cloakroom, cigaret and novelty concessions. The gent who lays down his money for these concessions has become an important factor in cafes. He is important because he has the cash to call his shots. And the thing that's wrong with the picture is that he should be unimportant or, better still, should not exist at all. In the spots where a high fee is paid for the checking and allied privileges there is pressure necessary to make the concession a go. This pressure is applied to the girls behind the counters and those making the rounds with "cigars, cigarets, nuts" and whatever else can be conveniently carried and forced into the generally unwilling hands of the boys Tex Gulman bluntly referred to as suckers. The girls pass the pressure on to the patrons—and the average patron walks out with an impression of cafes that doesn't do the cafe business or show business generally any good.

When a cafe operator strives to perfect his service in every way possible and neglects consideration of the cloakroom as part of his business he is fooling only himself. Regardless of how well amused a patron might be by the show; regardless of how the food may tickle his palate; regardless of how high the quality of the liquor and the excellence of the dance orchestra, his impression of a spot cannot be good if the checkroom girls constantly harass him with high pressure in selling flash merchandise and if the self-same girls short-change him in the cloakroom or insult him if his tip is not up to their great expectations. We are practical enough to realize that the concessioner frequently makes it possible to start a cafe going with his initial payment on the lease. But this does not justify the existence of the concession evil. We say about cafes as we have said about other branches from time to time; that if an operator is short of funds he shouldn't operate. He can't do a real job and he exerts a most harmful effect on his business by trying to make both ends meet by tying them up with a shoestring.

Another element of illegitimacy in cafe operation is the practice of kiting checks. For every time the cafe man who operates that way gets away with it without casualties there is another time when he creates ill will and loses the patronage of substantial persons who are in a position en masse to put a cafe on its feet and keep it there. While suckers probably enjoy being clipped, the night club of decent proportions cannot operate successfully by depending exclusively on suckers. This might apply to small, high-pressured clip joints but the backbone of the cafe business is the big class spots, and these could not remain open for long if they neglected the type of patronage that expects to be treated in cafes as they would in department stores, theaters and hotels. Few night clubs can exist for long on the basis of catering to transients. The success of the average after-dark spot depends on repeat patronage. The sucker, who is gradually being reduced to a minority, is not a steady patron at best. He gives the appearance of being a far more important revenue factor than he really is. The substantial patronage comes from persons with plenty of money to spend and who are happy and willing to spend it but will not tolerate gypping. The cafe man who prides himself on pulling fast ones is merely living in a fool's paradise. Every time he puts one over he is bringing himself nearer to the brink of bankruptcy.

The third destructive practice or policy in cafe operation is that of a too great dependence on mixing on the part of the showgirls. One of the larger clubs that recently passed out of the picture used to pride itself on the owner's policy of not permitting the girls to mix unless it was established that they knew the parties whom they joined at tables or were introduced to parties for whom the owner was in a position to vouch. The business slumped in this spot so bad that the owner in his pain dropped most of his ballast, including certain principles of cafe operation that he had held on to for many years. Several months prior to the slumping of the spot's swan song the girls were not only permitted to mix freely but were actually coerced into so doing. We do not claim that the spot passed out of the picture because of this, but we do not hesitate to ascribe this as one of the causes. Free mixing is resented by the type of patronage a spot must have to make money. Free mixing creates an atmosphere around a cafe that breeds trouble and tears at the vitals of the business. When the undesirable with money to buy anything that they desire make a spot their roosting place that spot is doomed to go. It has happened in almost every instance that we know. It will happen again. A really smart operator will not permit it. He will concentrate instead on a policy that will draw patrons because of the pleasing blend of his show, drinks, food and other factors. If he is a good restaurant man and a clever showman these factors will blend beautifully and the reward will be a business that is prosperous and legitimate and without any of the headaches suffered by the operator who is always two steps ahead of Old Man Trouble.

As I See It

By DAVE VINE

ANSWERING THE MAIL . . . The Ed Sullivans wire me happy New Year greetings. Thanks, Eddie, your vast herd of friends join me in wishing you the same. . . . Lew Saxon writes, "Is there anything worse than to be old and bent?" Yes, Lew, to be young and broke. . . . Winnie Shaw writes, "What is flirtation?" Winnie, if you are confused, all I can tell you is that flirtation is attention without intention. . . . (Say, how did you come to ask me that?)

A theatrical lawyer writes, "How did you like the way I defended that horse thief?" Between you and me, we both know that your client stole the horse, but since I heard you talking to the jury I have my doubts. . . . Harry Rose writes, "Do you remember Savoy and Brennan, who used to be in vaudeville?" Harry, to tell you the truth, I don't even remember vaudeville. . . . A. G. (It's best I just use his initials) writes, "My wife has worked for the last three years, and during that time I have had no job. If this situation continues do you think people will talk?" I wouldn't worry, A. G., because the worst they can say is that you are a lazy loafer who lives by the sweat of your frau.

TIME OUT FOR GRATUITIES . . . Altho the letter wasn't addressed to me personally, the druggists' gossip sheet, *The Drug Whirl*, on December 31 quoted a few lines from one of my previous columns. I feel highly honored and thank you, Harold Hutchins. . . . The column, *The Town in Review*, in *The Morning Telegraph*, quotes a whole paragraph taken from this two-by-four column. I'm grateful again and thank you, Beau Broadway. . . . Nick Kenby writes in *The Daily Mirror*, "I like Dave Vine's column in *The Billboard*." Thanks, Nick, for the acknowledgment (I think that's the way you spell it). . . . In *The Film Daily* Sid Weiss writes, "Dave Vine's column is catching on fast." Sid, that's very gratifying. I want to be modest. But oh, boy, am I tickled!

BACK TO MY LETTERS: Hal LeRoy writes, "My wife's birthday is next Monday. I don't know much about that kind of thing; what do you do about birthdays?" Hal, all I know is "When a man has a birthday she takes a day off, but when a woman has a birthday she takes a year off." . . . Ghenny and Fox write, "Are two heads better than one?" Yes, especially on a bass drum. . . . A spiritualist writes, "When a spirit is asked how he feels today, what does he say?" I think the last time I asked one he said "Medium."

HERBERT STEINER and his band write, "Are we all sent here to help others?" Yes, Herbert, it's true; we are all sent here to help others. But for goodness' sakes don't go and ask me what the others were sent here for. . . . Dan Healy writes, "My brother is a divorce lawyer. Can you tell me why, every time I ask him how's business, he always replies, 'great, thank heaven.'" Because, Dan, that's where marriages are made, isn't it?

EDDIE GARR writes, "I was surprised at your girl friend's language. I thought she swore terribly." Eddie, you're are right; she doesn't put any expression in it at all. . . . Annabelle Lee writes, "Is it true that two can eat as cheaply as one?" Yes, Ann, providing one doesn't eat. . . . Chaz Chase writes, "How did you like the wedding we attended? Personally, I didn't like the look on the groom's face; didn't you think his smile was forced?" No, but I thought he was!

Chicago Chat

By NAT GREEN

A. B. MARCUS certainly does get around! . . . Latest word from him is that the company is now playing Johannesburg and when the engagement there is completed they go to India, then back to the States. . . . From all accounts it has been a triumphant tour. . . . Arthur Unger in town for a few days. . . . Mrs. Myrtle Irene Thurston, magician and sister-in-law of the late Howard Thurston, has had her name legally changed to Rae Thurston, the name she uses on the stage. . . . "Slim" White is in Chi seeking bookings for Arthur Morgan, concert violinist, who claims that while he was serving a prison term he listened to Rubinoff on the air and was inspired to become a violinist. . . . Charlie Blake, *Chi American* feature writer, is doing some work on *In Old Chicago*. . . . The local branch of the Newspaper Guild is planning a show to be given at Medinah Club January 28. . . . The Dania Society entertained Jean Herscholt, picture star, and his wife at luncheon a few days ago when they stopped off here on their way to Hollywood after attending the opening of Herscholt's new picture, *In Old Chicago*, in New York.

Bill Green, praise agent for Rubinoff, was a much sought after person during his stay at a Loop hotel last week. . . . Rubinoff is swell copy and the newspaper boys kept the violinist on the jump posing for camera shots and giving interviews. . . . Incidentally, it looks as if the concert tour of Rubinoff and the method used in handling it has opened up a new field. . . . Green, who has proved himself a high-powered promoter, plays the maestro under strong auspices wherever he goes, and big business has been the result all along the line. . . . H. P. Kellher, of Bruno & Associates, New York, is in town handling a Bendix promotion at the Home Show. . . . He's also doing some work for Bendix aviation radio. . . . Hampton Howard, former New England theater manager, coming to Chi soon on his way to the West Coast to try for a Bendix tie-up with Paramount's picture *College Swing*.

While the Federal Theater publicity men have been successful in keeping any unfavorable news out of the papers, there are rumblings of dissatisfaction over the way the project is being handled. . . . It is claimed by the dissatisfied ones that numerous outsiders have been wrong in and many local professional people who are entitled to aid have been ignored. . . . What the Chicago legit theater lacks in quantity this season is being made up in the high quality of the shows playing the few houses available. . . . Helen Hayes, Leontovich, Joan Bennett and Cornelius Otis Skinner—all are keeping the box offices busy. . . . Sensing that the general public must be educated to the beauties—if any—of the modern ballet, the promoters of *An Evening of Modern Ballet* are giving a lecture-demonstration on *How the Audience Should Approach the Dance*. . . . They've got a tough educational job ahead of them! . . . Golgotha, touted as the world's largest painting, may become the property of a local Polish society. . . . The painting, 45 feet high, 165 feet long and weighing three tons, has long reposed back stage at the Chicago Civic Opera House. . . . The work of Jan Styka, noted Polish artist, is valued at \$225,000, which is the main obstacle in its sale. . . . Evanston, Chicago university suburb, is attacking the double-feature problem from a new angle. . . .irate mothers have appealed to the city council on the ground that double features are detrimental to the health and well-being of their children.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

COLUMBUS MAGIC CLUB has completed plans for its seventh annual Magi-Fest to be held January 28-29 at the Neil House, Columbus, O. Night-before party will be held Friday night (28) and on Saturday night the big charity magic show will be staged at Masonic Temple under the direction of Syl Reilly. All magic lovers are invited to the event, which always has proved a riot of fun. . . . **MARQUIS** began his new season January 3, after appearing on a vaude bill at the Shrine Auditorium, Pittsburgh, New Year's Eve. . . . **DR. FREDERICK KARR** and company of five, who have been working Pennsylvania for the last four months to fair returns, have invaded Ohio territory. Karr is doing some magic, but concentrating on his mental work. His advance is now in Southern Ohio. . . . **RING NO. 1, IBM, St. Louis**, has elected the following officers for 1935: Ben R. Badley, president; A. S. Bremner, vice-president; W. U. James, secretary; William Cantor, treasurer; M. W. Ebert, sergeant at arms, and Milton Ross, director of publicity. . . . **MEL-ROY'S** new under-canvas mystery revue, *Sensations of 1935*, began rehearsals in Pleasanton, Tex., January 12 and opened there the 18th, with Jourdanon, Tex., to follow the week of the 24th, and Pecos, Tex., the week of the 31st. . . . **HAVILAND** is playing a repeat engagement with his *Capers With Papers* in the Blue Room of the Shoreham Hotel, Washington. . . . **VANTINE AND CAZAN** are working the Casino Dinner Club, Corpus Christi, Tex., for MCA. . . . **FELIX HERRMANN**, New Orleans magish, was seriously injured in an auto accident in New York recently. Herrmann was in New York preparing to sail on a world tour. . . . **MYSTERY-LOUS LAWRENCE** has revamped his show into an educational feature for schools. He has labeled the offering *What Nests????*. . . . **JOHN MULHOLLAND** performed in Baltimore Wednesday night, January 5, and afterwards, with Harry Alpin and Milbourne Christopher, was the guest of the Philip (M. U. M.) Thomases. . . . **CLIFFORD E. WITHROW** (Keystone the Magician), with the Curly Greater Shows the past season, has resumed with his magic turn, Jack S. Smith handling the bookings. He's now working schools, churches and clubs in Ohio.

VAL SETZ has just concluded six weeks in Miami, doubling between the French Casino and the Royal Palm Club. . . . **MILBOURNE CHRISTOPHER**, rope truster, opened with Freddie Sanborn at the Chicago Theater, Chicago, Friday (14), and follows into the Michigan, Detroit. . . . **NEWTON'S MAGIC SHOW**, H. Glenn Newton, manager, has returned to Delaware territory after an absence of 10 years from those parts. Unit has been playing two-week stands in small spots, changing nightly. Says he totes two trailers and nearly a ton of equipment. Freddie Gage, show's pianist, has joined up with Uncle Sam and sailed January 6 for a hitch in the Philippines. . . . **FRA DIAVOLO** (Paul Balfonte) is laying off in Berea, Ky., suffering with agent trouble. His advance jumped out on him there the other day, leaving him without dates. . . . **HARRY E. CECIL** last week filled a long-delayed promise by shooting us a copy of his new magic book, *Magic That Perks*. We've found it highly interesting. . . . **WE CAN SAY THE SAME** for John S. Van Glider's *Six Cleanings*, now in its 57,000th printing, a copy of which hit the desk last week. . . . **BRANDINO**, last season with Skelly's Hollywood unit, has been drawing some fine press notices this season for his manipulative work in Owen Bennett's unit now touring the South. . . . **BILL SIROS** has just finished work at a

swanky Houston nitery, from which he doubled into the Rice Hotel there for six shows a week. . . . **KUDA BUX**, prominent Hindu fakir, whose psychological manifestations include reading a newspaper blindfolded, walking on a trench of fire and staying alive after being poisoned, arrived in New York on the Aquitania January 11 to work vaude dates under the direction of Dorothy Granville. . . . **HARRY AND ZOLA PAVEY**, well known in magic circles in the East and Middle West, write from California, where they have been since December, that they plan to locate permanently on the Coast. They pen, in

part: "There are about six magic clubs here and we have been going all the time. Max Terhune tossed a party the other night, with several stars of the picture world present. Max has surely made good in the flickers. He begins work on his 15th picture in a few days. Spent three days at San Francisco with Clayton and Louise Mardon. They are rounding a solid year at the Embassy Club there. Also spent some time with Mr. and Mrs. Floyd Thayer in Los Angeles. You can put us down as a booster for Chester Morris for the Houdini role in the forthcoming picture. He's a great fellow and a capable magician."

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Johnson Thrillathon Nears the Wind-Up

BEAUMONT, Tex., Jan. 15.—Two teams, Bonnie Lucas and Bus Stewart and Dale Thorp and Gladys Maddox, and five solos, Al Smith, Ken Carter, Tim Hammack, Bobbie Bauer and Marvin Ellison, are battling it out in the dynamite sprints at B. W. Johnson's Thrillathon, still going here under the sponsorship of the Veterans of Foreign Wars. Emcee duties are handled by Curley Linder, assisted by Doc Murphy. Fatty Martin and his swingers are knocking out appropriate melodies. Others on the staff are Dave Cullins, chief judge; Jimmy Curalington, day judge; Tiger Mudd, trainer; Edna Reed Haine, assistant trainer, and Quits Regan, nurse. Mrs. Curly Linder handles the publicity. Tim Hammack put on his ice act Wednesday night to a capacity house. Johnson plans to stage a "super" show at the conclusion of the present contest.

B. W. Johnson, in a wire to *The Billboard*, denies the report carried here last week to the effect that his Thrillathon had folded suddenly in Beaumont, Tex. "We expect to finish this show completely," Johnson states, "and open with a super in the near future. The report of the Johnson show's closing was wired in by Jack Murray."

STAN WEST, working the Grove Night Club, on the outskirts of Port Arthur, Tex., posts that he is planning to join the Leo Seltzer Roller Derby in the near future. He is anxious to know what has become of Betty Lee Doris, Johnny Hughes, Phil Rainey, Billy and Doris Donovan, Joe Brandt, Joe Paloccka, Jenn Moon, Billy Willis and Marshall Roberts.

MR. AND MRS. R. NEIRHAUSEN (Mickey Horan) are now running a tavern and night club in St. Paul. They are the proud parents of a seven-pound boy, born recently.

BEECHER STAIR, with George W. Pughe shows for several years as assistant manager, has retired from the endurance field and is now in the insurance adjustment business in Minneapolis.

PAT O'DAY has returned to the endurance field, currently with Max Grossman in San Antonio, after a brief fling into journalistic circles as a columnist and feature writer.

BILLY AND BILLIE CURTS are on the temporarily retired list, awaiting a blessed event. Billy is conducting a lunch room in Dallas.

PAT ALLSMAN, Larry Pullen and Kenny Nydell, of the Pughe organization, are vacationing in Los Angeles.

GEORGE BRUNSTEIN and Leona Barton, runners-up in the recent Wellston, Mo., contest, after spending holidays in St. Paul and Clinton, Minn., are back in St. Louis awaiting a show.

MR. AND MRS. AL PAINTER and Carl Abbott are en route to Phoenix, Ariz., from Miami. Al says he has a new angle on the endurance contest which he expects to launch in a Western city soon.

ARCHIE GAYER, master of ceremonies recently with Pop Dunlap, is now located in Paterson, N. J., with his wife and son, Robert.

LITTLE FRANKIE LITTLE, now at

Minstrelsy

By BOB EMMET
(Cincinnati Office)

HOMER MEACHUM, now trouping the Southland with the Owen Bennett unit, writes that he recently has had the pleasure of renewing acquaintances with some old minstrel lads, now out of business and residing down that way. Homer is still anxious to have Al Tint and Sam Gill renew their old feud.

DANIEL R. FUTCH (Fitch), comedian, born Augusta, Ga., March 21, 1889. First minstrel engagement with Coburn's Minstrels in 1907; subsequent engagements with Nell O'Brien and others; organized own vaude-minstrel in 1920, playing the Keith and other major circuits. Present activities: Owner-manager of "The Big Apple Revue." Permanent address: 1418 Collier avenue, Miami Beach, Fla.

HARRY FIDDLER posts from West Palm Beach, Fla., that the Siles Green Show closes in that State January 23.

THE LIVE WIRE CLUB of the Binghamton (N. Y.) Chamber of Commerce will stage its minstrel show the night of January 20 in the Spanish Ballroom of the Arlington Hotel there. There will be a chorus of 20 voices and a symphony orchestra of 21 furnished by the International Business Machines Corporation. Tib Tobey will act as inter-locutor, while Rex Titus, Addison Keeler, Ted Deyo and George Barlow III will be end men. It is possible that Nell O'Brien, whose home town is Binghamton, will make a guest appearance. Production is being staged by Cecil B. Mastin, manager of Station WNUF, Binghamton.

ing wrong with walkathons as far as the contestants or public is concerned. It has been the unscrupulous promoters who have nailed the business to the cross. There are a number of reliable promoters, but the others will sneak in and that's where a strong contestants' union will come to the front by refusing to work for anyone but responsible interests. Billy and Jack can depend upon me for co-operation."

GEORGE W. PUGHE, popular endurance show promoter, is confined to his suite in the Cliff Towers, Dallas, suffering with—of all things—the gout. However, he is rapidly giving the gout the gate and hopes to be up and at 'em again soon. "My good wife, the wench," typewrites Pughe, "does make sport of me and continually reminds me that if I would live up to the traditions of this noble profession I would demonstrate that 'The Shoe Must Go On.'" Dud Nelson, the battle-scarred hero of many a walkie, is in Dallas awaiting Pughe's recovery. His wife, Marie, and the two kiddies, Dudrow Jr. and Georgie, are with him.

WHATEVER BECAME of Lucy Foreman?

THE ENDURANCE game is far from dead. Many promoters have attempted to murder it, but it is still alive and healthy.

WE HAVE HAD INQUIRIES recently on Eddie Blessing, Hal J. Ross, D. K. (Mickey) Sheehan, Jimmy Moelett, Harley Davidson, Mac Carmoody, Col. A. D. Baker, Joe O'Neil, Evelyn Wilson, Phil Murphy, Art Beyer, Rodney Peters, Fred Crockett, Fuzzy Thomas, Hannah White, Vic Puroe, Larry Blum, Jane Lenhart, Betty Lee Doris, Jack Kirby, Ray Meginn, Dorothy Zauhur and Angelina Signor. Shoot in a line and let your friends know where you are and what you're doing.

WHAT IS THIS UMPH, that Eddie Blessing flouts to the fair sex? We received a note last week signed "Three New York Girl Fans" and reading: "Could you please tell us what has become of Eddie Blessing, who used to be a walkathon contestant. We would like to find out what he's doing. We read *The Billboard* every week. Now maybe Eddie will drop us a line.

PAT O'DAY is the first to come in with a comment on the plan for an endurance contestants' organization as recently formulated by Jack Murray and Billy Steel. "I am of the opinion that this is a grand idea," writes O'Day from El Paso, Tex. "If done properly and with the proper co-operation it should mean the salvation of the endurance business. Knowing both of the boys, I feel that the nucleus of the organization is in the proper hands. There is noth-



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CONTESTANTS

Our Show Opening 1st Week February.
Positive Date Next Issue.

Communicate

FRANK RAVESE

3728 30th St., Long Island City, N. Y.

M. C. Band and Comic Wanted.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Carthage, N. C.
In my opinion, the term "rag show" so often used by carnival men, particularly when referring to a show not their own, certainly does not sound good to a fair secretary. It isn't so much what the fair secretary thinks either, but what effect the meaning of the term has on some supposedly pious city, county or State official whose opinion may not be so gracious towards carnival companies to begin with. "Outdoor show," "carnival company," or "amusement company" sounds far better than "rag show."

PAUL H. WADDILL,
Secretary Moore County Fair.

Oakland, Calif.
In the December 25 issue of The Billboard our attention was called to this literary gem: "Wonder what ever became of the Foley & Burk Shows?" This pungent sentence appeared in the Midway Confab column, edited by The Mixer. You can probably understand that we were more than a little surprised that you would publish it. Like the actor who never reads anything but his own press notices, The Mixer evidently never reads anything in The Billboard except his own brilliant column. Evidently, to him that is the nut, the kernel, the meat of the publication.

During 1937, the year that The Mixer was doing his wondering, our advertisement appeared in several issues of The Billboard; there were several long stories regarding the opening and our activities at California's most important fairs and celebrations; there appeared in The Billboard a full-page story written by Mr. Foley; subject, Looking Forward. Too bad all this missed the scrutiny of The Mixer, but none of it appeared under Midway Confab, so naturally he missed it. If it will add to the peace of mind of your brilliant columnist, and help him to continue to enlighten the world about the salient episodes of outdoor amusements, please tell him we do have some remarkably fine fairs and celebrations in California. Show him the enclosed card naming a dozen rather fine events for which we furnish the midway attractions. We are also enclosing a clipping from a California paper with an article by a writer in the Dutch East Indies. Even tho thousands of miles away, he knows where we are and gives the Foley & Burk Shows quite favorable mention. On account of the character, reputation and standard of the Foley & Burk Shows, it is not necessary for us to ever leave our territory; it is not necessary for us to make any long jumps. We have nothing to cover up. Our chief concern is to advance, improve and beautify.

The show is now working intensively in winter quarters getting ready for the 1938 season, which opens early in April. (Call his attention to the ad on page 59 of The Billboard, issue of January 1, 1938.) We will, in all probability play the same territory and the same celebrations that we have been playing for more than 30 years.

W. LEE BRANDON,
Assistant Mgr., Foley & Burk Shows.

Morganton, N. C.
Lawmakers are getting ready to take another crack at us. Tonight two radio news commentators announced that among the important issues facing Legislatures and Congress for the coming year is that of the automobile house trailer. From recent articles I've read regarding trailers I gather that they are a horrible menace to life, limb and health. I've hauled a trailer on and off for 10 years over the greater part of 20 States and never have had or caused a wreck with one. Did you ever hear of a serious wreck caused by a

motorist towing a house trailer? I never did. As to sanitation, my wife keeps our trailer much cleaner than boarding-house and tourist-home rooms we formerly lived in. We park in the rear of some service station or in a trailer camp. We use their toilets and their water, obtained from the city, so just where are the unsanitary features of a trailer?

Our dear lawmakers in condemning the auto trailer are obviously thinking of the taxes we are escaping. In the past year I traveled 18,000 miles. Of course, in towing a trailer, a car will burn more gasoline, and with an average of 5 cents per gallon State tax (in some States 7 cents) and 1 cent federal tax per gallon on gas and in most States 1 cent per gallon tax on oil, just figure it out for yourself. It is my guess that more than a third of trailer owners also own homes upon which they pay taxes. The trailer license tag cost in the average State is larger, considering the investment, than the small-home owner pays in taxes.

During the past summer I played many fairs and sat in for a week here and there with different carnivals. More than 50 per cent of these troupers live in house trailers; many others live in tents. With drastic laws passed against the living trailer they will all be forced into tents, far more unhealthful than the trailer; less comfortable and less cheerful and homelike to those who can afford a trailer but cannot afford hotels on their meager wage. I also learned in my tramping the past summer that it is difficult for the average concessioner, show owner, ride operator and carnival manager, because of high licenses and taxes that he is forced to pay city, county and State governments, to pay his employees a decent living wage. With tens of thousands out of work the powers-that-be, who before they were elected promised to remedy this condition, continue to pile up licenses on the troupers until in some cases he is forced from his home State into other States to earn a living or else out of employment entirely. And now it's the harmless little home on wheels. Ho, hum! Perhaps you'll write your congressman. Perhaps you'll do just as you have done many times in the past, Mr. Troupers—nothing. You'll continue to pay and pay and like it. Or will you like it?

LIPPINCOTT, The Magician.

Kenyon, Minn.
In the Forum of December 25 Marquis the Magician says that magicians defeat themselves by making slighting references to and in engineering so-called exposures of psychic phenomena, particularly with such scientifically established ones as hypnotism and extrasensory perception. In seeking the destruction of others they also destroy themselves. It is true that some professional magicians have obtained publicity by means of such exposures, but Marquis failed to point out that professional magicians are not the chief offenders. On the contrary, these are the butchers, bakers and candlestick makers who as members of a self-styled magic club selfishly prostitute magic in many unethical ways in order to further their regular business. Some of them have discovered that the cheapest (and they love cheapness) way to get publicity for which they do not want to pay is to denounce or expose something they know nothing about. They also set themselves up in unfair competition with professional magicians by giving free or very cheap shows during their spare time in order to advertise their established business. A man may be a high-pressure vender of fertilizer, medical nostrum, junk or what-have-you with considerable success, but it does not follow that because such persons belong to an alleged magic club and have a pocketful of gimmicks that they are in truth magicians. Nor does the possession of a few books on magic imbue them with such superhuman wisdom that they are qualified to give authoritative opinions on matters beyond their mental ken, or to sit in judgment on their betters. Yet so colossal is their conceit that they constantly pose as magicians, and despite

Marquis Only Partly Correct, Says Newmann

their vast ignorance they affect to understand and to oracularly expound on obscure psychological subjects with which they do not even have a bowing acquaintance. One or two professional magicians and a few really ethical and accomplished amateurs are sometimes found in such groups, but the majority of them are definitely not magicians but rank amateurs whose pitiful attempts to perform even the simplest trick leave the suffering spectator nauseated with the mere mention of magic thereafter. These are the parasites whose free and 85 shows are ruining the school, club and private entertainment field for the professional magician in many localities and whose ill-warranted vocal iconoclasm is stripping the ancient art of legerdemain of its mystery and charm.

C. A. GEORGE NEWMANN.

The principal trouble with burlesque, I believe, is lack of talent. This year in Toledo instead of weekly burlesque pictures are run on a split-week policy, with burlesque on Friday, Saturday and Sunday, and we are seeing the same shows as last year. I don't believe the public wants only striping and a song and dance, but comedy as well, which as a rule, I am sorry to say, is poor. Why not have comedians go back to grease paint and burnt cork instead of featuring a stripper and line of girls? There are plenty of good comedians left who if properly costumed, made up and featured would pack a house. Since circuses close about the time the burlesque season opens, why not feature a few acrobats, clowns and novelty acts instead of the usual strippers and acrobatic dancers? Another thing burlesque could well do away with, in my opinion, is the concession business. It looks like a gyp and disgusts me to see concessioners working so raw it is easily seen that if you don't get the first or second box passed out you get only a few caramels for your 25 cents. Sliding Billy Watson was in Toledo recently and the house did business. Why not live up burlesque with good comedians? That's the way to get business.

GEORGE W. FERRELL.

Sulphur Springs, Fla.
Regarding Frank Cook's and Fred Reckless' letters asking about the highest rigging and highest aerial performers I would like to say that the Sky Lady (Marjorie Bailey) is the answer to both questions. Her rigging was built with the intention of having it 50 feet higher than any other rigging. After the first few weeks it was lowered nine feet to its present height, 171 feet. Miss Bailey worked 32 consecutive weeks last year, tearing down on Saturday night and setting up for Monday. The shortest jump was 10 miles, the longest 500, showing that the rigging is practical.

CAPT. FRANK H. CUSHING.

Wichita, Kan.
Can the theater manager help bring back vaudeville? My opinion is that he can, but he must use the right technique, especially in towns where there are more than one theater. Nowadays, with the best dancing, musical and even acrobatic and singing talent on the screen, it is a man-sized job to stimulate business for a theater when it comes to booking stage units and vaudeville with pictures. The actors on the stage do not have a chance, and then the manager says his stage show is weak. It probably wouldn't be weak if acts were not underpaid. But when a bill is practically all dancing it cannot be anything but weak. If a manager takes great pains in picking and booking pictures, he should take greater pains in booking his stage show. One can buy cheap pictures and cheap vaudeville, but that doesn't help business any or the stage show either. Why? Because the house is doing good business already.

He Has Ideas On Presentation Of Vaudeville

But here's what happened at a picture and vaudeville theater which I recently attended. There were a long-drawn-out picture and a short showing some of the finest dancing, acrobatics and even singing on the screen. Finally the curtain went up on the stage show. First came the stage band; then the emcee introduced a dance team, waltzing, etc. Next four girls in line, then a single tap-dance number, a comedian in a dance number, a two-people novelty ring act, a dance number by the emcee and a song, with an adagio act to close. All good performers, but the show was weak. Why? You figure it out. But if the picture had not conflicted with the stage show the acts might, with an even chance, have gone over much better. Well, the manager didn't like them. But why didn't he tell them about the show being weak the first night they opened? The night they closed, after a three-day engagement, he paid them half salary or little more maybe. Just the same, the theater lined them up at the box office, presumably doing around \$1,800 for the three days, while another theater will book in about a \$3,000 show and line them up for three blocks.

THOMAS F. WHITESIDE.

The Billboard

44th YEAR
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Vol. L JANUARY 22, 1938. No. 4

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THOMAS F. WHITESIDE.

Saranac Lake

By T. BODWELL

Moe Gould was the proud father of another birthday last week. Moe is doing right well for himself in the business of improving his health. Irving (Butch) Wilbur, after curing for several months, has been elevated to the ranks of the ambulant patients and joins them for all meals, showing he is well on the road to recovery. Herman Levine, W. R. M. H. executive, spent a few days with us last week for the purpose of giving the hospital his once over. Among those who have been placed on the exercise list since the new year started are Rose Hoernig, Edith Lemlich, Ned McGushon and Milton Reich. Hank Hearn, whose masterful interpretation of an Indian Swami amused the patients a few weeks ago, had cause for a celebration on his own last week due to the passing of another milestone in his life. Hank is going great guns and making swell progress. Please check your health to avoid the cure and write to those you know in Saranac Lake.

ACTS, UNITS AND ATTRACTIONS

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

A
Adams, Dell (International Casino) NYC, no.
Adrian, Jill (Philadelphia) Phila, no.

B
Baines, Pearl (Kil Kat) NYC, no.
Baker, Ashton (Lion & Eddie's) NYC, no.

C
Cacero, Emilio, Trio (State Mirror) Baltimore, Md.
Caffery Bros. (International Casino) NYC, no.

D
D'Avolio, Rodolfo (El Chico) NYC, no.
Dade, Don, & Dorothy Warusli (Rainbow Grill) NYC, no.

E
Eddie & Amy (Twigg) Akron, Pa.
Elliott, John (10-10 Club) Detroit, no.

F
Farrar, Jane (Louise) Phila, no.
Farrell, Bill (Place Elegante) NYC, no.

G
Gardner, Muriel, & Marvin Kane (Carlton) London, h.
Garr, Eddie (International Casino) NYC, no.

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; ce=country club; h=hotel; mh=music hall; nc=night club; p=amusement park; ro=road house; re=restaurant; s=showboat; t=theater.
NYC=New York City; Phila=Philadelphia; Chi=Chicago.

Night Club and Vaude Routes must be received at the Cincinnati offices no later than Friday to insure publication.

Grandos, Anacion (El Chico) NYC, no.
Gray, Jack (Park Lane) NYC, no.
Green, Al (Peanut Nuts) NYC, no.

Jacqueline, Mignac (International Casino) NYC, no.
James, Freddie (Cotton) NYC, no.

K
Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.
Karnes, Jim (Mario's Mirror) NYC, no.

L
L'Anza (Edison) NYC, no.
LaCagna (Worth) Ft. Worth, Tex., t.

M
MacConnell & Moore (Aloha Show) Honolulu, Hawaii.
MacConnell, Frank (Greenwich Village Casino) NYC, no.

N
Nancy, King of Ice (Onida Club) Alcona, Pa.; (V. F. W.) Alcona 23-30.
Nelson, Hazel (State-Lake) Chi, t.

O
O'Brien, Jack (Royal Palm) Miami, no.
O'Connell, Paul & Grace (Waldorf-Astoria) NYC, h.

P
Parker, Jimmy (Stater) Boston, h.
Patt, & Dash (Kil Kat) NYC, no.

R
Rader, Dynamite (Cotton Club) NYC, no.
Reynolds, John (Coca Firehouse) NYC, no.

S
Sawyer, Muriel (Royal Palm) Miami, no.
Sawyer, Muriel (Royal Palm) Miami, no.

T
Trotter, Muriel (Royal Palm) Miami, no.
Trotter, Muriel (Royal Palm) Miami, no.

Mendez & RaNoue (State) Tallahassee, Fla., 22 (Saenger)
 Mendez, RaNoue (State) Tallahassee, Fla., 22 (Saenger)
 Mele, Vi (Ritz-Carlton) NYC, h.
 Mezen, George (McAlpin) NYC, h.
 Michel, Michel (Russian Kretschma NYC, re.
 Miller, Taps (Plantation) NYC, re.
 Minnie Men, Three (Lodge) NYC, h.
 Misha (Russian Kretschma) NYC, re.
 Moffet, Adelaide (Ambassador) NYC, h.
 Moss, Jean (Chez Paree) Chi, re.
 Mousa, Nena (Dimitri's El Gaucho) NYC, re.
 Mouton, Bob (Greater Bilhouette Inn) East
 Orange, N. J., re.
 Mours, Peggy (Harry's New York Cabaret)
 Chi, re.
 Ozales Bros. & Little Daisy (Royal Gardens)
 Detroit, re.
 Organ, Grace (Belmont-Plaza) NYC, h.
 Organ, Stuart, Dancers (Billy Rose's Casa
 Manana) NYC, re.
 Orlich, Jose (Trocaner) NYC, re.
 Orlich & Terrella (Trocaner) NYC, re.
 Orrison, Jack (Park Central) NYC, h.
 Orsico, Alec (El Regis) NYC, re.
 Orsica, Kay (Casa Valencia) NYC, re.
 Orsica, Tex (Palmer House) Chi, re.
 orton, Alicia (Club Misset) Chi, re.
 orton, Eddy (Variety) Portland, Ore., 24,
 re.
 Orlin, Mimi (Orlins) NYC, re.
 Orphey, Jimmy (Travelers) Chgo, Calif, h.
 Orphey, Dean (Pere Marquette) Peoria,
 Ill., re.
 Orsary, Jan (Mayfair) Wilkes-Barre, Pa., re.
 Ostray, Ken, with Oswald (Pal) Chi, t.
 Oudal, Manilla, Three (Greenwich Village
 Casino) NYC, re.
 Myers, Timmie & Ray (Black Cat) Chgo, re.
 Myra, Myra (College Inn) Chi, re.
 Myrle & Descha (Moulin Rouge) Paris, re.
 Myrle & Pascaud (International Casino) NYC,
 re.

N

N. T. O. Show (Paramount) New Haven,
 Conn., t.
 Nations, Evelyn (New Yorker) NYC, h.
 Nasia, Edna (Flamingo) Orlando, Fla., re.
 Negre, George (Yumuri) NYC, re.
 Nelson's Boxing Cats (Leon & Eddie's) NYC,
 re.
 Newman, Door (Statler) Boston, h.
 Nestle, Mildred (Statler) NYC, re.
 Newton, Peggy (Hickory House) NYC, re.
 Nichols, Howard (Oriental) Chi, t.
 Nicolson, Eleanor (Orlins) NYC, re.
 Nissen, George (Southern Dinner Club) Hous-
 ton, Tex., re.
 Nishman (International Casino) NYC, re.
 Nolan, Nancy (White) NYC, h.
 Nonchalants, Three (Palmer House) Chi, h.
 Norre, Lee (Triangle Gardens) Peoria, Ill., re.
 Nori Sisters (El Chico) NYC, re.

O

O'Dea, Sunny (Pal) Chi, t.
 O'Toole, Elythe & Patsie (Columbia) Bos-
 ton, t.
 Ojeda, Los (Yumuri) NYC, re.
 Omar (El George) Brooklyn, h.
 Ondrea & Michael (El Regis) Chi, re.
 Ortega, Rosita (Yumuri) NYC, re.
 Ortrino, Joe (Trocaner) London, re.
 Ortrino, Four (Met.) Boston, t.
 Osmann, Sally (Columbia) Chi, re.
 Owen & Parco (Embassy) Jacksonville Beach,
 Fla., re.

P

Pedro, Pascho, & Beto (El Tivoli) Dallas, re.
 Padula, Margaret (Gay 90's) NYC, re.
 Page, Lyle & Broadway Playboys (Lakewood)
 Padenok, Ky., re.
 Paige, Hot Lips (Small's Paradise) Harlem,
 NYC, re.
 Palomo (Ambassador) NYC, h.
 re.
 Parker, Lou (Anchor Club) Handusky, O., re.
 Parker, Al (Flamingo Park) Miami Beach,
 Fla., re.
 Parkerson, Lew (Savoy-Plaza) NYC, h.
 Parraga, Senorita Ornela (La Rue) NYC, re.
 Parrish, Frank (Savoy-Plaza) NYC, h.
 Patricia, Tom (Billy Rose's Casa Manana)
 NYC, re.
 Paul, Bette (Lakewood) Paducah, Ky., re.
 Pepper, Mait (Yacht Club) Chi, re.
 Peppers, Three (Hickory House) NYC, re.
 Peppino & Camille (Congress Casino) Chi, h.
 Peppy & Pennus (606 Club) Chi, re.
 Perry, Diamond (El Regis) NYC, re.
 Phillips Twins (Rose Bowl) Chi, re.
 Phillip & Sylvia (Garrick) St. Louis 14-20;
 (Variety) Columbia, Mo., Jan. 27-Feb. 8, t.
 Phillips, Warren (Essex House) NYC, h.
 Pierce & Roland (Yacht) Hollywood, Fla., re.
 Pile & Label (Mayfair) London, re.
 Pianto, Texas (Toch Club) Cleveland, re.
 Play Girl Unit (Statler) Cincinnati, t.
 Podolina, Jenni (Dimitri's El Gaucho) NYC,
 re.
 Podomo (Ambassador) NYC, h.
 Powell, Albert & Co. (Tivoli) Melbourne,
 Australia, Dec. 29-Mar. 15, t.
 Proski's Tigers (Billy Rose's Casa Manana)
 NYC, re.
 Pryor, Harin (Essex) Chi, h.

Q

Queens of Rhythm, Four (Embassy) Jackson-
 ville, Fla., re.
 Queens, Three (Statler) Pittsburgh, t.

R

Rabold, Rajah (Plaza) Havana, Cuba, re.
 Reeborn, Bart (Queen Mary) NYC, re.
 Rand, Sally (Billy Rose's Casa Manana) NYC,
 re.
 Randolph, Amanda (Black Cat) NYC, re.
 Raphael (Waldorf-Astoria) NYC, h.
 Ray, Rheta (Tower) Kansas City, Mo., t.
 Ray, Prince & Clark (Wilton) Phila, h.
 Ray, Vivian (Mirador) NYC, re.
 Rays, Iris (Monte Carlo) NYC, re.
 Rays & Naldi (Cocoanut Grove) Los Angeles,
 re.
 Reese (Jimmy Kelly's) NYC, re.
 Rhodes, Dorothy (El Regis) NYC, re.
 Rich, Pat (New Yorker) NYC, h.
 Richard, Earl (Harry's New York Cabaret)
 Chi, re.
 Rigoletto Bros. (Michigan) Detroit, t.
 Rio, Rosita (Rainbow Room) Rockefeller
 Center, NYC.
 Rios, Bob (Worth) Ft. Worth, Tex., t.
 Rios, Edith (Hollywood) NYC, re.
 Roberts, Dave & June (Variety) Columbia,
 Mo., t.
 Roberts & Parley (New Yorker) NYC, h.
 Robinson, Sid (Cotton Club) NYC, re.

Roche & Robbin (La Coma) NYC, re.
 Rockwell, Doctor (Billy Rose's Casa Manana)
 NYC, re.
 Rodgers, Rosita (Yumuri) NYC, re.
 Rodriguez, Pedro (El Tivoli) Dallas, re.
 Rogers, Teddy (Yumuri) NYC, re.
 Roland, Dawn (Congress Casino) Chi, h.
 Rosch, Wynne (El George) Brooklyn, h.
 Rosler, Bob (Adelphi) Phila, h.
 Ross, Jack (Place Regente) NYC, re.
 Rosebuds, Five (Billy Rose's Casa Manana)
 NYC, re.
 Ross's Harry, Broadway Jamboree (State)
 Bedford, Va., t.
 Ross, Dr. Sydney (Rainbow Grill) Radio City,
 NYC, re.
 Rossi, Pat (Ambassador) NYC, h.
 Roth & Shay (Krystal Palace) Leipzig, Ger-
 many, Feb. 1, t.
 Roy, Jill (Park Central) NYC, h.
 Royal Duo (Pere Marquette) Peoria, Ill., h.
 Royce, Ray (Riviera) Milwaukee, t.
 Russell, Mabel (32d St.) NYC, re.
 Russell, Sunny (Nick's Rendezvous) NYC, re.
 Rustler, Dorothy Trio (Gay Village) NYC, re.
 Ryan, Jerry (Gay 90's) NYC, re.

S

Sahli (Plantation) NYC, re.
 St. Clair, Irene (Mayfair) Boston, h.
 Salazar, Elida (La Coma) NYC, re.
 Saldin, Elmer (Marshall) Chi, re.
 Salter, Dorothy (El Regis) NYC, re.
 Salt & Misch (Billy Rose's Casa Manana)
 NYC, re.
 Sanborn, Fred (Chicago) Chi, t.
 Sanby, Frank (Royal York) Toronto, Can., h.
 Sargent, Kenny (New Yorker) NYC, h.
 Sava, Louis (Roumanian Village) NYC, re.
 Sava, Marjorie (El Regis) NYC, re.
 Sava, Marjorie (Russian Kretschma) NYC, re.
 Saver & Neil (Bagdad) Miami Beach, Fla.,
 re.
 Schapp, Sid (Padlock) Chi, re.
 Schuler, City, Calif., re.
 Scott, Phil (Plantation) NYC, re.
 Sedley, Roy (Rathskeller) Phila, re.
 Seiya, Leo (Montparnasse) NYC, h.
 Shandor (Buckingham) NYC, h.
 Shattles, Anna (Roumanian Village) NYC, re.
 Shattles, Robert (Village Brewery) NYC, re.
 Shaw, Oscar (Billy Rose's Casa Manana)
 NYC, re.
 Shaw, Son (Bradford) Phila, re.
 Shaw, Wini (Billy Rose's Casa Manana) NYC,
 re.
 Shea, Norma (Wivel) NYC, re.
 Shea & Raymond (College Inn) Chi, re.
 Shep, Bebe (Rudy's) NYC, re.
 Sheridan, Eleanor (Radio City Rainbow
 Room) NYC, re.
 Sherman, Shavo (2 o'clock) Baltimore, re.
 Shockley Twins (Club Lido) Youngstown, O.,
 re.
 Shore, Willie (State-Lake) Chi, t.
 Simmons, Lee (Plantation) NYC, re.
 Simpson, Carl & Faith (Congress) Chi, h.
 Simpson's Marionettes (Congress Casino)
 Chi, h.
 Silverman, Jack (Old Roumanian) NYC, re.
 Silvertones, Nine (Met.) Boston, t.
 Sittler, Red (Statler) Cincinnati, t.
 Small, Bill (El Regis) NYC, re.
 Smith, Joe (El Tivoli) NYC, re.
 Smith, Earle (Brevort) Chi, h.
 Smith, Rudy (Black Cat) NYC, re.
 Sokolowsky, Nadia (Russian Kretschma) NYC,
 re.
 Spaulding, Phil & Orch. (Pal.) Cleveland, t.
 Stacey, Jack (Montejan) Shermansdale, Pa., re.
 Stadier & Rose (International Casino) NYC,
 re.
 Stanley, Flo (Barbary) Brooklyn, re.
 Starr, Jack (Harmony Club) Jackson, Mich.,
 re.
 Steele, John (2 o'clock) Baltimore, re.
 Stone, Al (Old Roumanian) NYC, re.
 Stogers, Three (Statler) Pittsburgh, t.
 Stone, Alan (Commodore) NYC, re.
 Stone, Edna (Earle) Washington, D. C., t.
 Stump & Stumpy (Plantation) NYC, re.
 Stuart, Gene (El Regis) Boston, re.
 Sullivan, Lee (Paradise) NYC, re.
 Summerfield, Wes (Congress Casino) Chi, h.
 Sunan, Russell (Dorchester) London, h.
 Sykes, Harry (Lobby Cafe) Juarez, Mex.
 Swenney, Bud (Chez Paree) Omaha, re.
 Swifts, Three (Memorial) Boston, t.
 Symington, Eve (Waldorf-Astoria) NYC, h.

T

Tantor & Thomas (Park Central) NYC, h.
 Tatum, Art (Famous Door) NYC, re.
 Taubman, Paul (Ambassador) NYC, h.
 Taylor, Key (Hollywood) NYC, re.
 Templeton, Alec (Radio City Rainbow Room)
 NYC, re.
 Texas Torrey (Dorchester) London, Eng., h.
 Therrien, Henry (Embassy) Jacksonville
 Beach, Fla., re.
 Thomas, Audrey (El Regis) NYC, re.
 Thomas, Edna (Paradise) Phila, re.
 Tilton, Martha (Pennsylvania) NYC, h.
 Tim & Irene (Earle) Phila, t.
 Tinney, Dot (Black Cat) NYC, re.

THE TITANS
 "RHYTHM IN SLOW MOTION"
 Direction MILES INGALLS.
 International Theatrical Corp., New York.

Tip, Tap, Toe (Met.) Boston, t.
 Tisdale Trio (Le Mirage) NYC, re.
 Titans (Paradise) NYC, re.
 Tomack, Sid (Royale Prolix) Chi, re.
 Tom, Midge (Fifth) NYC, re.
 Tranger, Dan (Berghoff Gardens) Ft. Wayne,
 Ind., re.
 Tramp Band (Cotton Club) NYC, re.
 Travis, Jimmy (Club Pico) Baltimore, re.
 Trecky, Vera (International Casino) NYC,
 re.
 Troubadours, Three (Dimitri's El Gaucho)
 NYC, re.
 Tyler, Smiling Tex (Tower Inn) Lyons, Ill.,
 re.

V

Vancora (El Gaucho) NYC, re.
 Valdes, Vern (Blackstone) Cleveland, re.
 Vale & Stewart (Gaiety Cabaret) Brussels, re.

Valley & Lee; Omaha, Neb.
 Varone, Joe & Four Sparlettes (Marlin's)
 Varone, Joe (Kaley's) Cincinnati, re.
 Taverner, Lina, O., re.
 Veda & Valada (Statler) Detroit, h.
 Venezia, Chiquita (Greenwich Village Casino)
 NYC, re.
 Verdon, James & Evelyn (Ambassador)
 NYC, re.
 Vespera, Four (Congress Casino) Chi, h.
 Vestoff, Floria (Royale Prolix) Chi, re.
 Vickers, Joan (1314) Phila, re.
 Virginia, Eight (Met.) Boston, t.
 Vivian, Carole (Yumuri) NYC, re.
 Vodery's Jubilees (Cotton Club) NYC, re.
 Voella, Linda (Russian Art) NYC, re.

W

Wade & Wade (Loring's) Boston, re.
 Wahl, Dorothy (Harry's New York Cabaret)
 Chi, re.
 Wahl, Walter Dare (Billy Rose's Casa
 Manana) NYC, re.
 Waldera, Darlene (Sporting d'Etie) Monte
 Carlo, France, re.
 Walker, Betty (Black Cat) NYC, re.
 Wallace, Barbara (Brooklyn) NYC, re.
 Walsh, Mary Jane (Belmont-Plaza) NYC, h.
 Walsh & Barker (Berkeley) London, h.
 Walters, Gene (Jimmy Kelly's) NYC, re.
 Warren's, Fred, Pennsylvanians (Paramount)
 NYC, re.
 Wassan, Linda (Billy Rose's Casa Manana)
 NYC, re.
 Weber, Buddy (Club Maytag) Phenix City,
 Ala.
 Wen Hal Troupe (Chicago) Chi, t.
 Weepee (Dorchester) London, h.
 Weepee, Helen (Embassy) Jacksonville Beach,
 Fla., re.
 Westall, Helen (Plantation) NYC, re.
 West, Billie (Pico) Baltimore, re.
 West, Everett (Chicago) Chi, t.
 West, Larry (Lakewood) Paducah, Ky., re.
 West, Willie & McGinty (Billy Rose's Casa
 Manana) NYC, re.
 Whalen, Jackie, & Streamline Stoppers (Pat
 & Don's) Newark, N. J., re.
 White, Jack (51 NYC, re.
 White, Ann (Hawthorn) NYC, re.
 White, Hal O. (Club Carolea) Chi, re.
 White, Jack (Gay 90's) NYC, re.
 White, Helen (51 Club) Chi, re.
 White, Frances (Carolea) Chi, re.
 White, Rita (Hawthorn) NYC, re.
 Whitman, Jack (Club Misset) Chi, re.
 Wick, Gus (Gay 90's) NYC, re.
 Wickes Bros. & Armida (Adelade) Sydney,
 Australia, Jan. 5-20, t.
 Wilens, Dorothy (New Yorker) NYC, h.
 Wilson, Jack & Honey (Broxy) NYC, t.
 Windick, Mildred (Wivel) NYC, re.
 Wing, Tony (Paradise) NYC, re.
 Winston, Walter (Brittwood) NYC, re.
 Wolfe, Lorna (Continental Club) Detroit, re.
 Woods & Bray (Bal Tabarin) San Fran-
 cisco, re.
 Woods, Lorraine (International Casino) NYC,
 re.
 Woods, Johnny (Chez Paree) Chi, re.
 Wright, Elythe (Commodore) NYC, h.
 Wright, Jack (Village Brewery) NYC, re.
 Wynn, Henry, Trio (Park Central) NYC, h.
 Wye Jr., Ross, & Co. (Statler) Chi, t.
 X Sisters, Three (Statler) Pittsburgh, t.

Y

Yanegro Foodco. Dancers (Yumuri) NYC, re.
 Yates, Sisters, Three (Embassy) Jacksonville
 Beach, Fla., re.
 Yerman, Miriam (Village Barn) NYC, re.
 Yum, Helen (Leon & Eddie's) NYC, re.
 Yvonne, Princess (Manos) Latrobe, Pa., 24-
 25, t.

Z

Zang & Todd (State-Lake) Chi, t.
 Zeez, (Armador's) NYC, re.
 Zee Zee, Mlle. (Leon & Eddie's) NYC, re.
 Zee, re.
 Zelays, Don (51 Club) Chi, re.
 Zimny, Al (Yacht Club) Chi, re.

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 NOW ON SALE
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 Dated From January 1, 1938, to
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 25 Opera Place, Cincinnati, O.

McNINCH REVEALS

(Continued from page 25)
 anti-labor program sponsored by "Neutral
 Thousands" and at the same time re-
 fusing to sell organizations time to give
 labor's side of current questions. The
 FCC wrote a letter to KFI asking for
 the station's position on the matter and
 was answered that that station would
 refuse time to "Neutral Thousands" if
 the unions could prove that "Neutral
 Thousands" were in fact not neutral at
 all. In another letter from the FCC
 the station was told that the commis-
 sion had received other complaints from
 labor groups and wanted more detail on
 the matter. The station answered that
 no further broadcasts for "Neutral Thou-
 sands" would go over KFI or affiliated
 station January 7. The chairman em-
 phasized that no FCC pressure had been
 put upon the station, but had only asked
 for the station's position. Nevertheless,
 he stated, the situation was cleared up.

Questions Center on Censorship

During the course of the press con-
 ference most questions centered on cen-
 sorship or aspects of it. While this was
 denied consistently, the question re-
 appeared time after time. When asked
 if the commission, in view of its state-
 ment on program qualities, would permit
 broadcasters to ask the FCC if proposed
 program ideas would meet with no ob-
 jection, the chairman stated that such
 a policy would mean censorship. A
 sharp distinction was drawn between
 condemnation of programs before air-
 ing and condemnation of programs after
 they were aired and ensuing punish-
 ment. The former was held to be cen-
 sorship, the latter was not. Upon further
 questioning the chairman stated that
 the commission would at some future
 time release a general standard for pro-
 gram material and broadcasters could
 use it as a guide on program qualities.
 When asked for a comparison of neces-
 sary standards for movies and radio, Mc-
 Ninch stated that "radio needs the
 highest standards of all. One does not
 get up and go to the radio, it comes
 into the home where mixed groups are
 assembled. A broadcaster has no ex-
 cuse in the fact that listeners can shut
 off the broadcast. Each licensee must
 stand and be a monitor over the pro-
 grams he broadcasts."



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A BUSINESS OF YOUR OWN! SELL USED Clothing. 100%-300% profit. We start you. Satisfaction guaranteed. Catalogue free. **GLOBE RUMMAGE MART, C-3238 State, Chicago.**

AGENTS—VEST-POCKET "SKILLWIN," THREE- in-one item. Game, Souvenir, Advertisement. 8c, retails 25c. Details free. **SKILLWIN CO., South Bend, Ind.**

AGENTS—500% PROFIT SELLING GOLD LEAF Letters for store windows. Free Samples. **METALLIC CO., 439 N. Clark, Chicago.**

ATTENTION, SUBSCRIPTION SALESPERSONS! If you work east of Rockies and north of Mason-Dixon line, wire for proposition. **AMERICAN POULTRY JOURNAL, 538 S. Clark, Chicago.**

CARTOON BOOKLETS, PHOTOS, NOVELTIES—New stuff! Samples, list 20c. Big assortment, \$1.00. State address. **20TH CENTURY SALES, Cantersville, Ala.**

EXPERIENCED SUBSCRIPTION MEN wanted for all States. Attractive club national magazines. Liberal proposition. **PUBLISHER, 715 Shaker Bldg., Kansas City, Mo.**

IF YOU AGREE TO SHOW THEM TO FRIENDS, I'll send you two actual samples amazing Snap-Proof Silk Hosiery and show you how to earn up to \$22 a week. **AMERICAN MILLS, Dept. B-46, Indianapolis.**

LORD'S PRAYER OR TEN COMMANDMENTS on a Penny. Sells on sight, \$4.50 Gross; 50c Dozen. Sample 10c, prepaid. **PERKINS, 224 N. 7th, St. Louis.**

NEW OPPORTUNITIES BUDGET DESCRIBES hundreds Money-Making Propositions, Plans, etc. (Mail order, local, home, business). Price 10c. **ROBERTS CO., Box "B," Frenchburg, Ky.**

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE, 214 Grand St., New York.**

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PRESTO PHOTO KIT PRODUCES BEAUTIFUL Pictures from any negative on wood, fabrics, paper, etc. 25c brings spiel and sample. Many other items. **B. MAYERS, 1452 East Canfield, Detroit, Mich.**

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In the

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TAME RINGTAIL MONKEYS \$12.00; MAR- moses, \$8.00; Tocans, \$20.00; Honey-Creepers, \$8.00 pair; Chestnut Finches, \$4.50 pair. Address **LOUISIANA BIRD & PET FARM, 2425 Eagle St., New Orleans, La.**

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COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 FOR CLOSED TERRITORY—ROCKOLA'S 1937 World Series, \$130.00. F. O. B. Cleveland. **AMUSEMENT SERVICE CO., 2606 Detroit Ave., Cleveland, O.**

BIG STEADY INCOME OPERATING ROUTE of 5c Apple Vendors. Cost less than \$5.00 each. Exclusive territory being allotted. Write quickly! **ROBBINS CO., 11418 DeKalb Ave., Brooklyn, N. Y.**

CLOSING OUT! 100 NOVELTY PIN GAMES, Peanut, Gum and Cigarette Vendors. Write quickly! **ROBBINS CO., 11418 DeKalb Ave., Brooklyn, N. Y.**

FOR SALE—3 MARKSMAN RIFLES, \$50 EACH. Third cash with order, balance collect. **BULLION, Station "O," Box 118, New York.**

FOR SALE—25 WURLITZER AUTOMATIC Phonographs, Model 412, perfect condition. **KEYSTONE AUTOMATIC MUSIC CO., 614 Spring Garden St., Philadelphia, Pa.**

FOUR P-10 WURLITZER PHONOGRAPHS, \$55.00 each; two P-12s, equipped with 412 Speakers and Amplifiers, \$90.00 each; two 412 Wurlitzers, \$110.00 each; three 1937 Rockola Niteclubs, \$85.00 each; and three Regulars, \$90.00 each. All guaranteed mechanically perfect. 1/3 deposit with order. **E. C. DE KONG, Dade City, Fla.**

GOODBODY'S BARGAIN LIST IS WAITING FOR You. We buy, sell or exchange. **GOODBODY, 1824 East Main St., Rochester, N. Y.**

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NOVELTY GAMES—USED ONLY ONE WEEK, latest kind. State the kind you want and price you will pay. No circulars. Want Bally Staples, Freakness and Arlington. State lowest price for first letter. **AUTOMATIC SALES, 2470 Broadway, Toledo, O.**

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TURF CHAMPS WITH VANAK, \$45.00; COL- lege Football Clock and Vanak, \$45.00; Pictwood, Air Races, many others. Real bargains. **STRIVE ALL MFG. CO., 427 E. 3d St., Dayton, O.**

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"5/8" BALL GUM, FACTORY FRESH, 12c box; Tab, Strick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.**

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12 HERSHEY 1c ROTARY VENDERS—FLOOR samples, \$40 each; 16 Four-Way Peanut Machines, used, \$3.50. Used Peanut, Ball Gum Machines and Arcade Equipment, Charms, Candles, Supplies. Send for bargain list. **ATLAS SALES CO., 6121 Lorain Ave., Cleveland, O.**

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CHARLIE JAMIESON, for a number of years leader of cowboy bands with the C. A. Wortham and Morris & Castle shows, is shown here with the Rose Bud Cowboy Band which he organized for the 1907 Ak-Sar-Ben Parade. At that time none of the musicians were professionals, but it is believed Jamieson became identified with carnivals shortly thereafter. He is shown in the third row, behind the drummer, Yellow Horse, a full-blooded Sioux chief, was drum major. Jamieson now operates a trouper's hotel in San Antonio, it is thought.

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.

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GOOD THREE TO FIVE-PIECE ORCHESTRA— Can cut anything. Not a local outfit. Go anywhere. **SWING KINGS**, Mariem, Mont.

ATTENTION, Resort, Club, Ballroom Managers and Bookers—Now signing for our 1938 season, starting Easter Sunday. **Earle Strayze**, his orchestra and definite floor terms of twelve, possible featuring eight-piece dance band, **Jayne Kaye**, vocalist, and the Earle Strayze Lovelies, with a repertoire of fast thirty-minute complete repeat band, sweet swing style for dancing, A-1 set, 300 union. Minimum \$650 weekly; single nights, \$125 and transportation. Photos and further information to reliable agents. Write only. **BAND MANAGER**, 510 Park Ave., Hotel, Detroit, Mich.

COLONIAL CLUB ORCHESTRA—(5) Versatile, high-class, modern musicians. An outstanding attraction for spots wanting a real band for a reasonable salary. Band enjoys big reputation. Years of experience, plenty of cash, style and showmanship combined with ability make it outstanding in the field of smaller units. Band is adapted for week style or double tripartite. Can really swing and soloist. Finishing 18 month engagement in night club January 1. Will consider room and board as part payment on location. Band equipped for traveling. Write for conditions with jobbing possibilities. Cafes, night clubs, hotels, ballrooms in Western States write. Reliable bookers, agents or promoters write anywhere. **North 10th St., Colton, Calif. MANAGER**, 259

NATIONALLY KNOWN 10-Piece Band—5 Vocal- ists, One Club Novelties, Special Arrangements. Available February 1. For information write to wire **BOX C-420**, Billboard, Cincinnati. ja22

NINE-PIECE ORCHESTRA—Available April 15 for summer engagement. Vocalists, fully equipped. Location preferred. Will accept. Write only. **ROBERT VAN STOKER**, Central City, Ky. fe12

SNAPPY 8-PIECE UNION BAND—Can be used anywhere. Two 2nd rowed. Just completed Boston club engagement. Have public address system, uniforms, etc. This band also tremendous for shows. Band plays smooth as well as swing. Average age 25. Good instrumentation, versatility. Leader also novelty player due to height, 4' 6". Reliable bookers take notice. Contracts expected. Will accept. Write only. **DON J. DIMARIE**, 655 E. Fourth St., South Boston, Mass. ja22

SWING-OUT DIXIELAND BAND—All essentials. Stomp it out or commercial. Hit men or segment. Prefer location east. Consider reliable proposition elsewhere. **BOX C-456**, Billboard, Cincinnati. ja29

8-PIECE SWING BAND—Five library, wardrobe, transportation, 2nd finished long engagements. Radio and floor show experience. Organized three years. **BOX C-419**, Billboard, Cincinnati. ja22

10-PIECE ALL-GIRL entertaining dance band unit, featuring floor show, available March 1. Have own transportation, P. A. system, excellent wardrobe, novelties. Will consider location or overnight stands thru Middle West. **BOX C-425**, Billboard, Cincinnati, O. ja29

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AT LIBERTY—Andrew's Four Trained Bears. Suitable for all indoor events. **ANDREW PEAY**, 119 Thon St., Reading, Pa. ja29

AT LIBERTY—Clown. Put on numbers. Have white wardrobe and wear it. Plenty of walk-around. Shows open time in February and March. Will go anywhere. References. Address **G. H. MICHEN**, Producing Co., Washington, Dc.

PROF. PLANOK—Ventriloquist. Special club materializer. Moderate price. Write for circular. **231 Deas St., Brooklyn, N. Y.**

S. L. Cronin To Manage Col. Tim McCoy Wild West

C. W. Finney appointed general agent; Barney H. Kern, car manager; John Nevins, contracting agent; Edward Johnson, press agent—rubber tires for all wagons

CHICAGO, Jan. 15.—S. L. Cronin, who resigned as manager of Al G. Barnes and Sells-Floto Circus January 1, has been appointed manager of the new Col. Tim McCoy Real Wild West and Rough Riders of the World, it was announced this week by John Powers, Colonel McCoy's personal manager. C. W. Finney, part of last season general agent of Hagenbeck-Wallace Circus, is general agent. Both Cronin and Finney are efficient men of long experience in the circus field. It was announced by Mr. Finney that Barney H. Kern, of Vincennes, Ind., will be car manager. John Nevins, of Louisville, will be contracting agent, and Edward Johnson, press representative. William Hommel will have charge of the cook-house. No other staff members have been announced.

Bary Books Christy Unit For H-W Show

HOUSTON, Jan. 15.—Howard Y. Bary, manager Hagenbeck-Wallace Circus, has booked the entire Christy circus unit of elephants, ponies and all performing horses to appear with the show for the 1938 season and dates this winter.

Included in the transaction are the services of Merritt Belov, noted horse trainer, and Harold Christy.

Mr. Bary was accompanied by William Moore, of H-W.

Detroit Annual Shrine Show Opens February 7

DETROIT, Jan. 15.—Annual Shrine Circus here opens February 7 and continues thru the 20th at the Coliseum at Michigan State Fair grounds, with Tansy Stinson, recorder of Modern Shrine, manager and producer. Show will be Orrin Davenport's. Fifty girls are to do a waltz and fox-trot ballet.

A little difficulty was encountered this year when preparations to get the Coliseum in readiness for the show began. Since the last circus was held there a solid cement floor has been laid in the arena. It was found necessary to build a two-inch plank floor over entire arena and cover that with dirt and clay, which will have to be pulled up again after the show is over. It was necessary, however, to have a wooden floor for anchor for guide ties for aerial acts.

Official opening of show will be by Mayor Richard W. Beaudry. This date happens to be his birthday anniversary and a huge cake is being prepared so tall that he will require a stepladder to get up to cut it.

Fifteen thousand children from hospitals, homes, orphanages and crippled children will be guests of show during first half of first week, with transportation provided by the Shriners.

Robert Clifton is in charge of publicity for show, his ninth year.

Bertram Mills To Stand For British Parliament

LONDON, Jan. 5.—It has been revealed that Bertram Mills, foremost British circus proprietor and showman and president of the British Showmen's Guild, has been adopted as prospective Conservative candidate for the Isle of Ely division of Cambridgeshire, an important British Parliamentary constituency of which James de Rothschild is the present and Liberal member.

Mr. Mills already is established as prominent member of the London County council.

W. F. Wilcox in Hospital

WADSWORTH, Kan., Jan. 15.—W. F. (Bill) Wilcox, who for past six seasons has had charge of the advance of Seal Bros. Circus, is in Veterans' Hospital, this city. Letters from friends will be welcomed.

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.

Readying Equipment

Powers stated that the work of readying the show's equipment is going forward rapidly and that cars, canvas, wagons, etc., all now, will be completed in ample time for the opening. The wagons are being built by the Springfield, Mo., Wagon Company. All will be rubber-tired, and Powers states he believes this is the first show to be completely rubberized. All pictorial paper will be furnished by the Tooker-Moore Lithograph Company and the blocks and dates by the Winterburn Print. The show will have a beautiful line of paper. Joseph Scheuerle, well-known Western artist, is now at work on the designs.

The offices of the show here are a beehive of activity. Mr. Cronin has arrived from the Coast and is at work on plans. Colonel McCoy left Chicago a few days ago for the West Coast to complete a picture and will then return east.

"We are going to give the public a beautiful show," said Powers, "and we are confident that it will click."



C. W. FINNEY, part of last year general agent of the Hagenbeck-Wallace Circus, has been appointed g. a. of the Col. Tim McCoy Wild West.

LeMaire Working on Costuming, Lighting Effects for R-B Show

SARASOTA, Fla., Jan. 15.—Charles LeMaire, former Ziegfeld costume and lighting expert, has been retained by Ringling-Barnum Circus to dress up the 1938 edition of the Big One. LeMaire and staff are now working on new costume sketches in the New York studio, which he will submit to John Ringling North in conference here within two weeks.

LeMaire also plans on colored lighting effects for the show, especially the spec. These will be introduced at the Madison Square Garden opening, and will also be used on the road. He states that the gigantic dimensions of the circus make a fascinating problem in lighting and costuming and predicts unusually beautiful effects.

The R-B quarters buzz with activity these days as both mechanical and performing departments commence preparations. First to start training were the Reiffenachs and the Loyal-Heppenaki troupe, equestrian stand-bys of show. William Meyer, who returned here re-



S. L. CRONIN, for a number of years manager of the Al G. Barnes Circus, will this season look after those duties with the Col. Tim McCoy Wild West.

Kelly Clicking In London, Eng.

LONDON, Jan. 8.—Emmett Kelly, tramp pantomime comedian, upon arriving here was immediately put on the air with a story of his tramp character over British Broadcasting Company, England's most powerful station. Phonograph records of the broadcast were made, to be used at later dates. He received many fan letters wishing him success during his engagement.

A novel idea has been worked out by Bertram Mills, of Mills Circus at the Olympia, of having spotlights travel with Kelly in the seats, and for one number the band plays *Has Anybody Here Seen Kelly?*, accompanied by a singer, winding up with spotlights finding Kelly in the balcony sharing his cabbage with the natives. Shots taken in the seats, with Kay Stammers, British tennis star, hit four leading papers. Several papers ran stories of his clowning.

New Year's Eve found him in tramp make-up, rubbing elbows with evening clothes at the Cannought Room, one of London's swankiest dining spots. Mr. Serge, of the Paris newspaper *Paris Soir*, was very enthusiastic regarding Kelly. Kelly for the first time went before the television camera January 4.

Leonards Join Hamiter

DALLAS, Jan. 15.—Fred and Betty Leonard have joined the Hamiter Circus unit here, the former as breaker and trainer and latter riding menage, working elephant act, also riding dog and ponies. They spent an enjoyable holiday visit at Wichita, Kan., after a month's engagement in toy department at Sears Department Store at Springfield, Mo. Denny Helms and wife, of Tom Mix Circus, who reside in Dallas, recently entertained the Leonards at dinner. The four trouped on E. H. Jones Show 20 years ago. Len Sweeney is building a ring barn for the Hamiter unit.

cently after a Cuban engagement, has started drilling the rudiments of new routines into his equine charges.

Attendance is rapidly forging ahead of December, and the daily crowd brings many distinguished visitors. Earl Johnson, general news manager of the United Press, spent an entire morning at quarters last week and was shown around by Roland Butler.

Donahue, Hopper at Quarters
General Agent and Traffic Manager J. C. Donahue, and Director of Outdoor Advertising Arthur Hopper were here last week for extended conferences on routing problems with General Manager Carl T. Hathaway and John Ringling North.

E. C. Lowe, president of the Erie Lithographing Company, was a recent business visitor. Jess Adkins, Cole Bros. coproprietor, has been a frequent visitor during his recent stay in near-by St. Petersburg.

Two new chimpanzees, recently purchased in New York, have been placed

Dan Rice Show Changes Hands

Henry, new owner, discloses recent deal — reorganizing under new title

MIAMI, Fla., Jan. 15.—The Dan Rice Circus, the past three seasons under ownership and management of Ray Marsh Brydon, was sold in its entirety, title included, last October to W. R. Henry, according to Henry, who is spending the winter at his home in Miami. It was at the completion of the 1937 season, Henry says, that the deal was closed with Brydon, who for the time being has retired from show business because of his health. The sale price was not made known by Henry, who declared that Brydon had been ordered to Arizona by his doctor for a rest.

As to his plans for next season, Henry said he will greatly enlarge the show, replacing and adding a lot of equipment, and open early in April under the title of the Great Harris Bros. World Toured Shows. Many of the old Dan Rice people will be retained, including Ben Holmes, general agent; Jack Feinton and Pete Broadal, in charge of commercial advertising; Dr. M. J. Hedderan, legal adjuster; W. D. Storey, in the office; Owen (Slim) Webb, master of transportation; Ray Cramer, Side Show manager; Sam Mareta, general superintendent.

Henry for the past three seasons was superintendent of tickets and manager of candy stands with the Rice Circus. Prior to that he was with the American Circus Corporation for nearly 10 years. He also put in several seasons under Art Edridge on the 101 Ranch Wild West.

Atkinson Preparing At Orange, Tex.

ORANGE, Tex., Jan. 15.—The Robbins show crew and equipment have arrived in Orange and will be here for about 30 days, during which time a considerable amount of training and reconstruction work is planned by Tom Atkinson, manager. With 32 people on hand, new house trailers and repairing of old ones will get under way. Capt. John Hoffman will break a number of new cats and bears.

Show has leased the fairgrounds from the city as temporary headquarters. Atkinson says that he will pull out late in the winter. Included among animals being displayed daily as zoo exhibit to citizens are elephants, tigers, bears, wolves, kangaroos, monkeys, apes and others.

Fred's Show at Schools

JASONVILLE, Ind., Jan. 15.—Fred Whitten and J. C. Admire, who launched Fred's Kiddie Circus January 1, have had nice business in the coal towns of this State appearing at schools. Show is in two towns a day, playing matinee in one and at night in another. Performance includes domestic animal acts and Fred's Punch and magic. Rose Doahr has the candy sales. Admire is on advance. His wife, who has a bad tooth, has returned home.

on exhibition in the ape house. Old Joe, ancient orang-utan, who is more or less of a privileged character, has been given a hammer and nails. His carpentering feats attract crowds daily.

Willard Coxe, who is wintering here, will address the New York Society of Sarasota next week, on "Touring with Sir Harry Lauder." Coxe publicized several American tours for the famous Scotch comedian.

Showmen's Club News

Circus folk interested in the activities of the various outdoor showmen's organizations will find the news of these in each issue of The Billboard, generally in the Carnival Department.



With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDRETH W. M. BUCKINGHAM
 1100 Penn. Bldg. Times Bldg.
 Washington, D. C. Norwich, Conn.
 Secretary
 (Conducted by WALTER HOHENADEL, Editor
 "The White Tents," rare Hohenadel Printing
 Company, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 15.—Mr. and Mrs. Frank J. Walter, Fans of Houston, Tex., arrived in Chicago from Florida with Clyde and Harriet Beatty during run of the Shrine show and remained three days, visiting with Capt. Terrell and Dolly Jacobs and others. At Rochester, Ind., they were guests of Mr. and Mrs. Clyde Beatty. They went to Peru to visit the Jacobs. Made a side trip to Lexington, Ky., to look at some horses before going home to Houston.

Recent callers at the office of National President Melvin D. Hildreth were Bill Conway, of Ringling-Barnum; John Powers, Tim McCoy's Wild West; Jerome Harriman, Downie Bros., and Frank Kellow, Kay Bros. In recent Washington newspaper articles covering activities of the CPA, Hildreth was referred to as a walking encyclopedia of the circus.

Mr. and Mrs. Terrell M. Jacobs and Frank Walter visited John Shepard's Hule Bros' Miniature Show in Chicago, looking over new equipment and many of the 1,200 animal models. Several CPA members are members of the Circus Model Builders, including Secretary-Treasurer Walter M. Buckingham, Gordon M. Potter, W. H. Hohenadel, editor of White Tents, and Shepard.

Mr. and Mrs. Frank H. Hartless are spending some time in Hollywood, Calif.

Mr. and Mrs. Harry F. Goetz and Mr. and Mrs. Harper Joy, of Spokane, Wash., entertained Mickey King when she played Post Street Theater there week of January 3.

Fred G. Hart, CPA of Metairie Falls, Wash., is in St. Luke's Hospital, Spokane. Expects to be out shortly.

C. E. (Elephant) Davis, CPA and elephant biographer, of Hartford, Conn., broadcast for second time on the Hobby Lobby program, evening of January 12. The program was carried over the Columbia network.

Harry Hertzberg, San Antonio, Tex., is now owner of the three-shot vertical of the Richard Sands Circus, which showed Westery, E. L., in 1849. He purchased poster from the owner, John H. Cleary, a former head balancer on trapeze, who played under name of Sig Martin and who now is steward of Shtucket Club, Norwich, Conn.

Dorothy Herbert For Cole Program

ROCHESTER, Ind., Jan. 15.—Dorothy Herbert, the daring and sensational equestrienne who has been a feature of Ringling Bros. and Barnum & Bailey Circus for a number of years, will this season be with Cole Bros' Circus. She will be heavily featured and present a distinct novelty in her act.

Miss Herbert, after several days' visit to quarters here, returned to her home in Scottsburg, Ind. Was accompanied by her husband, John Parthing, who also will be with the show.

M. L. BAKER is building props at quarters of Dakota Bill's Wild West Circus at Crouse, N. C., and will soon start work on several trailers, also reserved seats. Show will open in North Carolina early in April and head north.



CHARLES ZIMNY (right), leftless swimmer, who established a record swim from Albany to New York City and will attempt a swim from Havana to Miami, and Jean Belasco, publicity director of Funland Park, Miami, circus press agent, who goes with Endy Bros' Shows the coming season.

Beatty Adds Tigers, Lions

ROCHESTER, Ind., Jan. 15.—Clyde Beatty, accompanied by Harriet Beatty, also Frank L. Walter and wife, of Houston, Tex., has returned from a vacation in the South. The Beattys are now in their new home they purchased here last fall. They have resumed training of their cats for Cole Bros' Circus. Four tigers and six male Nubian lions will be added to Clyde's act.

Eddie Allen and wife, Gene, who have been training the winter at Saugus, Calif., have returned to quarters. Allen will again have charge of the elephants. Russell Chikering, of Chicago, has arrived. After an absence of several years he will be connected with Adkins and Terrell.

J. D. Newman was a visitor at quarters several days last week. Other recent visitors were Otto Griebling, Chester Barnett, Joe Hodgini, Gene Weeks and Charles Young, boss canvasser.

D. D. Monarek, who has been the guest of Mr. and Mrs. Zack Terrell, has returned to his home in Owensboro, Ky.

The Seven Zavatta Family is practicing daily in the ring barn, also the Gretous Troupe. Five rings are being used by Jorgen M. Christiansen and his assistants in training 125 head of ring stock.

Paul Nelson and wife, Vivian, recently returned to quarters. Eddie Burbanke, downtown ticket seller for the winter, is again in Rochester for the winter.

Roland Hebler, superintendent and trainer of the seal acts, has started training his charges. During absence from his home in Saginaw, Mich., his tourist camp and filling station will be operated by his wife.

Louis Scott, boss electrician, and wife are at quarters after spending several weeks at their home in Bloomington, Ind. Eugene Scott, manager superintendent, has returned from a trip to Houston, Tex.

Red Finn, boss hostler with the Ringling-Barnum Circus, dropped by quarters on route from Peru to Chicago. Harold Noise, who has several flying acts, was a recent visitor. Scotty Brown, who was kicked on the jaw by a horse, has recovered and resumed work. W. O. Tarlington, owner of the billposting plant at Kokomo, Ind., and a former showman, was at quarters last week.

Performers' Club

By CHRIS CORNALLA

CHICAGO, Jan. 15.—The reaction from the last holiday party surely bore fruit. The comments were of such an encouraging nature that the club may put on a big midwinter show and dance.

Harry Clark's units, *Overloads of Hits* and *Park Avenue Revue*, have opened, the former at Sandusky, O., and the latter at Greenville, S. C. Both were staged at the club.

Madelaine Hart, the club stenographer,

was given a vacation with expenses paid to Lincoln, Neb., and return.

Milo Vaggies, the Clairs and Charlie Riley left recently to join units. Bert Clinton and Toby Wells also left town. Gertrude Avery girls left to fill an engagement at Rochester, N. Y.

Poodles Hanneford went to quarters of Hagenbock-Wallace at Peru, Ind., to break stock. Captain Vandervall and his lions are playing Oklahoma City.

Recently had a visit with Hoot Gibson, Terrell Jacobs, Freddie Freeman and Joe Hodgini. Among other visitors at club were Eddie and Jeanne Ward, William Krause and Mickey McDonald. Frank (Dutch) Lulley will be in clown alley with H-W show.

A behind-the-scenes party was conducted this week by the Chicago Board of Education, giving the children an opportunity to visit the Performers' Club and see every type of circus act rehearsing. A special program was arranged. The writer gave a brief lecture on the varied acts, among which were Dorothy Byron Girls, Three Cossaks, Hodgini Troupe, Grover McCabe's Eight Swinging Ladder Girls, Faith Bacon Revue, Lamont's Birds, Berges Trio, Blutch Peters, Kathryn Clinton and Jean Gerse.

Many showfolks on sick list at American Hospital—Charles Hall, manager Coliseum; Walter Driver; McGrim, comedian; Tom Rakin, and Rev. Arthur LaVoy, chaplain of Performers' Club. At Marine Hospital is Hugh Haas. Harry Coddington is convalescing.

Smiley Daly and Company are at the club after being absent over a year.

George Geddis, former president of the club, and Bessie Geddis now playing in and out of Detroit.

Theresa Beeman is visiting in New York.

G. G. Gray reports ticket sale for his coming Shrine circus bigger than ever.

Castang and his chimpanzees put over a novel publicity stunt at the club—a direct hook-up by phone to Toronto Zoo. The event was sponsored by city officials of Toronto. Chicago papers carried the story.

Toby Tyler, clown, is vacationing in Orlando, Fla. John I. Donahue, poster artist of RKO Palace, Cleveland, visited the club en route to Dallas.

CLARENCE AUSKINOS closed as agent for Robs, magician, as L. E. Collins will spend the winter at his home in Patterson, Mo., due to illness of his wife. Auskinos is now agent for Chief Rolling Cloud, playing schools in Illinois and Indiana.

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 D. S. ROBBINS, Owner
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GREAT HARRIS BROS. WORLD TOURED SHOWS
 AMERICA'S FINEST BIG 6-RING CIRCUS.
 Announce that we are now continuing for the season of 1938 to open early in April. Can use in all departments useful Circus Folks with increased experience and with new own trailers. Want Family Troupe doing several Standard Circus Tunes, Girls for Bringing Ladder, Cloud Swirl, Spanish Web, Spring Torch and Iron Jaw. Want Troupe doing several acts, such as Carrying Torch, Single and Double Traps, Single Men and Ladies doing Ring and Ground Obstruction Acts, etc., and Comedy Acrobatic Troupe. Want Big Acrobatic Act to feature; also Tooty Board Act and Trampoline Act. Want good Comedy Bar Act. Wire Act used to strong and fast; Lady and Gent preferred. The Walters Duo wanted; also Lakos and Brooks. WANT CLOWNS with changes and plenty of whites. Those playing instruments for town Band wanted. Want good Impresario for coming season.
 WANT ANIMAL ACTS OF ALL KINDS—Trained Ponies, Dogs, Monkeys and Horse Acts. Like to hear from W. C. Richards, E. B. Coleman, Black's Bears, Holland Dookoff Troupe, Madam and Sir Victor Beloff, Del "Andy Colleen" Graham and others with stock.
 REAL WRESTLER with Circus experience for Contract. Fine Tigerman req'd. CIRCUS MUSICIANS on all instruments for Big Show Band. Want Leader with library of music and leader. Cantors. Must keep self clean and play sober and be able to handle his men. Must look the part and not act like a hill-billy. POLY BIRD SHOW Acts of all kinds—Freaks, Novelties and Musical Acts, Free All-weather. Hallucinations req'd also Euse De Lanza. Real Scotch Troupe (Melodists req'd). Circus Hercules Troupe. Dancing Girls for Amey, Colored Musicians for Musical Band. WORKING MEN—All departments. Bill O'Day req'd. FOR SALE PRIVILEGES—Pop Cans, Candy Flies, Big Candy or Sweets. Will also sell Candy Stands. Albert McCabe writes. Want to hear from Zimney Bros. Novelties are open.
 NOTICE: BECAUSE I BOUGHT THE DAN RICE CIRCUS I have a lot of Circus Property for sale. Canvas of various sizes, including an 80 by 140 ft. Round Top with ten-foot wall. Good shape. Have Sinks, Small Camp Wagon, 5 1/2 ft. Wooden Ring Car, a 15-ft. W. Light Front, A-1 shape. A number of Double Dock 10 by 16-ft. Banners. Best of shape. Have a Five-Hundred Gallon Water Wagon and Sprinkler mounted on a 1927 Over, ton and half chassis. Round top. Real bar is a Stake Drive, Gasoline Motor Driven, mounted on four Over, ton and half chassis. Have a Grease Hit Semi-Trailer for 18 people. Kitchen Trailer pulled by Over Tractor. Also have the finest Toilet Wagon in motorized show business, fully equipped, mounted on 80-horsepower chassis, 200 feet of Big Show Reserve Seat Railing and a lot of other odds and ends. Couple of ton and a half Over-Top Trucks for delivery.
 IN RESPONDING state fully all details, as to salary expected, where last year, etc. Send late photos and remember we are out of the depression and into a business recession, so make salaries accordingly. Place all annual photos for advance. Everyone reply to show files, not to individuals.
 GREAT HARRIS BROS., WORLD TOURED SHOWS, 4000 Broadway Station, Nashville, Tenn.
 W. B. Hensy, Owner-Manager; Dr. M. J. Hedberg, Local Adm.; Ray G. Cooney, Mgr. Side Shows; Sam Marretti, Gen. Supl.; Ben Holmes, Gen. Apt.-Rev. Mgr.; Jack Fenton, Mgr. Commercial Adv.; W. D. Storey, Auditor.

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Retired Aerialist Teaching Stunts To Grandchildren

By RALEIGH ALLSBROOK

BURLINGTON, N. C., Jan. 15.—Living quietly on the edge of Burlington today in a modest house is a quaint little woman, Mrs. William Devine, whose present abode and manner of life belie that which she enjoyed some 50 years ago as queen among trapeze aerialists both in the United States and abroad.



MRS. WILLIAM DEVINE, former aerialist known as Mollie Devie and Jeffer Mills, Lotta, and one of her grandchildren who reside at Burlington, N. C. She is teaching the children acrobatic and other stunts.

Then she was not Mrs. Devine, but Mollie Devie, and later Mills, Lotta, teased by circus and vaudeville performers, presented to Queen Victoria and entertained by the Sultan of Turkey. And on one occasion she gave a request show for President Benjamin Harrison.

Altho crippled from an injury received when a rock was placed beneath a carpet on which she was doing acrobatic work during the closing years of her career, this 78-year-old woman still has a remarkable memory for the people and places she has seen. For the past eight years she has lived in Burlington with her widowed daughter.

Literally born in the circus when both of her parents were circus acrobats in London, Mrs. Devine had a rich background for the career that was to lead her around the world and teach her eight different languages. Following her introduction to the theatrical world at the Lambeth Theater in London when she was seven years old, she toured Europe with various circuses and vaude troupes.

Billed as Mollie Devie

At that time she was billed as Mollie Devie and did contortionist, trapeze and general acrobatic stunts. Yet only a young girl, she spent four years with the Rents Circus in Germany and then traveled to Russia, where she was engaged by the Suer-Russie troupe. With this show she spent several years, leaving to tour Havana, Mexico, Guatemala and the United States with a group managed by Amiel Schuman.

In Brooklyn, N. Y., while in the Blank A. Robbins Circus, she met her husband, Billy Devine, an Englishman, who was then also a celebrated artist in his own right. The wedding, she recalls, was performed in the 62d Street Theater in New York on New Year's Eve.

Teaming with her husband as Mills, Lotta and Billy Devine, her path then led to virtually every vaude house and circus lot in the United States. Among the playhouses were Tony Pastor's in New York and Niblo's Garden in same city. Some of the circuses were Sells Bros., James Shelby and Barnum & Bailey.

Two Falls in 60 Years

During her 60 years before the footlights and under the canvas, tops she had only two bad falls. The worst was in Philadelphia when one end of the trapeze swing came loose and she was tossed clear of the net, fracturing her skull. Another time was in St. Louis

AFA, R-B Sign Agreement Affecting Show's Quarters

NEW YORK, Jan. 15.—Ralph Whitehead, executive secretary of the American Federation of Actors, revealed this week that on December 24, 1937, the APA and the Ringling Bros. and Barnum & Bailey Combined Circus signed a closed-shop agreement affecting the show's quarters at Sarasota, Fla., and Peru, Ind. Contract, signed by Whitehead for the union, and Carl T. Hathaway, representing the circus, calls for a minimum wage for workers at quarters of not less than \$7 a week plus board and lodging.

Board is defined as three meals a day and working week consists of six full days. Agreement also provides for back payment of moneys due workers being paid below the \$7 minimum since current winter season began November 10 of last year. It also provides for all employees to be fully covered by Workmen's Compensation Insurance continuously during the period of employment at the expense of the circus and that compensation be paid to the employees in similar amounts and under

the same conditions as provided for in the Workmen's Compensation Law in the State of New York.

The circus agreed to provide medical attention and hospitalization for all employees without charge, it being understood and agreed that such hospitalization or medical attention bear a maximum of 15 consecutive days during any single illness. Contract, which officially went into effect immediately, expires May 31, 1942.

Whitehead, who has been confining his time to the West Coast for the past several months, returned to this city last week. He announced that the union is planning a concerted drive next summer to organize other circuses and carnivals. Ringling-Barnum and Cole Bros.' shows were unionized under the APA banner last summer. Two organizers, Max (Doc) Rutherford and Jack Mills, are concentrating on carnival employees in the Los Angeles sector and are expecting to have several hundred signed before the shows leave that part of the State.

where she was again thrown free of the net, sustaining a hip injury.

Following her husband's death from pneumonia at Norfolk in the early part of the century, Mrs. Devine toured the United States and various parts of South America with her two daughters. In all, she had 10 children, but only the two lived to be older than two years. Up until eight years ago, when she settled in Burlington with her daughter and son-in-law, Mr. and Mrs. Richard Newson, she still worked on the stage in various capacities.

Since then she has occupied herself in teaching the stunts she knew to her four grandchildren. These young pupils have themselves achieved some recognition, doing acrobatic work in Burlington and other parts of North Carolina.

Old-Time Showmen

By CHARLES BERNARD

"Jim Meyers' Great Show." That was the title which headed a display advertisement of about three-quarters of a column in *The Detroit Free Press* issue dated September 20, 1886. The advertised date of exhibition was for the week commencing September 29.

Above the show's title in boldface type was the announcement, "Wait for My Wagon Show." The descriptive data following the title lines and the date are given as they appeared in the advertisement, viz.: "In a new amphitheater being erected on Michigan avenue at corner of Griswold street in front of the Old Capitol. This splendid edifice, erected at a great cost, is under the supervision of Mons. Graveline and built by Mr. Lenox. New and costly wardrobe by Mrs. Needham; properties by Bob Walker, both of New York. This being the only recognized show of the age; only show representing Cinderella, with 60 children. Only show where can be witnessed the feats of a wizard horseman, leaping five barred gates five feet high while standing in an erect position upon his bareback steed. Only show where a lady walks wire 200 feet from ground to top of flagstaff on Jim Meyers' Great Amphitheater.

"First opportunity in this city of beholding the wonderful performance of the celebrated Siegrist Brothers. Probably the last chance to see the unrivaled somerset rider, W. W. Nichols, besides a host of other star performers attached to the great show, blending dramatic and pantomime with equestrian entertain-

ment. Following talented artists are with this superb troupe: The Brothers Siegrist; the somerset rider, W. W. Nichols; the accomplished equestrienne, Miss Louise Wells; the astonishing bareback rider, Davis Richards; greatest clown in the world, Jim Meyers, forming the greatest amount of talent ever brought together in one exhibition. Among the multitudinous performances is the interesting Nursery Legend of Cinderella, or the Fairy of the Little Glass Slipper, presented with 24 children. That wonderful feat of a man walking over a ceiling, feet up and head down.

Display of Riding

"Superb acts and scenes of horsemanship, including the great display of menage riding by Mrs. C. L. Nixon. Company will enter town preceded by a magnificent chariot callopie; a car of beauty, drawn by 20 richly caparisoned horses containing the Cinderella groups of children dressed for their respective parts. Immediately before opening of the doors in the afternoon a terrific ascension upon a single wire will be made by Mile. Louise outside the canvas to the height of 80 feet from the ground.

"Admission to see everything. Doors open at half-past 1 o'clock and at 7 o'clock. Admission to reserved seats 50 cents. Children under nine years of age half-price. Boxes 25 cents, no half-price. Box office open daily for sale of tickets from 9 a.m. all thru the day.

"Look out for the 20-horse chariot. The last is always the best. N. B.—Wanted immediately 20 children of both sexes between the ages of five and eight to assist in representation of Cinderella at Jim Meyers' Great Show. Apply to Mrs. Needham at Railroad Hotel between the hours of 10 o'clock a.m. and 4 o'clock p.m. Note need apply unless they are good dancers.—C. W. Fuller, Agent."

In the same issue of *The Detroit Free Press* that carried the above described advertisement a large advertisement was published announcing the coming to Detroit of General Tom Thumb for exhibitions on September 30, October 1 and 4, at an admission price of 25 cents for adults and 15 cents for children under 10 years; the advertising for the Tom Thumb Leaves gave his age then at 10 years and his height as 31 inches.

While circus advertising of 81 years ago in *The Detroit Free Press* is deeply interesting in comparison with what the circus fan is accustomed to seeing in the 1937 season there is newspaper advertising of still earlier dates available as documentary evidence that there were

Two Turnaways for Davenport Show at Medinah Temple, Chi

CHICAGO, Jan. 15.—The Medinah Temple Shrine Circus, produced and directed by Orrin Davenport, closed its two-week engagement at the International Amphitheater here last Saturday night to turn-away business. Opening on Christmas night to very small attendance, the show steadily built and business was good thruout the second week. On Friday night there was a turn-away, which was repeated Saturday.

Shrine officials are well pleased with the results and they are confident that with more favorable dates next year the show will draw big attendance thruout the engagement.

After a two-week layoff Davenport's troupe opens at Lansing, Mich., for a week's engagement, then Grand Rapids for a week, two weeks in Detroit and two in Cleveland, a week each in Rochester, N. Y., and Rockford, Ill.

Janet May Sets Record

CHICAGO, Jan. 15.—Janet May set what is claimed to be a new high record for one-arm plunges when at the Shrine Circus last Friday night she did 305. Previous high record is said to have been 379. Asked if she could have done more, Miss May stated she could easily have gone another 50.

Capacity Business At Liverpool Show

LIVERPOOL, England, Jan. 8.—Booked for the second year in succession by Stanley W. Wathson, the Stadium Circus opened its five-week Christmas season December 27 with a strong program. Business is capacity, with a healthy advance booking list.

Show is well arranged with a good line-up of international talent. Expert riding and horse acts are Bertram Mills' Shetland ponies, trained by Kosszmay; the Baileys and Bobby August, trick and clown riders; Lulu and Harry, trick and high school riders; Wenzel and Mary, Hungarian riders; the Stephenson Family, British riders, and Stanfield Family of comedy riders.

Other acts are Six Dazzling Jewels (the Juggling Jewels of Wirth & Hamid fails' fame), who are a riot with their brilliant club manipulations; Laffin Leslie, midget clown; Gordon and Lester, comedy trampolinetts; Six Victorias, trick cyclists; Four Hermans, balancing novelty; Nino, Theodore and Clement, French clowns; Alvares, comedy trapeze act; Miss Louise and company, monkey and dog act; Tommy Kayes and his Lions.

Barnes-Sells-Floto Has 85 at Quarters

LOS ANGELES, Jan. 15.—George W. Smith, manager of Al G. Barnes-Sells-Floto Circus, has the shops going full force. Eighty-five people are at quarters, many more than in former years at this time.

Mabel Stark stated that new animals were to be bought for her act. Will have a group of 25 cats. The Cristiani Troupe is practicing daily. Oscar stated they were going north and then to the Ringling-Barnum Circus.

J. Ben Austin, general agent, is in town. Gardner Wilson again will be on press staff. Mr. Smith stated that the press agents would play the show into the towns this season.

Pickups From Europe

PARIS, Jan. 10.—Four Bradgords, perch, and Two Shanks, acrobats, are at the Varietes in Brussels. Ernest Carre has left for Karlskoga, Sweden, to take charge of Circus Mijares-Schreiber cavalry. Gray and Garden, comedy bkse, are at Circus Rens in Vienna; George and Mistral, musical clowns at the Kuchlin in Basle.

Albertini Brothers, tumblers; Yallan's chimp, "Toto"; Duart Sisters, acrobats, and the clowns, Pajares Brothers and the Ferronis, are at Sa Da Bandeira in Porto, Portugal.

circuses in operation of a size and magnificence that would compare favorably with the medium size circus of today. The writer has a copy of the Pontiac (Mich.) newspaper, *The Jacksonian*, dated June 6, 1849, carrying a full column display advertisement announcing the coming of Crane & Company's Great Oriental Circus to Pontiac for exhibitions on Tuesday, June 13, 1849. It was a wagon transported show, but had equipment and people, enabling it to present a street parade of merit, headed by a dragon chariot drawn by 10 camels. The performance included a number of the well-known professionals of that period. The noted clown, Dan Gardner, was featured in the publicity along with Madame Camilla Gardner, equestrienne. James Nixon, Z. J. Lipman and other riders of prominence on the program gave assurance that the Crane & Company's Great Oriental Circus was a worthy organization.

H. S. YOUNG, of Jackson, Mich., cards that he is building an office wagon for the show bearing his name and breaking a dog and pony act. Show will open April 15, weather permitting.

Under the Marquee

By CIRCUS SOLLY

ELVA AND BOB STANLEY, wire walkers, are working in and around Detroit.

THE DuVALS (George and Gertrude) are at Missouri Hotel, Kansas City, for the winter.

VIVIAN AND ERWIN KLAUDER, of Sells-Sterling Circus, are wintering at Quincy, Ill.

CIRCUS SCOUTS who have been in Europe within the past few months say the best acts are to be found in America.

PROF. PLANCK (St. Pickles), ventriloquist, recently entertained at a party in Brooklyn.

BERTHA BERT will again be in pit show of Mighty Haag Circus. Is playing clubs in Birmingham, Ala.

MILLO LARAWAY, sword swallower, with Downie show last year, is wintering at his home in Binghamton, N. Y.

THE O'NEILLS will again present their novelty high ladder and table acrobatic act at St. Louis Police Circus.

LOUIS R. SCHARRER (Flip the Frog Boy), who was in Barnes side show last season, is spending winter at home in Great Falls, Mont.

PEWEE, clown, and dog, Rex, who played Flamingo Park, Miami Beach, also Bay Front Park, Miami, Fla., is now working theaters as an added attraction.

BE LOYAL to the firm from which you get your bread and butter. Help it; when it is tough, double your efforts. If a pay day is a little late, be a trouper.

ROBERT G. WING cards that he has sold his Seal & Lee Circus outfit to John L. Dunn, of New York City, which he has shipped to Nashville, Tenn.

HERMAN JOSEPH spent holidays with his wife and daughter in New York and met many of the old gang around the Garden. He was entertained by Billy N. Hill and family at Newark, N. J.

MERRILL BROS. and Sister have been engaged by Joe Hodgini for Indianapolis Shrine Circus. They are at Florida Orange Festival, Winter Haven, this week, their fifth time there.

GEORGE N. BARVINCHAK, formerly with Clayton's Circus, is residing at Binghamton. Contemplates playing a number of indoor shows this winter and spring.

THERE ARE TWO ways the circus fair can accomplish results—pay off in money or in tickets. You can't get something for nothing, even if you are a wex at conology.

DRESSEN'S CIRCUS Capers will open on Martin Time at Roanoke, Ala., January 28-29. It will be fourth time that M. J. Dressen's attraction has played the Martin houses in Georgia, Alabama and Florida.

FELIX ADLER is at Clinton, Ia., where his mother is seriously ill. He recently appeared before the Business and Professional Women's Club, DeWitt, Ia. Will start soon on indoor circus dates.

JOE AMBROSE and his trick dogs were at the recent Elks Circus, San Antonio, Tex. Ambrose has a canine, "Spider," which walks the wire and also on his hind feet around the track in a full dress suit.

ANOTHER FORMER R-B attache, George Washington Smith, has returned to the Ringling fold as manager of the Al C. Barnes-Sells-Floto Circus. At one time he was assistant general superintendent of the Big One. George knows his circus.

IN THE RECENT review of the Medina Shrine Circus, Chicago, Roy Barrett was credited with having the clever hind-leg dog that makes a circuit of the hippodrome track on his hind legs. The item should have credited Chester Barnett. The dog and Barnett, with his bass drum, never fail to elicit thunderous applause.

WAYNE LAREY, who was with Santos & Artigas Circus in Havana, Cuba, made a hurried trip to Chicago to see the Shrine Circus. Elden Day, of Bob

Fisher's Fearless Flyers, has joined him and they are now at Hot Springs, Ark., taking a rest and the baths before playing Shrine circuses for Orrin Davenport, starting January 24 at Lansing, Mich.

SLIVERS JOHNSON and wife arrived in Miami, Fla., New Year's Day after playing two weeks' engagement in Havana, Cuba. Spent the day with Bob Morton in his new home at Miami Beach. The Johnsons left for New Waterford, O., and will work for C. A. Kline until middle of February, following which they will return to Miami for indoor circus and remain in that city for a few weeks.

MAJOR EMMETT D. KIRCAN, detective chief of Cincinnati, has received the title of "Supreme Knight of the Road." It was bestowed upon him by Jeff Davis, king of the hoboes. It came in recognition of Kirgan's having traveled with a circus as a billposter (was with John Robinson), and also because of his excellent treatment of "gentlemen travelers." The chief's comment was: "Now I'm everything but a Kentucky Colonel."

WPA at Bronx Coliseum

NEW YORK, Jan. 15.—The WPA Federal Theater Project's circus has been idle the past week. Show opens a series of four week-end dates at the Bronx Coliseum today. Engagement has been heavily billed and exploitation department has distributed special rebate tickets.

Lew A. Ward and **Frank Walter** are working on several new clown numbers. **Charlie Portune** has added two new walk-arounds to his routine, reports **Wendell J. Goodwin**.

With the Zoos

KANSAS CITY, Mo.—Death of a baby female kangaroo in an improvised incubator in Swope Park Zoo brought to a climax stories in the newspapers regarding Flip and Jigger, the parents. Last spring it was rumored that the kangaroo pair was hiding a baby in Jigger's pouch, but it wasn't until shortly before Christmas that the baby stuck its head from its mother's pouch so that N. T. (Tex) Clark, superintendent, could verify its existence. Pictures of the infant appeared in the papers and crowds were flocking for first-hand views when Jigger, distraught by the attention she and her infant were receiving, became alarmed and threw the offspring from her pouch. Attendants cared for it, but it grew weak and died on December 26.

COLUMBUS, O.—Action setting up a commission of eight to operate Municipal Zoo has been approved by city council, which pledged full co-operation with Columbus Zoological Park Association. New set-up provides for appointment of four citizens as members of the zoo commission. This is the first time since the zoo came into existence that it has had a clearly defined status as a unit of municipal government. Authority is granted the commission to erect buildings, make improvements and purchase or sell animals. Council retains right to approve or reject expenditures involving more than \$500.

RACINE, Wis.—Racine Zoological Society re-elected **Frank Wennmert**, president; **Fred Radewan**, vice-president; **Robert Rowlands**, treasurer; Superintendent **I. B. Farmer**, secretary. An administration building and shelter house under construction is expected to be completed by May 1, when new animals will be added. A campaign will be started to raise funds for purchases.

FORT WORTH, Tex.—Rajah, tiger in Forest Park Zoo, considered the zoo's finest and second most valuable animal, has been seriously ill for several weeks and unable to take food for 12 days at one time, said Zookeeper **Hamilton Hittson**. Rajah, here eight years, was born in Dallas Zoo 10 years ago.

MADRID, Spain.—Pancho, Retiro Park Zoo elephant who had thrilled generations of Madrid children, is dead, a war casualty. Pancho, ill for months from undernourishment, died in his snow-filled pen without having tasted a peanut or any tidbit except coarse black bread for a year and a half. Pat of the



ROBERT BROWN, treasurer of the Tom Mix Circus, has been with the show for several seasons.

body was converted into grease for war purposes.

MILWAUKEE — Sultana, 22-year-old polar bear in Washington Park Zoo, gave birth on December 20 to a cub which died on December 28. The cub, Sultana's 12th and first lost by her thru natural causes, is believed to have died from starvation.

DETROIT—John W. Ireland, superintendent of Belle Isle Zoo, has again been granted the license plate ZOO for his automobile. This "number" was given him in recognition of his services on Belle Isle and he has had it several consecutive years.

FORECAST OF SHOW

(Continued from page 31)

the first person to troupe a couple of goldfish in a thermos bottle.

Whatever is not worth saying will be sung this season. Five hundred popular songs will be written that haven't been written for years.

Conditions in Hollywood will be bad. For the first time in years 12 feminine film stars will visit Paris on a non-stop flight.

More people will live on credit, but all performers will continue to pay as they go—unless they go with somebody.

The World Is Waiting for the Sunrise will still be a 16-bar chorus in spite of a certain "first of May" orchestra leader and his correspondence-course musicians.

The limit of unanswerability in questionnaires will be reached next summer by a Kansas City (Mo.) paper which will ask, "How old is a rep ingenue?"

A noted scientist will discover that sleep can be omitted forever. Discovery will be made while living in a theatrical hotel.

A flea circus will become stranded in Wahoo, Neb. The manager will skip with the money, leaving all of his performers to go to the dogs.

Penitentiaries will install radios for its prisoners. Convicts will be compelled to listen to all the best programs. Statistics will show a 50 per cent decrease in crime by the end of the year.

Burlesque will die as reformers (people who suffer worse hangovers than most persons) keep hitting on all sexes.

A Hollywood cowboy will fall out of bed and break his collar bone. Motion picture industry will start a movement to put stirrups on nightmares.

Drug stores, besides advertising "Rooms and Board," will use floor shows. Cafes will retaliate by putting in a line of drugs and toilet articles.

A well-known minister will state that the devil is busy in the theater, proving to thousands of performers that somebody actually is working in show business.

The poorest seller of the year will be a book written on vaudeville entitled *The Sun Nobody Knows*.

The mysterious rhythms of a well-known tap-dancing teacher who taps and advertises daily over the air will be brought to light by an energetic hooper who has been working on the case for years. According to the hooper, the effect the teacher is really trying to produce is a cross between galloping hoofs in a horse opera and a Fourth of July fireworks celebration.

The old-fashioned square dance, alias *The Big Apple*, will be a thing of the past again, but old-fashioned hoofing with its perfect rhythm will still be able to follow any of the off-beat Airaistia tap dancing with all its flying and fluttering thru the air.

So predictions may come and predictions may go, but with the help of Joe Miller these predictions could keep going on forever. Therefore I predict a finish right now, and here it is.

-it's Part of the Show

You need bright lights to attract good crowds in any town.

Universal

Light Plants

A necessary part of your equipment, models to handle from 10 to 5,000 b u l b s; deliver electric current at less than city rates. Used by traveling shows for more than 30 years. Write for information.

Ask for Catalog B-1.

UNIVERSAL MOTOR CO. OSHKOSH WIS.

LILLIAN RIGGS

Get mail at Union, Neb., General Delivery; also The Billboard, Cincinnati, O. Signed **MARY R.'S MAID**.

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The Corral

By ROWDY WADDY

VINIE ABRAMSON is reported to be wintering in Cincinnati.

RED BILLINGSLEY, rodeo contestant from Montana, blew into Miami recently to spend the remainder of the winter.

R. R. DOURLEDAY, rodeo photographer, is wintering in Bonita Springs, Fla.

ARE YOU rodeo and Wild West folk all popped up and ready for a new and better year?

WHAT IS A MORE outstanding fan-interest stimulator than sincere competition among contestants?

CHIEF SUMMERS reports that he is wintering at his home in Ponsford, Minn., where he is preparing a new act.

POLEY DUGETT, Pete Forrester and Ed Hamerschmidt are spending the winter lumberjacking near Highland, N. Y.

MANY CONTESTANTS are again looking forward to their appearing at as many annual and special events as possible.

M. W. BILLINGSLEY, of Hopi Indian fame, and wife left Miami recently for Mesa, Ariz. He reports that he will have a Hopi Indian Village at the San Francisco World's Fair and is being financed by a New York bank.

FOG HORN CLANCY, rodeo press agent, has returned to Bridgeport, N. J., after spending the holidays with his son, Frank, and wife at Elmhurst, L. I., N. Y., and his daughter, Mrs. Helen Hamerschmidt, at West Park, N. Y.

RECENT VISITORS to Col. Jim Eckers' ranch near Woodstown, N. J., included Frank Moore, manager of Madison Square Garden Rodeo; Col. Al Hornig, of Philadelphia; Jack Quail and wife, Bob McLaughlin and Fog Horn Clancy and wife.

BILLY KEEN, of Roman-horse auto-jumping fame; Bud Nelson and Jimmy Downs report that they are grooming several new jumping horses at the J-Bar-O dude ranch, Succasunna, N. J. They are also working on a group of liberty jumpers.

J. B. HUBBARD, well known in rodeo circles and who is conducting a dude ranch and riding academy in Miami, ran into some hard luck when his new dance hall, scheduled to open New Year's Eve, was leveled by fire. Hubbard reports that he will rebuild.

VERNE ELLIOTT and Eddie McCarthy have again been contracted to bring their string of bronks to the rodeo which will be held in Ft. Worth, Tex., soon in conjunction with the Southwestern Exposition and Pat Stock Show, according to John E. Davis, manager. Elliott will be rodeo manager and McCarthy arena director. Like the Frontier Fiesta and Centennial show held there, the stock show this year will have an official host. He is O. L. Stuart.

JOHN BEASLEY, alias Frank Ferroni, who is serving a 10-year term in the County Jail at Lynchburg, Va., wishes to thank Col. W. T. Johnson, Col. Jim Bakew, Herb Maddy, Maurice Kilpatrick and other friends who came to his assistance during his second trial at Lynchburg, Va., recently, where he was found guilty of second degree murder.

G. W. KEYES and wife, Mary, who presented their trick shooting act at the Last Frontier Show in Fort Worth, Tex., in 1936 and played Oklahoma and Texas dates the past season, will begin a string of sportsmen's shows, beginning in Philadelphia late this month. They will play several Eastern and Midwestern dates before finishing up in Rochester, N. Y., early in May.

ART FRASKETZ and Harold George, who are playing a string of theater dates in Kansas, Missouri and Illinois, took time off from their labors for a few days last week and visited the quarters of the Fort Peck Rodeo Company at Pulton, Mo. The report that all are busy preparing for next season and that the res-

RAA Convention Settles All Differences; Rules Changed

OGDEN, Utah, Jan. 15.—Rodeo Association of America convention, held here January 7-8, settled all differences between the contest managers and the two cowboy organizations and contestants who belonged to no organization. Many of the differences arose during 1937 when there were a large number of strikes and threatened strikes at various rodeos throughout the United States.

Several changes were made in the various rules of contests. The Calf Roping event now requires that the rope must be on the calf when the roper gets his hand on the calf. In the Team Tying, only two loops will be allowed at the head and both partners must retire from the arena after the second attempt at the hind feet, suffering penalty of disqualification in all events for the remainder of the contest. In Bareback Riding contestants will be permitted to use their own rigging. Horses are to be numbered and riders who are knocked off at the chute, or in the event a horse falls out of the chute, the contestant is to be given a re-ride. As far as possible all rodeos are to be run under standard RAA rules and all events at rodeos are to be contests and not mount money or exhibition events.

Former Contestants as Judges

Other matters adopted were that judges should be former contestants who are competent and should be selected by the management; that entry fees should be added to purses; that contestants be required to file a guarantee that they will have enough money to pay cowboys; that prize lists be printed two months before the contest, listing names of the judges; that closer co-operation with the press be exercised by furnishing the results within one hour after closing of the final contest. The press representatives then promised that results would be published on the sports page.

In 1937 the Levi Strauss Company gave the RAA \$680, \$500 of which was used as a trophy for the grand champion cowboy and the remainder to pay towards the issuing of the monthly bulletin. In the last bulletin the RAA announced that Levi Strauss was willing to continue, providing the contest members would write to Levi Strauss Company, San Francisco, Attention, L. C.

ter includes Smokey and Dusty Stettelman, Homer Sharp, Jimmie Graves, Slim Cassidy, Fred Arpin, Gin and Billy Killey, Bob Ristow and Mary Carter.

TOMMY PRIVITT, trick-roping son of the famous "Boogher Red" Privitt, is convalescing in a Newark (N. J.) hospital from a hernia operation. Tommy was a member of Col. Tim McCoy's Wild West concert with Ringling-Barnum Circus past season.

SECOND ANNUAL RODEO at Bradenton, Fla., December 31 to January 2, under American Legion auspices was a success, according to reports from that sector. About \$750 was offered in purses. Judges were Buddy Mefford and Chip Morris. One serious accident marred the proceedings, however, when Charlie Barnes, bulldozer, sustained a mashed shoulder in bulldozing event. Final results follow: Calf Roping—Buddy Mefford, Vic Blackstone, Bill Parks. Bulldogging—Vic Blackstone, Bill Parks, Doc Blackstone. Bronk Riding—Doc Blackstone, Bill Parks, Vic Blackstone. Steer Riding—Pee Wee Morris, Vic Blackstone, Doc Blackstone. Steer Riding (for Florida cowboys only)—Jack Duncan, Goat Rowan, Al Brittain. Wild Cow Milking—Vic Blackstone, Bill Parks, Buddy Mefford. Ralph Doubleday, rodeo photographer, lost a valuable camera when a bucking horse, ridden by Mary Parks, kicked it into small pieces.

Notes From France

PARIS, Jan. 10.—Holiday circus seasons of Cirque Medrano "construction" at Marseilles and Cirque Municipal, Limoges, ended last week. Hulin's Menagerie, Cohen's Excelsior tent show and Grandjean's Menagerie are at street fair in Rheims.

Three Gazettis, equilibrists, and Franchi Brothers, acrobats, are at the European in Paris; the Hotleys, tram-

poline, and Berth and Partner, hand-to-hand, at the Petit-Casino; Wilson and Cardy, acrobats, and Alto and Yette, equilibrists, at the Bobino.

The Meteors, flying trapeze, are at Grand Palais in Lyons; Three Nicolette, aerial, at Casino Municipal in Nice; Joe Ortner, juggler; Frank Pichel, clown, and Salva's dogs at Casino Municipal in Cannes; Paul Gordon, American wire walker, is returning to America.

Bowman Champion Cowboy

Livington, Mont., was selected as the 1938 convention city and Everett Bowman was declared World's Champion Cowboy. He was also named champion calf roper and steer roper. Burel Mulkey was declared champion bronk rider; Smokey Snyder, champion bull or steer rider; Paul Carney, champion bareback rider; Art Lund, champion steer decorator; Asbury Schell, champion team roper, and Gene Rose, champion steer wrestler.

A great deal of credit for the compromises obtained was given to James Minotto, spokesman for the Cowboy Turtle Association, and to C. C. Coo, spokesman for the North American Cowboy Association.

The following officers and directors were elected: Maxwell McNutt, Redwood City, Calif., president; Charles Sadler, Reno, Nev., first vice-president; L. B. Sylvester, Monte Vista, Colo., second vice-president; Elton Hebborn, Salinas, Calif., third vice-president; Fred S. McCargar, Salinas, Calif., secretary, and Hattie Hughes, Salinas, Calif., auditor. Directors are J. C. Kinney, Tucson, Ariz.; Robert Hanesworth, Cheyenne, Wyo.; E. L. Richardson, Calgary, Alta., Can.; Roy Ritter, Pendleton, Ore.; Frank Moore, New York; Sol Frank, Livingston, Mont.; Harman W. Peery, Ogden, Utah; Charles Laurensen, Caldwell, Ida.; Fred H. Krossman, Chicago; E. L. Anderson, Elyria, Wash., and J. C. Howe, Sidney, Ia.

The 1938 convention was a demonstration of what men can do if they are willing to sit down around a conference table and discuss and settle differences.

Karl Rudolf Opens His "Show" at Newark

NEWARK, N. J., Jan. 15.—The grand opening of Rudolf Bros.' Circus took place here January 8. To the strains of *The Entry of the Gladiators*, as played by Merle Evans and the Ringling-Barnum band (a Victor recording), Herbert H. C. Scheffel, of Felix Adler Tent, Paterson, CFA, led the grand entry. Other members of the spec were friends of Capt. Karl Rudolf, owner of show. The Captain's name by birthright is Charles Rudolf Milbauer.

He has transformed what used to be a dark, dingy, cluttered-up cellar into a spacious, glittering reflection of the circus. It is complete with shots snapped on show lots, pictures presented by friends of the sawdust trail and a cartoon presented by Emmett Kelly, who visited the Rudolf "lot" before sailing for England. The walls are lined with lithos, many of which are Milbauer's own, crosslined with the show's name. Banners and flags also abound.

His affection for Col. Linard Jones is sincerely shown by the fact that he has named his "office" the Col. Linard Jones Tent.

Rudolf Bros.' is well worth a trip to Newark to see, and one can be sure that the "proprietor" will be glad to show off the result of five and a half months of hard labor, which was, as he puts it, "swell fun doing."

poline, and Berth and Partner, hand-to-hand, at the Petit-Casino; Wilson and Cardy, acrobats, and Alto and Yette, equilibrists, at the Bobino.

The Meteors, flying trapeze, are at Grand Palais in Lyons; Three Nicolette, aerial, at Casino Municipal in Nice; Joe Ortner, juggler; Frank Pichel, clown, and Salva's dogs at Casino Municipal in Cannes; Paul Gordon, American wire walker, is returning to America.

15 Years Ago

(From The Billboard Dated January 20, 1923)

Dawson and Earl, of Bell Bros.' Motorized Shows, were playing vaude dates.

Honest Bill Shows added a new light plant to their equipment.

R. L. Atterbury, manager of the Atterbury Wagon Show, left for the East to purchase more animals and equipment.

Bantly Bros.' Circus ordered, via radio from Pittsburgh, an 80-foot top, one marquee, wardrobe, dining and stable tents and horse troughs from Driver Bros., of Chicago.

Bill Denny, formerly with the advance of Ringling Bros.' Circus, and Cy Sammons, brigade manager of that show, acquired two billposting units, one at Lancaster, O., and the other at Chillicothe.

Col. Frederick T. Cummins was awarded \$10,000 damages against Al G. Barnes for the death of Black Beauty, trick horse, which died in a car while in transit with other horses.

Hans Haeffinger, keeper at Zoological Gardens, Basle, Switzerland, was killed instantly when an elephant seized him by the legs and swung him against a wall.

Cole Circus was contracted to play Galveston, Tex., week of February 5, under American Legion auspices.

S. D. Hanford, formerly with Walter L. Main Circus, was on a farm at Soso, Miss.

Bobbie Reid, of Kean's Klittes, with Gollmar Bros.' Circus in 1922, was working in Chicago clubs.

Matlock troupe of acrobats, formerly with Gollmar Bros., signed with a fair booking association for the summer and fall.

Frank P. Meister, bandmaster with Campbell Bros.' Shows, was wintering in Norwood, O., where he purchased an apartment house.

Jerry D. Martin underwent an operation in Kansas City, Mo., January 3.

Vivian Cunningham, at one time on advance car of Sparks Circus, died in Denver, Colo., early in January. Burial in Fulton, Mo.

IABP&B Local 10 Has Dutch Lunch Banquet

MINNEAPOLIS, Jan. 15.—Local No. 10 of the Billers' Alliance had a Dutch lunch banquet January 9 and invited members of Local No. 45, St. Paul. Charles Colborn was chairman. Among speakers were Ed Schrimps, Joe Kugler, Art Beeth, Pretag, Munson, Zach Luckens, Fryne, George Kugler, Jack Carlin, Bert Wheeler. Among others in attendance were Pay Bordwell, Heggness, Colborn, Mike Wiener, Mert Gribble, Brothers Roby, Jensen, Abrams and Nelson sang several selections. Brothers Olsen and Ellingson could not attend, due to being snowed in.

Alvie Hunt is confined at home but expects to be out soon. Ben Green, of Local 45, is ill.

St. Paul Local will have a party in near future with members of Local No. 10 as guests.

Sweeney Interested in Completing Ritz-Carlton

SARASOTA, Fla., Jan. 15.—A mild furor was created locally last week with the announcement that Martin Sweeney, New York hotel magnate, president of Louis Sherry's and other well-known hotel properties, was interested in the completion of John Ringling's unfinished Ritz-Carlton hotel project, located on the Gulf near here. He arrived here last Saturday and with W. P. O'Connor and Frank Shea, New York financiers, made a detailed inspection of the structure. He left Wednesday for a trip to Miami, without making known his decision.

The Ritz-Carlton, started in 1926 by John Ringling, was to be similar in design to the famous hostility of the same name in New York. Ringling owning stock in the Ritz-Carlton corporation. The circus king sank \$923,000 in the palatial structure and had it more than half completed when the boom broke and work was suspended.

CALVIN GARDNER, last season in Wild West concert on Russell Bros.' Circus, has joined U. S. Army station at Fort Sill, Okla.

Liability of The Operator

By LLOYD C. WHITMAN

Remarks of distinguished member of the Chicago bar on "The Operator's Liability in Operation of Parks and Pools" before the annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on November 30.

The last time I addressed an audience of this kind was during the World War. They were patently of a different temper than this gathering, judging from the speeches I have already heard. I had the honor to sit at the speakers' table with Will Rogers and Ruth Law. When my turn came I said, among other things, that I never expected to sit or stand above Ruth Law. When Will Rogers got his gum working later he claimed that I connived with somebody to steal his stuff.

I remember at that time I held him we should all follow the example of old William Schmidt, of Riverview Park, who, when the war broke out, tore down the statue of Bismarck in the park and shot up the Stars and Stripes. When it came to Will's turn he said that he did not believe Mr. Schmidt did anything of the kind—"shot up the Stars and Stripes."

Parker Articles Learned

Your secretary invited me to make a "15-minute talk on the responsibility of the owner." Shortly he joined me with six numbers of *The Billboard* containing as many scholarly and learned articles by Leo T. Parker, attorney-at-law. Here are his titles: *Effect of Disorderly Patrons, Liability for Injuries Caused by Motor Vehicles, Unfair Competition, Legal Aspect of Admission Tickets, Winning Damage Suits by Injured Patrons and License Law, When Void.*

Reading Mr. Parker's article on *Winning Damage Suits by Injured Patrons*, it did occur to me that he overlooked the well-known doctrine of *Res Ipsa Loquitur*, which, translated, is "the thing speaks for itself." He doesn't believe in Charlie McCarthy—"the thing speaks for itself?"

While I am still staggering under the impact of Mr. Parker's articles, I receive a most courteous offer of assistance "in outlining the question of public liability from a legal viewpoint" from John Logan Campbell, of J. L. Campbell & Company, insurance specialists, Baltimore. I once thought of settling in Baltimore, but gave it up as too ritzy for a man of my modest preparations for life. And John Logan shrieks from offering me his services (See *LIABILITY* on page 53)

New Funhouse Produced For Allan Herschell Co.

NORTH TONAWANDA, N. Y., Jan. 15.—Jim Whitley, inventor of the Fun-On-the-Farm, has produced a new funhouse for the Allan Herschell Company. It is called Ro-Lo, and will be exhibited at Tampa shortly. Whitley will be on hand to operate it mechanically, and C. V. Starkweather, secretary-treasurer of the firm, also will be at Tampa to greet those in show business. A ticket seller and a bally man are all the help required to operate the device.

Starkweather states that his company is being favored with a gratifying volume of business for the new streamlined carousel which was exhibited at the recent Chicago convention, where it won first prize for exhibits. He further states that his firm has more than 150 kiddie auto rides in operation, and that several new orders have recently been placed.

Many View Milwaukee Zoo

MILWAUKEE, Jan. 15.—Annual attendance in the past five years ranged from 900,000 to 1,000,000 at Washington Park Zoo. Washington Park Zoological Society has under consideration letting of concessions to help meet the zoo's annual \$87,000 maintenance cost.

LIMA, O.—Plans for construction here of a \$50,000 swimming pool were announced by Leonard J. Kline, who said Columbus, O., interests were assisting financially.



EXECUTIVE STAFF OF FUNLAND PARK, Miami, photographed on January 7 in a temperature of 84. Left to right: David B. Endy, general manager; Ralph N. Endy, treasurer; William J. Tucker, manager; Matthew J. (Squire) Riley, chairman of the park entertainment committee and general agent of Endy Bros. Shows.

Speeding Up Rides, Old and New

By R. E. CHAMBERS

Address of the president of R. E. Chambers Corporation, Beaver Falls, Pa., before annual meeting of the American Recreational Equipment Association in Crystal Room, Hotel Sherman, Chicago, on November 28.

I think the question of speeding up rides, either for the purpose of increasing receipts or adding new thrills, is a problem for much discussion, as it takes in some vital subjects. I probably have not had enough experience to speak intelligently on the subject, but having had a lot of experience, both in operating and building rides, I have learned that in some cases increased receipts will result from speeding up some types of rides.

For instance, we know that the Caterpillar was practically dead until the operators began speeding them up and now it is common to see Caterpillars running three times as fast as they started out, with good results, both in thrills and increased receipts, except in a few cases where the machine was not properly erected and which resulted in crack-ups, cost of repairs and loss of operating time.

Operator All-Important

When a customer wants to speed up any ride faster than originally designed by the manufacturer, he should bear in mind the question of safety. The modern trend in designing new rides is for speed, thrills and endurance with safety. The public is demanding higher speeds in all branches of transportation and perhaps that also holds true in trying

to amuse them. If we can give them a ride that will have speed, thrills and make them shout and scream with laughter, then I believe we have done our duty, but in building rides which operate at high speed we must also be very careful that materials and workmanship be of the highest grade, as we all know that by using the best materials and good workmanship the device will give better service and be cheaper at the end of the season.

The device should be as foolproof as humanly possible and built to operate month after month, free of trouble, but even this is not sufficient proof that the ride is free of trouble if the operator is not a capable man. I believe that an operator can either make or break a ride. A good operator will inspect and go over his ride every morning and will keep his ride in perfect condition, whereas an operator who is not capable will not take care of his ride and will grumble and find trouble where there is none, resulting in breakdowns and loss of receipts.

Depends on Localities

I do not believe that the speed of a ride can be governed in all localities, as it has been my experience that where the speed of a ride might be okay for one locality it would not be suitable for another location, due, of course, to the seemingly different types of people going to our amusement parks. For instance, a park might cater almost entirely to picnics where mostly children attend.

(See *SPEEDING UP* on page 49)

Rides Added In Fairyland

K. C. spot to acquire two more—Kenyon has refusal of post as manager

KANSAS CITY, Mo., Jan. 15.—Omer J. Kenyon, who last year was manager of Fairyland Park here until other work took him to Canada in August, probably will replace Harry Duncan as Fairyland manager for the 1938 season, said Victor and Mario Brancato, owners of the park, who mailed him a contract and were awaiting his acceptance. Mr. Kenyon, they said, is in Denver visiting relatives.

Mr. Duncan, who served in the Fairyland managerial capacity many years before Mr. Kenyon took the job, resigned on Christmas and is working for Jackson County election board in the courthouse.

Brancato brothers said they have added an Eyerly Octopus and dual Loop-o-Plane to the park's many rides and that grounds are being renovated for opening in May. Abner K. Kline, new president of the Heart of America Showmen's Club, represented the Eyerly company. Kenyon made many friends during his stay at Fairyland last year.

Octopus for Denver Spot

DENVER, Jan. 15.—An eight-car Octopus ride was sold to Foreyth Bros. for operation in Lakewood Park here by Abner K. Kline, representative of the Eyerly Aircraft Corporation. Before leaving for Chicago Mr. Kline announced that he had sold a 12-car Octopus and a dual Loop-o-Plane for operation in Fairyland Park, Kansas City, Mo.

Negotiating To Rejuvenate Springfield Lake Park

AKRON, O., Jan. 15.—Negotiations are under way, it is understood, to rejuvenate Springfield Lake Park, for a decade one of the best known of Akron district smaller amusement parks. Hard hit by the depression, the spot ceased to function several years ago and most of the amusement features and rides have been razed. The large over-the-lake dance pavilion, bathhouse and a few small concession buildings still remain on the site.

An effort is being made by owners of the land to interest a group of district park promoters in restoring the play spot for the 1938 season. The pavilion was operated on a part-time basis last summer and this winter is being used for roller skating. Bathing beach was operated last season and a few small concessions.

Stunt Fills Miami Funland

MIAMI, Jan. 15.—Working with Miami publicity bureau, Chamber of Commerce, news services and newscasts, Funland park worked a stunt that will bring reams of publicity. Frosty Winters, Human Icicle, engaged by Manager David B. Endy of Funland, arrived incased in ice and was taken to the beach, where a reception committee of bathing girls greeted the man frozen alive with blowtorches. The ice was quickly melted and he was given a warm-up tonic and taken to Funland Park, where he will work nightly. Jean Belasco engineered the stunt. Initial park crowd was estimated at over 10,000.

Expectancy Market Up

NEW YORK, Jan. 15.—"Our president, George A. Hamid, says, 'It used to be enough for the animal trainer just to put his head into the lion's mouth, but now he has to crawl right into the lion's mouth and have his meals sent down after him.' We want to give our members more direct service than ever before and are working right now on the reciprocal trade agreement with Canada, and other things."—January Bulletin of American Recreational Equipment Association.

Lake City, Augusta, Had Profitable Year

AUGUSTA, Ga., Jan. 15.—Conditions indicate a good season said J. E. Hill, manager and operator of Lake City Amusement Park here. Last year was profitable. There have been several additions, including a structure for skee-ball alleys, arcade, bathing beach with white sand and modern bathhouse, piers and towers.

In the dance pavilion, which last year had the biggest gross in years, policy was name bands and floor shows. An improvement will include new lighting and decorating. Seating capacity at tables is 400. A new bar will be installed. During season free acts and fireworks will be used. A rink, 220 by 80 feet, is also operated.

New Spot at French Resort

PARIS, Jan. 8.—Plans have been completed for a small amusement park at the seaside resort of Pornichet, near St Nazaire. Sixteen small buildings for shows and concessions will be erected and a large, open-air dance hall and restaurant installed in center of the park, which will be situated near the bathing beach.

Augusta Beach Is Building

AUGUSTA, Ga., Jan. 15.—Activities for season at the Augusta Sea Beach, said Manager J. Strother, include overhauling of the toboggan slide, building diving raft and bathing piers and erection of a pavilion so that from 400 to 600 can be accommodated on the free picnic grounds. Proprietor J. W. King is planning special Sunday night air-dome entertainment. Marker's launches and speedboats have the passenger privilege again and restaurant and refreshment concessions have been sold. Season will run from May 15 to Labor Day.

Cincy Zoo Is Overstocked

CINCINNATI, Jan. 15.—Because of an unusually prolific breeding season the Cincinnati Zoo has a surplus of animals. Facilities are overcrowded and President James A. Reilly announced that 30 animals are being offered for sale.

Grove Buys Hephburn Lake

KENTON, O., Jan. 15.—A. N. Grove, of Marion, has purchased Hephburn Lake at Hephburn, east of here, and will convert it into a small amusement park. He plans to improve the bathing facilities and will erect a dance pavilion.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Proper Pool Closing

With frigid weather in many parts of the country, a great problem is confronting operators of outdoor pools. Many owners, in their anxiety to close last fall, failed to take proper precautions against cold, with the result that there has been a great deal of damage reported. Pool closing is almost as important as proper pool management. Many dollars can be saved and much equipment salvaged from one season to another if care is taken in storing equipment and boarding up open-air natatoriums. Too many operators are in a hurry to close and get away, forgetting all about next season.

How many outdoor pools have caretakers between seasons? Naturally all of the big plunges in amusement parks are under such care, with day and night watchmen. But how many tanks situated by themselves have someone on the ground during winter? Very few, I am afraid. It is no wonder then that many robberies are committed, with play devices stolen and expensive material ruined. It is not so much the burglary scare as it is the prevalence of youngsters who turn many tanks into their own private playgrounds when there is no one there to chase them. It can be readily seen, of course, what damage a group of kids can do to a pool if left to romp around unmolested.

If you are one of those who failed to properly close your outdoor tank last season it is not too late. Salvage what you have left and by all means hire an attendant to be on hand at all times to protect the property.

Municipal Figures

Robert Moses, New York City commissioner of parks, announced recently that the city's 12 swim pools and two beaches

showed consistent gains and increasing revenues. You'll recall that 10 additional tanks were opened during 1936 and, altho all the pools were not in operation the full season that year, they were used, according to official figures, by 1,777,880 persons. For the summer of 1937 official attendance was given as 2,391,609, with income of \$255,000. This was reported to be a deficit of about twenty grand, but bathhouses and drained pools operated by the city were used 70 per cent of the year as free play centers, so the loss was heliited by the city fathers. Jacob Biss Park and Orchard Beach, with new outdoor pools, attracted 4,248,400 visitors with revenue of \$187,800. The two municipal beach centers showed a profit of \$41,900, altho they did not open until June 25, a loss of four weeks of operation.

What Do You Think?

Quiz quests are the rage over the air as well as in theaters. Occasionally certain questions arise in the aquatic field that require deep thinking and so I've decided to run our own quiz quest. From time to time I am going to take the liberty of putting some tricky or real serious query concerning swimming or pool operation. Pool promotion is a problem that has confronted pool press agents and managers many seasons and so I put it up for a public answer. Should a pool picture to be used for promotion purposes show a crowded tank filled with swimmers or a comparatively empty one? Before sending in answers it might be well to consider that there has always been two sides to this question. A great number who feel the photo should show a crowded pool say so because they feel that in that way it would convey that the establishment is popular. But there are just as many who feel that the picture should display only a few in swimming, lest the thought be conveyed that the tank is too crowded for swimming. What do you think?

Dots and Dashes

Pool operators' meetings, as required by law in Illinois so that health problems can be discussed, will soon be adopted in other States. . . . London Terrace indoor tank, New York City, which closed before New Year's for small repairs, has kept its doors shut longer than expected and at this writing is still not open for business—the there are other sources of water supply. Julian Bamberger continues to use artesian well water at his two tanks in Lagoon Amusement Park, between Salt Lake City and Ogden. . . . Palm Springs (Calif.) outdoor tank, mecca of the movie colony, is getting some mighty fine free publicity over the national radio networks these nights, what with radio stars moving west for their broadcasts and visiting the resort for the first time. . . . Novel outdoor tank at Sun Valley, Ida., features warm water bathing.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Jan. 15.—The resort has started the year with the mayor apparently still deaf to the pleas of amusement men, business leaders and Press Club that he reopen the press bureau and start getting out some publicity for the mid-February holidays.

Manager Phil Thompson of the Auditorium, however, is battling to get some attractions on his own and keep things stirred up and has both sports and amusement fans puzzled in the announcement he has signed Helen Willis Moody to play pro tennis here Palm (See ATLANTIC CITY on page 53)

American Recreational Equipment Association

By R. S. UZZELL

The Coney Island transformation expected to start soon has elicited more general interest than any announcement since the boardwalk was projected for this international playground. The change is not yet so broad in scope as was broadcast to the nation. People from Texas thought the stage was all set for an entirely new Coney by the Sea.

The present plan calls for straightening the boardwalk from Brighton Beach to Stillwell avenue, which is really 15th street, and adding a 100-foot strip adjacent to the walk and between it and Surf avenue. The strip is to become part of the beach and is to have no commercialization whatever, which means no business at all on the boardwalk up to Stillwell avenue. Money for further acquiring the 100-foot strip along the walk cannot now be obtained. The further development will have to await the future. The new city property line will come within about 80 feet of the giant wheel, which will benefit enormously by having traffic brought so much closer to it than it has ever yet enjoyed.

Coney Not Passing

The Scoota Boats, Virginia Reel and Scooter Cars should be able to maintain with profit a rear entrance. Feldman's eating emporium will lose a big slice and the Cyclone Coaster will be put out of business, as it will lose about half of the structure. The city incurred great expense in making a large parking space of most of the old Dreamland site. This space will be almost 100 per cent destroyed. Surf avenue and the Bowers will remain untouched. Visitors to New York World's Fair in 1938 will still be able to see much of Coney Island as of old unless a fire of conflagration proportions sweeps the famous island.

The properties affected will be well compensated. W. F. Mangels has one of them, as he is interested in property within this first development on the ocean side of Surf avenue. His factory is far from this area and is untouched. It in all probability will not reach Maurice Goldberg during his lifetime, since he is far beyond Steeplechase.

The big snows in the West will help to blot out the dust bowl and put drought further into the past. Substantial progress was made in the past year. Carnivals played profitably last year in localities that were supposed to have been blown away. Indian lore tells us of "big blows" in the past that equal anything this generation has seen, and the country is still here.

Hamid Getting Action

George A. Hamid, president of AREA, is making progress in getting better terms for us with the New York World's Fair. He has found the officials gentlemen and amenable to reason. Really, they are a fine bunch of fellows and all along have been trying to find their way. The present status indicates they will not duplicate the Chicago exposition of 1933 in holding out on acceding to our request until it was too late for many of us to get ready for 1938 season. Had they offered the writer in January what they offered after July 15 they could have had three more good attractions and it is a safe bet that many of our members would have joined up at the same time.

George Hamid is showing these officials the error of their past contentions.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Snow and ice jammed roads, with roadside motorist trade at a low ebb. Because so much property was condemned on the North Shore to make room for the World's Fair grounds citizens around Corona and Flushing fear a housing shortage.

Lou Saltzman, former Long Island political biggie, is turning out to be a real successful restaurateur and beach club operator. Wendell J. Goodwin, WPA circus p. e., is pulling clever exploitation stunts around these portions, getting big results with Japino, billed as "sacred bull elephant." Best of recent quips: Mayor La Guardia's "Everything is different around the 'meadows' at Flushing since work started on the

World's Fair. Even the small isn't the same."

Civic leaders are giving okeh to suggestion for an artificial spa on Long Island, originally advanced by visiting Europeans. Anticipating the rush that it will bring, the two big Long Island fairs in Mineola and Suffolk have unusually big plans for World's Fair time.

ROCKAWAY BEACH: Because fires have destroyed concession properties within the past year or more, plans are on for more than \$75,000 worth of work, mostly restoration. When the Boardwalk, stretching six miles, was first constructed civic leaders wanted it 80 feet in width. City of New York wanted it 40, stipulating that the promenade would be widened when occasion called for it. Now citizens are recalling that pledge of a decade ago, and whether anything will be done remains to be seen.

LONG BEACH: Thousands of dollars' worth of additional beach protection work is being carried out so that the resort may be re-enforced against ocean inroads. If any Island amusement resort institutes parking meters it might be this one, which has long been struggling for additional sources of revenue.

Miami Funland

MIAMI, Jan. 15.—Funland is reported booked solidly for fraternal, church and other picnics until March 4, apparently assuring concessioners and ride owners a long season here. Edison High School will bring 4,000. Central Labor Union Festival sale of tickets was over 20,000 at last reports. American Patriotic Society will have 10,000 or more, and Miami University doing guarantees over 5,000.

Night of January 5 established a new attendance record with over 11,000 paid admissions to witness award of a Plymouth car, altho rides and concessions did not do the business expected, it being figured that customers had been spent out over the holidays.

Disaster was meted out to Matthew J. (Squire) Riley when his much-touted race horse, Bad Penny, ran away with (See MIAMI FUNLAND on page 53)

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Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

MR. AND MRS. CHARLES KREIMSER were winners of gold medals and adjudged Cincinnati champions of the straight-step dance contest in Sefferino's Rollerdomes on January 9. Over 40 couples participated. Point system was used and seven judges picked the couples, contests, consisting of four straight steps, lasting over an hour. The couple will be sent to Detroit Arena Gardens Rink to show steps to skaters, all expenses to be paid by Arena Manager Fred Martin. This is believed the first contest of the kind in America and credit is due Manager Sefferino for conceiving and promoting it.

One of the largest crowds of the season on January 11 witnessed result of the one-mile Cincinnati amateur championship race. At a meet on December 18 Buddy Deters, amateur state champion, and George Moore, of the Rollerdomes, tied in points for first place, and Otto Crickets and Dale Fluder tied for third. The latter race was run off first, Crickets winning in 3:06.2. In the Deters-Moore event Deters hit the rail on the ninth lap and spilled, making it a walkaway for Moore. Owing to stalling for several laps, time was slow, 3:32.7. Like the events on December 18 this was efficiently handled by Ohio AAU officials. In addition to the races, medals won by contestants at the previous meet were presented by Lenora Ringard, a Cincinnati swimming champion. Fred Murree (Bright Star), 77-year-old Indian, played a return engagement on January 8 and 9 and drew fine crowds to witness his intricate figures. He has just completed a Coast-to-Coast tour, having been well received wherever he exhibited. After a four-day engagement in Smith's Rink, Columbus, O., and a return week in Arena Gardens Rink, Detroit, he will return to his home in Red Lion, Pa.

Manager Corso and two assistants from Dayton (O.) Coliseum Rink inspected the Rollerdomes to get ideas for a new rink building he contemplates in Dayton. Joe Laury, noted long-distance speed skater and floor manager of Armory Rink, Chicago, accompanied by Jim Wilcox and George Rolfe, visited the Rollerdomes on January 7 and 8, being especially impressed with the Big Apple and dance step numbers staged and saying they would endeavor to adopt them at the Chicago rink.

RIDGEWOOD GROVE Roller Skateland made its debut in Ridgewood, L. I., N. Y., with a fairly large turnout. Management plans a number of novelties. Prices are 30 cents for matinees and 40 cents at night. Long Island has seen the addition of several rinks in the past two years.

"AFTER visiting many rinks on my skating tour I have arrived in Corpus Christi, Tex., where I will stay until summer and will work as instructor in Sportland Skating Rink," writes Jack (Skates) Hyland. "One thing I am anxious to see is roller skating in the next Olympics."

OFFICIALS of Meyers Lake Park, Canton, O., report progress on their new roller rink, scheduled to open in March. Work is now being done on the floor and interior decorating. Operation of the rink will give Canton three rinks, the others being Land o' Dance and Dalton Rink, operated by Jack Dalton, Cleveland.

JACK DALTON, manager of Dalton Roller Rink, Canton, O., formerly the

Coliseum, announced a series of races to start January 29 in an effort to determine champion skaters among men and women in the district. Eliminations will be held each Saturday night thru February. Only amateurs will be eligible and they must reside in Canton. There will be quarter, half, mile and two-mile races. The point system will be used to determine winners.

"ATTENDANCE was good during the 11-day holiday program in Redondo Beach Roller Rink, Redondo, Wash.," writes Manager W. J. Betts. "Program featured parties, prize drawings, races and games, concluding on January 2 with presentation of a trophy to Elen Murphy and Billy Martin, winners of the annual circle waltz contest. Trophy will be displayed in the rink as an incentive to skaters. On January 4 a club was formed, 80 attending the meeting. It was voted to charge a membership fee of \$5 to join the Roller Skating Rink Operators' Association. Club's aim is to have 500 members by next year. W. W. Miller, 77-year-old endurance champion, and Mr. and Mrs. Harold Dolson were recent visitors. Dolson recently resigned as floor manager of Oaks Rink, Portland, Ore."

CINCINNATI'S Norwood Roller Club, holding its monthly and novelty skating party on January 17, featured the games "Find Your Partner" and "Butterfly Gathering," reports Secretary August A. Flaig, who said 4,700 members were notified of the meeting. Dance step contests are held on Sundays and Tuesdays, winners receiving special awards to skate in the final for wrist-watch prizes. On Tuesdays and Thursdays instructions are given beginners. Rink is open nightly except Monday with matinees on Saturday and Sunday. Many school, club and church parties are taking advantage of special party rates. Interest is being shown by senior Norwood Club is assisting members of the Juvenile Club, an organization for boys and girls under 12, meeting Saturday afternoons.

MARCIA ZIEGEL, young American fancy skater, has been giving exhibitions in St. Moritz. Before the end of January Paris will have two big roller skating rinks, both featuring special types of skates. One will be in Luna Park, where rubber-tired, three-roller skates will be used, and the other on Orands Boulevards, where skates resembling ice skates will be used.

A ROLLER-SKATING rink will be opened in January in Luna Park, Paris. Four Skating Ryles, roller skaters, are at the Cirque Medrano in Paris.

WALLY KIEFER is to spend the next few weeks in his Recreation Roller Rink, Battle Creek, Mich., while Mrs. Kiefer has gone to their rink in Flint, Mich. Business in both rinks was reported beyond expectations during the holiday season. In Recreation Rink the floor has been resurfaced and all new Chicago skates and equipment have been installed.

MORE THAN 3,000 were at opening of new Des Moines (Ia.) Roller Skating Rink, third floor of the Ford plant building. Lee Keyser, city parks commissioner, is in charge of the project. Rink is operated every week-day night. Phonograph records are used thru an amplifier system. There are 60,000 square feet of skating space.

"RECENTLY I witnessed two performances by Fred (Bright Star) Murree, 77-year-old Indian fancy roller skater, one in Portland and one in Eugene," writes Jack Nasholm, Eugene, Ore. "For a man of his age he does very well. But the attitude he has taken toward skaters here appears to have lowered him in their estimation. In The Billboard of November 20, 1937, he wrote: 'If more will turn their attention to figure skating it will benefit them and the public in the near future.' In the issue of December 11, 1937, he made this statement: 'Good skaters, either amateur or professional, have a habit of going to rinks, rushing to the center of the floor and exposing everything that they know to rink patrons.' In conclusion, he stated: 'The funniest thing about it is that that people expect rink men to admit them free and extend all rink courtesies to them, thus killing all of the fine points that a rink man prides himself on.' Why would a rink owner or manager feel anything but grateful to have a group of good skaters on his rink at all times? I have noticed

that whenever there are more good skaters at any rink the less the management has to overcome of noisy demonstration. If these people can't learn to skate in the rinks, where will they learn? It sounds like a good business killer to me, and I am sure that skaters and rink men will agree if they only stop to think. Even some of the finest trick skaters in the business stop at rinks to show their wares without reimbursement. Surely there can't be any harm in rink patrons learning what little they can and then doing it for fun. As for a skater trying to crash the box office just because of his ability to do a few tricks, that is something that all the rinks here discourage. Some of the rinks do recognize a professional team on its way thru, and that is no more than fair. I feel that these opinions are also those of my numerous rink friends and acquaintances in rink circles in the Pacific Northwest."

A Visit to France

By CYRIL BEASTALL

DERBY, England—Many thanks to all my American friends who sent Christmas greetings.

During Christmas time I went to France with my roller-hockey team, Derby Flyers, and the hospitality extended was something we will remember all our days. Sportsmanship of the French and the kindness they bestowed upon us was very moving.

We spent Christmas Day in St. Omer, where a dance and banquet were held in our honor, and M. Georges Semette, chairman of Nord Roller Hockey League, and M. Ghysel, secretary, St. Omer (Skating Club Audamarois), and many other officials extended a royal welcome.

On December 26 we accompanied our friends to Lille to compete in the second annual international tournament in the mammoth Palais des Sports. At Lille railroad terminal we were met by W. Dennis, British vice-consul, and many city officials and escorted in cars to the rink. A wonderful banquet was held. M. Semette being chairman, supported by M. Edouard Bouchery, general fair commissioner of Lille; M. Georges Bouchery, secretary of Skating Club Lille; Mr. Dennis; M. Jongbloede, representative of the Belgian Skating Association; members of the Belgian Consulate and many others. M. Semette officially welcomed the visitors, Belgians and British players, and I replied for the visitors.

Palais des Sports is a magnificent hall. Two big roller rinks were overcrowded and with extensive promenades it made a sight rarely seen. The main hall, with no pillars, has well over 100,000 square feet. Roller-hockey floor is of best maple, 122 by 55 feet.

We met defeat in our semi-final game with S. C. Lillois, champions of France, who had four international players on the rink, by 4-1, but we appreciated their sportsmanship. Our victors went on to win the grand final, beating Buffalo H. C. Antwerp, Belgium, 8-4. Antwerp beat S. C. Audamarois of St. Omer 6-0 in the other semi-final.

Upon our return to St. Omer we played their first and second teams, and what great games they were! We tied 6-6 with St. Omer II and lost 8-7 to St. Omer I, but they are great sportsmen. M. Heurtel, captain St. Omer I, presented me with a lovely silver cup and a pennant and after the games he and M. Lelen, captain St. Omer II, insisted on performing the old ceremony of "touting

the rink" with me. We were all presented to the mayor of St. Omer.

Derby players were Ottewell, Dale, Beastall, Eyre, Taylor and Hommings. Of our 14 goals scored Eyre was responsible for six, Taylor one and Beastall the remaining seven. Dale and Ottewell were great defense players for us.

SPEEDING UP

(Continued from page 47)

while others do not have many picnics but cater to young people in the evening. In my opinion, it is the young people who attend our parks in the evenings and on week-ends who want speed, thrills and fun galore.

In many cases I believe that the public can be fooled as to the speed of a ride, as I recall that when Mr. Bartlett built the Rocket Speedway in England the public rode on the sides of a wall and they thought they were going at a terrific speed, but actually they were only traveling about 35 miles per hour. Also when I built the large Coaster at Bereve Beach the public thought they were traveling 100 miles an hour, but they were going only about 57 miles per hour at the bottom of the big dip. This was fast and it seemed that this speed on a Coaster was all a human heart could stand. But in spite of all this speed and thrills, the large Coaster at Crystal Beach in Canada, which is identical with the Bereve Beach Coaster, has in the past three years increased its receipts each year. So it seems that the public is asking for more speed on Roller Coasters.

Bally of Vienna Ride

Many park managers, I am sure, will differ as to how fast a ride should run to get the best results in receipts. Much depends on the type of people who attend. I have mentioned before that speeding up certain types of old rides increases receipts and I think that is OK, as we all want to make as much money as possible, but, as manufacturers, we should impress upon our customers to be careful in speeding a ride above the safety point, as accidents on amusement rides hurt business everywhere. I believe that ride owners should write the manufacturer of a device before speeding up his ride, as all rides are generally figured, built and tested to carry a certain load at a certain speed with, of course, a margin of safety. But if speeded up very much more, stresses and strains will no doubt cause greater wear and tear, resulting in breakdowns and loss of receipts.

In talking about speed of a ride and its increased receipts, I want to mention one which I saw in Vienna two years ago, known as the Ghost Ride. This was the same as our Lark-in-the-Dark and operated the same, except that instead of being on one floor it ran on three floors and came out front on a balcony on each floor and then had a series of brakes to check the speed back down to the first floor. This ride, I was told, took in more money than the Flying Turns and what really made the ride was the fact that the cars come out front where people could see the passengers laughing and smiling, and, of course, the numerous stunts in the ride. This ride surpasses any dark ride that I have seen in this country.

There is much to be discussed in speeding up rides, old and new, but perhaps it is safe to say that a ride that operates at a moderate speed and caters to the majority of people and makes them laugh, scream and come away from the ride happy and smiling will get the most money.

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N. C. TAX IS TARGET

Secs for Repeal Of Shows' Levy

Promotional fairs are hit again at State meet—move for States' joint session

RALEIGH, N. C., Jan. 15.—A State tax of \$200 imposed by the Legislature of 1937 on carnivals operating at established annual fairs and the booking by carnivals of so-called "still dates" under the guise of agricultural fairs drew strong criticism at the fifth annual convention of North Carolina Association of Agricultural Fairs in the Sir Walter Hotel here on Monday.

Discussion of the tax problem resulted in appointment of a legislative committee to study ways and means to eliminate the levy and to make specific recommendations to present at the 1938 convention, which will be held during a session of the Legislature. This committee comprises C. S. Parnell, Mebane; W. H. Dunn, Wilson, and Dr. A. H. Fleming, Lenoir.

No definite solution to curtail promotional fairs or carnivals operating ostensibly as agricultural fairs was given, but spokesmen emphasized that show executives should discourage such activities in conflict with established fairs. Delegates represented more than 40 fairs and reports and discussions indicated that North Carolina fairs experienced a highly successful year.

Hamid Gives Floor Show

Dr. Fleming, Franklin County Fair, was elected president to succeed Dr. J. S. Dorton, Shelby, manager of North Carolina State Fair, Raleigh, who declined to serve after being president three years. Other officers elected are W. H. Dunn, Wilson; J. W. Robinson, Hickory, vice-president; Mr. Parnell, secretary-treasurer; P. A. Whitesides, Gastonia; C. H. Hight, Henderson; Norman Y. Chambliss, Rocky Mount; Dr. Dorton, T. R. Walker, Littleton, directors.

The association adopted a resolution to consider later a proposal to join similar fair associations in Virginia, South Carolina and Georgia in a district meeting, rather than have separate State conventions each year. This proposal will come up for a vote at the 1938 session.

Speakers at sessions, which closed with a banquet, were Gov. Clyde R. Hoey, who stressed increased interest of agricultural pursuits as one of the biggest factors in creating bigger and better fairs; State Agricultural Commissioner Kee Scott, who offered full cooperation of his department in conduct of fairs; Secretary of State Thad Eure and L. R. Harrell, State 4-H Club leader. George A. Hamid provided a floor show at the banquet, supplemented by (See N. C. TAX on page 52)

Pomona Building Is Oked

POMONA, Calif., Jan. 15.—Dreams of Los Angeles County Fair Association of constructing one of the finest horse show arenas in the country were a step nearer realization as notice was received from Washington that the \$250,000 project had been given WPA approval. The arena, with seating capacity of 7,500 and stalls for 150 show horses under the seats, is one of several structures given approval by the WPA "and sent to the bureau of budget for presidential confirmation," according to a telegram from the office of Congressman Jerry Voorhis. Entire building expansion program involves expenditure of \$957,000.

DAVENPORT, Ia.—Marie C. Stokes, assistant secretary of Mississippi Valley Fair and Exposition here, is home from a three weeks' sojourn in Hot Springs, Ark., where she recuperated from two months' illness. Accompanied by her younger daughter, Leone, she reports having greatly enjoyed activities of the showfolks' colony there.



REPRESENTING 42 FAIRS, more than 50 delegates were joined by showmen and bookers at the fifth annual convention of North Carolina Association of Agricultural Fairs in Raleigh on January 10. In front row, left to right: C. T. Riddick, assistant manager Virginia State Fair; Dr. J. S. Dorton, manager North Carolina State Fair and retiring association president; Dr. A. H. Fleming, Franklin County Fair, Lenoir, new president. Second row: Charles A. Somers, Virginia State Fair manager; C. S. Parnell, association secretary-treasurer; Jack V. Lyles; J. Sherwood Upchurch, Raleigh, and Charles Mangum, assistant manager North Carolina State Fair.

Badger State Aid Withheld

Treasurer holds up appropriation of \$150,000 following high court ruling

MADISON, Wis., Jan. 15.—A possibility that there will be no county fairs in Wisconsin hereafter and that all State aid to agricultural societies, veterans' organizations, etc., will be withdrawn is seen in a decision handed down on January 11 by a State Supreme Court ruling the Wisconsin Development Authority unconstitutional.

The WDA, a private, non-stock corporation for promotion of municipal ownership in Wisconsin, was created as a result of an act passed by the 1937 Legislature. The court held that the sovereign governmental power to execute or administer State statutes cannot be lawfully delegated to a privately controlled corporation.

Inasmuch as county fair associations are mostly private corporations it is believed that the decision also applies to such organizations and Secretary of State Theodore Dammann is holding up the annual appropriation of \$150,000 made to county fairs until a further court decision is made, specifically exempting these associations.

High court's decision reverses that of Circuit Judge Alvin C. Reis, who had ruled the WDA constitutional in its entirety.

Seven New Buildings Go Into Air In \$2,000,000 Calif. Program

SACRAMENTO, Jan. 15.—Seven new buildings are going up as part of a \$2,000,000 building program on California State Fair grounds here. The expansion was inaugurated by a \$750,000 legislative appropriation.

Returning from attendance at his first convention of the International Association of Fairs and Expositions in Chicago, Robert Muckler, secretary-manager, threw his organization into high gear to have the buildings completed for the 1938 fair. Ground has been broken for a \$125,000 administration building. Other buildings planned are: assembly hall, \$220,000; dairy products building, \$50,000; extension of grand stand to

W. F. Concessions Subject of Confab

NEW YORK, Jan. 15.—A meeting of World's Fair officials and a committee representing the American Recreational Equipment Association to discuss ways and means of improving conditions facing prospective concessioners at the big 1939 exposition has been postponed from January 17 to a day later in the same week. Exact time will depend upon when W. Earle Andrews, general manager of the fair, returns from a vacation.

Several officials interviewed George A. Hamid recently at an informal conference in the fair's offices. At that time Mr. Hamid was present at the personal request of Mr. Andrews.

Next meeting will be with a committee officially representing the AREA.

Final CNE Figures Reflect Effects of Paralysis Scare

TORONTO, Jan. 15.—Slightly curtailed expenditures for the Canadian National Exhibition's 1938 Diamond Jubilee year is declared by General Manager Elwood A. Hughes to be the price of last year's losses attributed directly to the infantile paralysis scare.

Gate receipts were \$73,878 less than in 1937. After paying to the city debt charges of \$158,143, there was a deficit of \$85,265.

Attendance dropped by 301,000 while total revenue was \$765,477, or \$100,569 less than 1937 revenue of \$866,146.

FLYING ALLIENS, parachute jumpers, of which troupe 17-year-old Gloria Allen was killed in Virginia last October, will return to the road this year, a contract having been signed with George Hamid for the act's appearance at Atlantic City Steel Pier in July.

Revival of Paris Exposition in '38 Killed by Senate

PARIS, Jan. 16.—After successfully running the gauntlet of debates and votes in the Chamber of Deputies, city council and office committees, the project for reviving Paris International Exposition next summer met defeat when the Senate voted 224 to 73 against it. Senate finance committee previously voted 18 to 3 against revival, and it was the financial burden involved that killed the project.

It is estimated that last year's exposition cost the state and city of Paris close to 1,330,000,000 francs (\$44,333,333) and leaves permanent structures valued at 418,000,000 francs (\$13,933,333). Cost of reconditioning the expo was figured at 450,000,000 francs (\$15,000,000).

Wrecking of pavilions is under way, but it will be nearly six months before the grounds are completely cleared.

Devices Signed At Frisco Expo

SAN FRANCISCO, Jan. 15.—Frederick Weddleton, director of concessions for the 1939 Golden Gate International Exposition, returned from an Eastern trip and announced signing of contracts for a number of amusement devices for the fair.

"Showmen are looking forward enthusiastically to an opportunity of showing at the exposition," he said. "So brisk is the demand for spots in the Treasure Island amusement zone that exposition visitors are assured of only the best type of concessions."

Meanwhile a contest for a name for the joy zone goes on, a three-word title for which exposition officials offer \$1,000. Contest closes on February 18.

King To Open British Empire Exhn., Glasgow

LONDON, Jan. 5.—It has been announced that His Majesty, the King of England, has agreed to open the Empire Exhibition at Glasgow, Scotland, May 3.

Site at Bellahouston Park, on outskirts of the city, will occupy 175 acres of palaces, pavilions, gardens, lakes and terraces and every part of the British Empire will be well represented. A tower 300 feet high, from which a view extending over 80 miles may be observed, will be a feature.

Estimated cost of exposition is \$50,000,000 and it is expected to attract 15,000,000 visitors from all over the world, thus proving the biggest exhibition to be staged in Great Britain for at least 15 years.

Oregon Meeting Two Days

PORTLAND, Ore., Jan. 15.—When Oregon Fairs Association holds its annual meeting in the Imperial Hotel here on January 28 and 29, representatives of Washington fairs also are expected to attend, said President H. H. Chindgren, Molalla. Business routine the first day will be followed by a banquet at night and program sessions on the following day.

Kalbus Wisconsin Fairs V.P.

MILWAUKEE, Jan. 15.—A. W. Kalbus, associate manager of the Wisconsin State Fair, was elected vice-president of the Wisconsin Association of Fairs at the annual meeting last week. Kalbus has been associated with the State Fair for a number of years.

Pyro Restrictions in La.

NEW ORLEANS, Jan. 15.—Representative Lowry B. Eastland said he will submit a bill in the Legislature in May to ban sale of fireworks anywhere within the State. Bill will include provision for use of fireworks at special celebrations, fairs and exhibitions when "they are to be handled only by pyrotechnic experts." Moves are under way to ban fireworks sales or use in any manner in New Orleans and adjacent parishes.

New Head in For Puyallup

Corliss and Bartel named to posts in Western Washington—to enlarge stand

PUYALLUP, Wash., Jan. 15.—Dr. J. H. Corliss, Sumner, connected with Western Washington Fair here since its establishment 48 years ago, was elected president this week. Manager will be A. E. Bartel, who has been with the association since 1914 and has been its secretary many years. Heretofore manager's and president's duties were combined under the regime of the late W. A. Linklater.

The 1937 fair cost \$138,206, directors were informed, including \$26,538 for premiums. Income was \$174,435, of which \$110,861 came from general admissions, grand-stand and auto parking; \$14,305 from space rentals; \$49,483 from concessions, and \$4,785 miscellaneous income.

Attendance was 274,634, slightly under the 1936 record, and operating profit was \$41,320. Major improvement planned this year is construction of a covered grand stand seating 3,000 to replace benches. Grand-stand seating will handle 15,000 after this improvement.

Directors elected are C. W. Orton, Sumner; Fred P. Fyler, F. W. Griffiths, Puyallup; Burr Gregory, Floyd Chase, Puyallup; Charles W. Schuh, Tacoma; Dwight Paulhamus, Sumner, and W. R. Scott, Puyallup.

Wisconsin Convention Notes

MILWAUKEE, Jan. 15.—Rubin Gruberg, L. S. Hogan and Dave Tennison were late arrivals who got in under the wire in time for the banquet which closed the annual meeting of Wisconsin Association of Fairs in the Hotel Schroeder here on January 5-7.

Jack McCabe, operator of the Rogers Hotel, Beaver Dam, and friend of show people, was an interested attendant.

Charlie Driver and Bernie Mendelson were on hand representing the O. Henry Tent and Awning Company.

League President J. C. McCaffery made a special trip all the way from Miami to be in on the Milwaukee doings.

Many acquaintances of J. D. Christie, Wauwatosa, who spoke at one of the sessions, do not know that he had a taste of show life during the Chicago World's Fair of 1893 when he got a job as talker on the front of an embalmed whale. Job lasted only three days, as the whale became so odoriferous the fair management closed the show. Christie and his fellow fair board members also were pioneers in night racing away back when. There were no electric lights on the grounds in those days, so barrels were placed at frequent intervals around the race track, filled with waste and lighted, thus furnishing illumination for races.

Bert E. Thomas, Detroit, was on hand with Mrs. Thomas. He's selling fireworks now, but in the "good old days" he was a parachute jumper and auto racer—and still likes to hit 'er up to 95 miles an hour.

Bob Fryal ("Gallagher is the name"), Escanaba, Mich., had his usual fund of Swede stories, which he related in his inimitable way when sufficiently inspired.

Lowell and Dwight Bazinet, representing William Bazinet & Sons Shows, reported bookings thru Wisconsin and Minnesota have steadily increased during the last couple of years and their prospects for a big 1938 are very good.

Theodore (Ted) Fish, of John B. Rogers Producing Company, missed the meeting for the first time in 15 years, due to serious illness in his family.

Otto Henke, Milwaukee carnival man, was one of several who became members of the Showmen's League at the meeting, and he, Ray Baker and others of the Milwaukee contingent no doubt will be responsible for securing many new members during 1938.

While Mrs. Louis Torti did not make a personal appearance at the Torti annual party (it's strictly stag) she received many sincere compliments on the wonderful spread provided for some 80 of more guests.

Fair Grounds

PORT WORTH, Tex.—Members of the Roundup Club will ride out of Fort Worth by rail and bus next month for the fifth year to invite Texans to attend the 42d annual Southwestern Exposition and Fat Stock Show here. The club re-elected Homer Covey president and laid plans for a whirlwind membership drive. Last year the club, formed as an adjunct to the stock show, visited Texas and Oklahoma towns having a combined population of nearly 2,000,000.

HARWINTON, Conn.—The 1937 Harwinton Fair broke all records for attendance, reported Louis Cronan, re-elected superintendent of grounds at the annual meeting. Known professionally as Louis Campbell, he is manager of the Four Casting Campbells and Four Peerless Cronans, latter act having been signed with George A. Hamid, Inc., to play fairs and parks in 1938, it having been played under the Hamid banner for 15 consecutive weeks last season.

CIRCLEVILLE, O.—Auditors of the Pumpkin Show Society reported a deficit from the 1937 show of \$3,077. Bad weather on the last two days and other setbacks were blamed.

MADISON, Wis.—Dane County Agricultural Society directors voted to turn over management of the county fair, with the grounds, to Dane County board provided approval of the society's life members is secured and county board authorizes acceptance of grounds and management and provides refinancing.

PRAGUE — Upswing in Czechoslovak foreign trade in 1937 has influenced favorably Prague Fair, central market for the country's industry. Last year's fair enlisted better business results than ever before, increase in overseas visitors having played an important role. For Prague Spring Fair on March 11-20 there will be more than 3,000 exhibitors.

COLUMBUS, O.—A bill proposing an appropriation of \$100,000 to acquire additional land for expansion and improvement of the Ohio State Fair grounds is pending before the House finance committee. The bill was offered by Representative W. H. Williams, of Darke County, as an emergency measure so that improvements may be completed before the 1938 exposition.

WASHINGTON O. H., O.—The fair-grounds here have been leased to the newly formed Fayette County Agricultural Society for a period of 20 years. Extensive improvements are planned, the first of which will go forward this summer.

SAVANNAH, Ga.—Several agricultural bodies of Chatham County decided to

"Ol' Sam" Forgotten

YORK, Pa., Jan. 15.—An offer of \$525 from a toilet supply company for the lavatories concessions was rejected by the board of managers of York Interstate Fair in annual session, the board deciding to continue its own supervision of lavatories, "thus avoiding the annoyance to patrons of the fair for tips while using the lavatories."

tie in with Savannah Chamber of Commerce to launch an Eastern Savannah Agricultural Fair here in the fall.

MALONE, N. Y.—Franklin County Fair in 1937 had profit of \$5,283.16, reported Frank J. Robinson, treasurer. Receipts were \$28,042.37 and disbursements \$22,759.21.

ST. CROIX FALLS, Wis.—Receipts of 1937 Polk County Fair totaled \$6,673.58, with expenditures of \$4,922.46, leaving a balance of \$1,751.12.

RICHLAND CENTER, Wis.—Payment of a \$1,000 note by Richland County Fair Association wiped out a debt incurred in 1921 with erection of a grand stand. Association now has a \$1,300 surplus.



MODEL OF OLD NEW YORK for New York World's Fair of 1939 on display in the offices in the Empire State Building. The creation of Messmore & Damon, it is calculated to cover about four acres, to be a composite city of full size, dating from arrival of Henry Hudson up to the Gay '90s. It will be reminiscent of the old New York, with horse cars, hansom cabs, street vendors, Steeple Brodies, Barnum Museum, Fraunces Tavern, Federal Hall, Tony Pastor's, Castle Garden, Hitchcock Reef and Beans, Chuck Connors and the famous Five Points. The creators say that nothing up to date will be shown.

Dailey Goes To Sioux City

SIoux CITY, Ia., Jan. 15.—C. B. Garrett, president of Sioux City Chamber of Commerce, announced that Leo C. Dailey, secretary of Spencer (Ia.) Chamber of Commerce, would become executive secretary of the Sioux City chamber February 15.

He will succeed Ralph W. Thacker, who was secretary here 11 years and resigned December 1.

The chamber chose Mr. Dailey from 50 applicants. He has served Spencer chamber 11 years and his successful management of Clay County Fair has made it one of the best known county fairs in the United States.

Lewis Again Head of Annual in York

YORK, Pa., Jan. 15.—Samuel S. Lewis was re-elected president of York County Agricultural Society by the board of managers of York Interstate Fair following annual meeting of life members of the society. Other officers re-elected are: Vice-president, John E. Baker; secretary, John H. Rutter; treasurer, D. Eugene Frey; racing secretary, Harry P. Peeling. Life members unanimously re-elected Baker, Lewis, Frey and William O. Thompson to three-year terms on the board.

Nineteen life members were eligible for attendance and 14 new life members were elected. It was voted to hold the 1938 fair, day and night, on five days.

Managers named William O. Thompson, manager of concessions and machinery; Howard W. Anderson, manager of horse, cattle, sheep and swine; Calvin Stauffer, manager in charge of tickets and passes; O. Halbert Bayler, manager in charge of employees; Horace B. Faber, manager in charge of gates; I. D. Weber, manager in charge of sale of grand-stand and bleacher seats; Stuart B. Lafenn, manager in charge of police.

Cahn Takes Annual Jaunt

CINCINNATI, Jan. 15.—"On my way south as usual (dear hunt)," was a message to The Billboard from Julius Cahn, "Count of Luxemburg," widely known secretary of Kewaunee County Fair, Luxemburg, Wis. He will make his annual sojourn in Miami and also visit Florida Fair, Tampa, and other annuals in the Peninsular State.

NEWARK, O.—Licking County Agricultural Society elected D. D. Snider, president; W. S. Keller, vice-president; Keith Lowery, secretary; Michael Seche, treasurer.

Texas Prepares for Expos

DALLAS, Jan. 15.—Commission to plan for the State's participation in New York and San Francisco World's Fairs in 1939 organized on January 8, with Chairman Jesse H. Jones, Houston, presiding. Secretary Paul L. Wakefield, Dallas, said the only suggestion so far offered was that replicas of the Texas shrine, the Alamo, be erected at both expos. Karl Hoblitzelle, president of Interstate Circuit, Inc., was appointed vice-chairman in active charge of the commission's work.

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THIS IS TRI-CONVENTION WEEK

The Dates	The Places	The Events	Our Representatives
Jan. 17 and 18	Jefferson Hotel, Columbia, S. C.	S. C. Ass'n. of Fairs	M. B. HOWARD
Jan. 18 and 19	Showhogan House and Hotel Oxford, Showhogan, Me.	Maine Ass'n. of Agr. Fairs	JOE HUGHES
Jan. 20 and 21	Brunswick Hotel, Boston, Mass.	Mass. Agr. Fairs Ass'n.	PAUL N. DENISH

NEXT WEEK: VIRGINIA MEETING, Jan. 24-25, John Marshall Hotel, Richmond. PENNSYLVANIA MEETING, Jan. 26-27, Yorktowne Hotel, York. See the "Convention" of Wonder Attractions in the HAMID CATALOG with the Most Distinctive Features Ever Assembled Under One Banner.

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Buckeyes Adopt New Policy Of Picking Future Officers

State association posts will be confined to active managers of fairs with changes biennially—Cooper trophy for best presentation of merits goes to Darke County

COLUMBUS, O., Jan. 15.—Members of the Ohio Fair Managers' Association voted to change officers more frequently, especially those receiving no compensation, and limiting their services to two years at the largely attended annual meeting in the Deshler-Wallock Hotel here on Wednesday and Thursday. It was felt that the burden of such work should be more evenly distributed throughout the membership. The vote also carried the provision that in future officers must be selected from members actively engaged as fair managers. Judge I. L. Holderman, Dayton, president since 1926, was re-elected; Mrs. Don A. Detrick, Bellefontaine, was re-elected executive secretary, and W. B. Richmond, Elyria, was re-elected treasurer. Charles J. Gray, Painesville, is first vice-president, and Keith W. Lowery, Newark, is second vice-president. Offices to be rotated every two years are those of president, vice-presidents and treasurer.

Darke County Fair, Greenville, of which D. S. Teaford is secretary, won the award offered by Honorary President Myers Y. Cooper, former governor of Ohio, for the best three-minute presentation of the merits of the fair. The silver trophy was awarded at the annual banquet Thursday night.

"Those officials responsible for the success of Ohio fairs in 1937 are to be commended," said a message from Earl H. Hanfeld, State director of agriculture. "Ohio has more fairs than any other State. These, co-operating with one another in the interests of their communities and in an effort to place agriculture on a higher plane, have thru their endeavor, helped to build one of the finest State fairs in America."

Split Into Conferences

Resolutions voted appreciation of the work of Director Hanfeld and B. P. Sandies, manager of Ohio Junior State Fair, and expressed regrets on the death of J. Robert Bryson, who was manager of Greene County Fair, Xenia, whose post has been taken by Mrs. Bryson.

There were many hours of shop talk in conferences aside from general sessions this year. Wednesday forenoon Secretary R. C. Haines, Montgomery County Fair, Dayton, presided at a secretaries' conference, with Secretary Ira T. Matteson, Wyandot County Fair, Upper Sandusky, as secretary. J. E. Wise, Cuyaboga County Fair, Berea, presided at the conference of presidents and vice-presidents, with T. W. Shick, Logan County Fair, Bellefontaine, as secretary. Treasurers' conference was presided over by C. H. O'Brien, Franklin County Fair, Hillsdale, with Mrs. Charles J. Gray, Lake County Fair, Painesville, as secretary.

Speed officials' conference was presided over by Judge G. W. Rittenour, Piketon, with W. J. Galvin, superintendent of speed, Ohio State Fair, as secretary. Wednesday night President Holderman presided at a conference on concessions and attractions and conducted a question box. Attractions people were introduced. Sunday fairs came in for some discussion Wednesday afternoon. Secretary Harry Kahn, Auglaize County Fair, Wapakoneta, telling of successful methods at that annual.

At the banquet President Holderman presented the speakers: Governor Davey, Mr. Cooper, Mr. Hanfeld and Major Norman Imlrie, Columbus. Gus Sun Exchange, Springfield, presented a floor show to hearty applause. During the day delegates voted to ask the hotel for special rates on future conventions, it being felt that the meetings were of

sufficient size to rate more consideration.

Among Exhibit Visitors

Among attraction concerns, their representatives and others in attendance were: Happyland Shows, William G. Dumas, John F. Reid; Johnny J. Jones Exposition, Mrs. Bertha McDaniel; W. O. Wade Shows, W. G. Wade; E. Dietrich; J. B. Edwards Shows and Rides, J. B. Edwards; F. E. Gooding Amusement Company; Floyd E. Gooding, James F. Murphy, E. W. Weaver, Mr. and Mrs. W. J. Goutermont, Mr. and Mrs. Ed C. Drumm, Johnny Enright, George Boyer; Seacott Park Rides, R. A. Jolly; J. R. Gooding; Howard's Attractions; Greater Exposition Shows, Crawford Francis; Barnes-Carruthers, Mr. and Mrs. Sam J. Levy; Al Miller, Rolland Ade; Thearle-Duffield Fireworks Company, James Van Cise; American Fireworks Company; Fair Publishing House; Albert C. Stein; C. A. Klein Attractions; Robinson's Fair Units, John G. Robinson IV; Warrington Company, Earle Circus; Raun's Circus and Red Devil Drivers, G. L. (Jack) Raun; A. E. Selden, "The Stratosphere Man"; B. Ward Deans; Hudson Fireworks Display Company, A. D. Michele, H. B. Lessinger; Frank Turley, "The Buckeye Rube"; X-Bar-X Ranch Rodeo, Al Jones; Illinois Fireworks Company; Indianapolis Mardi Gras, Albert Neuberger; United Booking Association, Mr. and Mrs. Henry H. Luenders, L. Calvin; J. Figaro; Ernie Young Productions, Ethel Robinson, Camille La Villa; Raymond's Grand-Stand Attractions; R. B. Powers; Horse-Pulling Association of Ohio; Regalia Manufacturing Company, L. L. Sharp; John B. Rogers Producing Company; Gus Sun Exchange, Gus Sun, Gus Sun Jr., Bob Shaw, W. C. Senior; Columbus Imperial Fireworks Company; Black's Animal Circus, D. M. Robbins; World's Fireworks Display Company, Bert E. Thomas; United Fireworks Manufacturing Company; John Gallagan, concessions; Oscar Mallory, cookhouses; Hagler Sound Equipment Company; Ohio Fireworks Display Company; Bechholdt Sound Systems; Herbert Fennell, novelties; Leo Zolt; American Amplifier Service; Claude E. Ellis, The Billboard, Cincinnati; Fred Terry, Indianapolis; Win Kinnan.

Some Convention Pickups

Oldest board member in point of service present was President E. L. Laut with a record of 41 years for Auglaize County Fair, Wapakoneta.

Mr. Ed C. Drumm, of F. E. Gooding Amusement Company, had just returned from a sojourn in Mexico City. Said several small shows were playing thereabouts to indifferent bias.

Win Kinnan was again an efficient aid to Mrs. Detrick, executive secretary, and President Holderman.

Floyd E. Gooding dropped all business on Wednesday to attend the funeral in Columbus of Mrs. Gooding's grandmother.

John F. Reid, Detroit, surprised his partner, William G. Dumas, of the Happyland Shows, by coming down to join the latter, who stopped off at the meeting on his way from his winter home in Gibesonton, Fla., to show's winter quarters in Detroit.

Secretary Harry B. Kelley, Hillsdale (Mich.) County Fair, made his ninth annual visit to the Buckeye meeting. He attends several fair conventions outside of his own State to seek new ideas. He was elected Hillsdale secretary in 1929. Records show that gate receipts have grown from \$13,374.29 in 1930 thru the depression to \$17,817.75 in 1937 and grand-stand receipts from \$1,960.45 in 1930 to \$5,599.92 in 1937.

The giant Merry-Go-Round organ placed in the convention hall by Floyd E. Gooding added appropriate music for the sessions.

Agricultural Situation

Condensed Data From December Summary by U. S. Department of Agriculture, Washington, D. C.

Feeding of live stock. Production and marketing of Southern fruits and vegetables. Crashing of cotton seed for oil and meal. Wintering of dairy cows. Planning for 1938. These occupied the center of the agricultural scene at close of fall. Acreage of winter wheat is expected to be about the same as in 1936. A large increase in live-stock feeding—of cattle and hogs and sheep—is in evidence. The supply of feed per farm animal is largest in more than 10 years. The cotton seed crop is biggest on record. Prices of farm products are around low figures for the year, but average of 1937 is expected to be about 7 per cent more than in 1936. Farm income continues to exceed 1936 figures. Total income from marketings and government payments in the first 10 months was \$750,000,000 more than a year ago. Non-agricultural buying power continues relatively high; food prices have declined more than income this fall. Food-buying power of non-agricultural income per capita of the population in October was 4 per cent higher than a year ago.

DEMAND IS REDUCED

The domestic demand for farm products will be less in the next few months

than in the corresponding period a year ago; but improvement is expected in the latter half of 1938 if the expected increase in industrial production is realized. Continuation of the advancing phase of building construction would be an added stimulus. The current decline in industrial activity is a common phenomenon of any major business cycle. It characterizes a period when business sentiment becomes less optimistic, security prices decline; business men postpone extensive commitments and general uncertainty leads to hesitant buying by potential consumers of many products.

Analysis of basic factors affecting the demand for farm products indicates that the current recession is a temporary interruption of a longer time upward trend. Business debts are low, credit is cheap and plentiful, banking resources are not strained, there has been no building boom, there has been an absence of violent speculation of the type which frequently precedes the end of a major business upswing.

It appears that the volume of American agricultural exports will increase (See AGRICULTURAL on page 77)

Rochester Reports Profit; More Attractions for 1938

ROCHESTER, N. Y., Jan. 15.—At annual meeting of Monroe County Fair and Rochester Exposition Monday night in the Powers Hotel Herbert B. Cash was elected president for the fourth consecutive year; vice-presidents, Raymond C. Peters, Joseph E. Silverstein; treasurer, Frederick E. Strouss; secretary and general manager, William B. Boothby; executive committee, Carl R. Bausch, Florus R. Baxter, Samuel A. Cooper and Jesse Roberts.

Reports from officers for 1937 showed considerable progress and a satisfactory financial report from operations was given by Treasurer Strouss. Report showed that, regardless of cold and rain on Friday and Saturday of Labor Day week, a small profit was realized, which was applied against old indebtedness. Superintendents of departments reported increased interest in every branch of work.

Secretary Boothby reported a total of 7,585 entries in the agricultural department, the greatest number ever received. President Cash announced that plans for the 1938 fair embody new ideas and attractions.

Woodstock Dodges Deficit

WOODSTOCK, N. B., Jan. 15.—Altho profit of only \$34 was reported from the 1937 Woodstock Fair, satisfaction was expressed at the annual meeting. Cancellation of the fair had been proposed, entailing loss of \$2,500, owing to infantile paralysis. But a fair was held and that there was no deficit was gratifying to the society. Receipts were \$9,340. It was announced that the town of Woodstock would be expected to keep the plant in repair. If children could have attended the fair it is estimated profit would have been \$2,500.

N. C. TAX

(Continued from page 56)
local talent. Visitors included Charles A. Somma, secretary of Virginia State Fair, Richmond, and C. T. Riddick, assistant manager of Virginia State Fair.

Among showmen and attractions representatives, besides Mr. Hamid, in attendance were John M. Sheensley, Mighty Sheensley Midway; David B. Eudy, Matthew J. Riley, Eudy Bros.; Snow; John W. Wilson, I. Cetlin, Cetlin & Wilson Shows; Oscar Buck, Jack V. Lytes, R. P. McLendon, O. C. Buck Exposition; William C. Fleming, Johnny Jones Exposition; James E. Strates, Strates Shows; J. E. Kaus, Kaus United Shows; M. B. Howard, George A. Hamid, Inc.; A. T. Vitale, Ohio Fireworks Company; Henry Rapp, American Fireworks Company; Gus Sun, Gus Sun Agency; James Victor, Victor's Attractions.

Announcement was made that Johnny J. Jones Exposition has been booked for North Carolina State Fair, and that Cetlin & Wilson Shows will play Greensboro, Salisbury and Rocky Mount fairs.

Record Minn. Federation Meeting Hears State Fair Attraction Plans

ST. PAUL, Minn., Jan. 15.—With a record attendance, Minnesota Federation of County Fairs here in the Lowry Hotel on Wednesday and Thursday went on record urging a proposed WPA project for construction of a new 4-H Club building on the State Fairgrounds. The convention, adopting a report of its resolutions committee, urged the State Agricultural Society, which also held its annual convention, and other interested groups to give every encouragement to the project because of the benefits it will give to boys and girls in rural Minnesota.

About 800, including representatives of 90 fairs from Minnesota's 87 counties, were in attendance. About 60 representatives from throughout the country were on hand with displays and, according to reports, each walked away with at least one contract.

Royal American Shows were represented by C. J. Sedlmayr, general manager, who told of the complete restyling of the shows for this year's State Fair. M. H. Barnes, Barnes-Carruthers, who again have the contract for the State Fair night show, said the bill this year would have "more numbers and at the

present time four animal acts have been booked." Frank P. Duffield, Thearle-Duffield Fireworks Company, said displays this year will include novel fireworks scenes of every description.

Raymond A. Lee, secretary of the State Fair Board, pointed out that exhibits would be increased over last year and that 1938 promises to be a stellar year, not only from show people's standpoint but also from the fair board's angle. State Fair net income in 1937 was \$80,000. Most important resolution adopted was that making premium lists at county fairs thruout the State uniform.

All federation officers and directors were re-elected. They are R. S. Thornton, Alexandria, president; H. W. Steele, Appleton, vice-president; Lewis Seefeldt, Zumbrota, treasurer, and L. O. Jacob, Anoka, secretary. Directors re-elected are Everett Werner, Blue Earth; Robert Freeman, St. Paul; W. P. Murphy, Atkin, and Fred D. W. Thias, Two Harbors. The convention voted to hold its next or 80th annual convention in the Nicolett Hotel, Minneapolis, on January 11-13, 1939.

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"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Fair Elections

RICHLAND CENTER, Wis.—Richland County Fair Association re-elected E. J. Gault, president; Henry Groves, vice-president; H. J. Gochenauer, secretary; Ray Brewer, a director.

MARSHVILLE, La.—Avoyelles Parish Fair Association elected L. A. Coyer, president; Edgar A. Coco Jr., Dr. S. J. Couvillon, vice-presidents; J. B. Luke Jr., manager; Earl Edwards, secretary; Byron Plaucha, treasurer.

LANCASTER, Wis.—Allen Aupperle was elected president of Grant County Fair Association; H. E. Naumann, vice-president; L. L. Seipp, secretary; M. W. Irgeus, treasurer. The 1937 fair had \$1,510 profit.

MANSFIELD, Mo.—Oark Summit Exposition elected John Raby, president; Mark Shipp, vice-president; W. O. Coday, secretary-treasurer; L. L. Hyberger, Gus Rushing, Haden Coday, Arthur Gilley and W. E. Davis, directors. Stockholders were pleased with the annual report.

OGDEN, Utah.—Ogden Live-Stock Show Association elected George S. Eccles, president; H. A. Benning, J. O. Bead and L. M. Richards, vice-presidents; P. A. Dix, treasurer, and R. W. Warnick, assistant to Ezra J. Fieldsted, who has been secretary-manager several years.

OGDEN, Utah.—The 19th annual Live-Stock Show closed here after a successful week's run with more exhibits and larger attendance than at any previous display. About 110 Future Farmers of America and dozens representing 4-H Clubs, with students from four major colleges, vied with professional stockmen in comparing points of paraded breeding and table stock.

LOUISA, Va.—For the 1938 annual Fourth of July Firemen's Fair here L. S. Key was re-elected manager and H. M. Woodward was elected assistant manager. Attendance in 1937 was reported at 7,500.

DOVER, O.—At recent annual election of Tuscarawas County Fair Association, these officers were named: E. B. Chapman, president; J. L. Edie, vice-president; C. V. Shepler, treasurer. Grover Krantz was re-elected secretary for three years. Carl Vale was retained as grounds superintendent. Other members of board: John Leibold, C. H. Rice, Fred Weber, J. Hidenour, Harry Higgle.

MEDINA, O.—D. E. Hartman, of Seville, was re-elected chairman of Medina County Agricultural Society, and Jay V. Eubank secretary.

ASHLAND, O.—P. A. Heestand has been elected secretary of Ashland County Agricultural Society. He replaces A. H. Sutton, who resigned.

CHARDON, O.—E. W. Crellin, of Hamden, is the new president of Geauga County Agricultural Society.

Fair Meetings

Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Balston, secretary, Staunton.

Rocky Mountain Association of Fairs, January 24 and 25, Northern Hotel, Billings, Mont. Jack M. Suck-storff, secretary, Sidney, Mont.

Nebraska Association of Fair Managers, January 24-25, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 26 and 27, Yorktowne Hotel, York. Charles W. Swayer, secretary, Reading.

Texas Association of Fairs, January 28 and 29, Adolphus Hotel, Dallas. J. C. Watson, secretary, Graham.

Oregon Fairs Association, January 28 and 29, Imperial Hotel, Portland. H. H. Chindgren, president, Metalla.

Association of Tennessee Fairs, February 1, Noel Hotel, Nashville. O. D. Measa, secretary, Cookeville.

Illinois Association of Agricultural Fairs, February 3 and 4, St. Nicholas Hotel, Springfield. A. W. Grunz, secretary, Broese.

New York State Association of County Agricultural Societies, February 15, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine

B. J. Shanower, of Burton, is vice-president; Charles A. Riley, also of Burton, secretary, and Crawford H. Lamoreaux, of Chardon, treasurer.

MARION, O.—J. Aultman Haub, for three years secretary of Marion County Fair board, was elected clerk of board of county commissioners to succeed Clifford E. Willoughby, who had served five years.

DELAWARE, O.—Eli Long was elected president of Delaware County Agricultural Society; H. A. Bishop, vice-president; Bruce Burgess, secretary; Joseph A. Neville, treasurer. The county fair, which for many years has been held at near-by Powell, is to be held, beginning with 1938, in or near here.

NORTHVILLE, Mich.—Northville and Wayne County Fair Association re-elected: President, Elmer L. Smith; vice-president, Elton R. Eaton; treasurer, Fred Lyke. Dayton B. Bunn was elected secretary, succeeding Floyd A. Northrup, who was a director 21 years and secretary the past 12 years.

WOODSTOCK, N. B.—Woodstock Agricultural Society elected William Hay, president; Norman Palmer, H. W. Rogers, A. E. Raymond, E. B. Avery, vice-presidents; H. P. Boucher, auditor. R. W. Maxwell was re-elected secretary-treasurer.

AUDUBON, Ia.—Will G. Wilson was elected secretary of Audubon County Fair Association. He formerly held the position, but resigned when he left the city 11 years ago. Upon his return here he was prevailed upon to assume the post again.

ATLANTIC CITY

(Continued from page 48)

Saturday night despite recent denials that she would turn pro, Hall officials are making arrangements for another ice carnival next summer and feel that dog racing will be definite for 1939. A fashion show on skates, with an ermine bathing suit as a feature, is the latest of Publicity Manager Mall Dodson. Steel Pier will not operate again under its old management until May. Eddie Sherman dropped vaudeville from his Sunday schedule last week. A State industrial show is being sought by Louis St. John for Central Pier. Sonja Henie has been contacted for an ice date. Million-Dollar Pier, eyeing a news-stands program, will reopen with net hauls Easter week.

Chamber of Commerce officials declare they are working on elimination of Boardwalk auction rooms. Dan Stebbins was back for the holidays. Joe Lewis has been offered \$100,000 to dust off his gloves here in April. Frozen ground has held up construction on Margate's new theater. Al Gold, well-known walk photographer, has been made photo-correspondent here for *Life*.

MIAMI FUNLAND

(Continued from page 48)

the jockey, Gerald Gerard, during an early-morning workout. Eddie Hollings has been engaged as secretary of Andy Bros.' Shows for the 1938 season. It is expected that Jean Belasco will sign as press agent of the shows.

Five American Eagles and Frosty Winters, Human Icicle, are current free attractions.

Mary Swift, holding down the main-gate ticket box, is very popular with visitors.

Fisher's Sex Show is more than holding its own as to receipts. Physicians and surgeons have displayed much interest in the exhibit.

LIABILITY

(Continued from page 47)

"after," as he says, "after having read your various articles which appeared in *The Billboard*?" It was then that I turned to my six numbers of *The Billboard*, hopefully thinking to read you one of those articles of mine, happy to accept John Logan's appraisal of them as good. But my search revealed only Parker and more Parker, nothing by any Whitman; let alone by me.

When Advice Is Free

I discover that the chairman of your program committee, thru Secretary A. R. Hodge, has furnished me a list of cases which he or Alf thinks "may or may not be of interest to me." I suspect really meaning, might or might not be intelligible to me. One of these cases, Railroad

EXTRAORDINARY MAMMOTH TRADE

AUCTION SALE

\$207,000.00 Assets Formerly of the World Famous

TEXAS CENTENNIAL CENTRAL EXPOSITION

MONDAY, JAN. 24, 1938, 10 A. M.

on the premises

TEXAS CENTENNIAL CENTRAL EXPOSITION GROUNDS

(FAIR PARK), DALLAS, TEXAS

This Immense Auction Sale comprises, in part, Office Furniture and Equipment, Plumbing and Electrical Goods, Machinery, Fixtures, Automobiles, Trucks, Trailers and Tractors, Meters and Equipment, Revenue Control Equipment, Uniforms, Cavalcade Properties, Costumes, Supplies, Etc.

High-Grade Office Furniture and Equipment, Desks, all types and sizes; Office Tables, T. W. Tables, Office Chairs, Metal File Cabinets, Lockers.

Typewriters, Calculators, Adding Machines, late mod.

Mailing Equipment.

Air Circulators, Fans on Stands, Oscillating Fans, Electric Heaters.

Plumbing, Electrical Goods, Hardware, Machinery, Tools.

An almost unlimited assortment of Builders' Fittings and Equipment of all types.

Automobiles, Tractors

Trucks and Trailers

AUSTIN Street Sweeper

Photographic Equipment.

ELECTRIC METERS

UNIFORM AND CAVALCADE SUPPLIES

61 TURNSTILES, WITH COUNTERS (cost \$175 each); 176 TICKET BOXES, WALL REGISTERS, BELT CHANGERS, CASHIER CHAIRS, Etc.

N. B.—Entire assets to be sold in lots and quantities to suit buyers present. Positively the finest lot of equipment ever sold AT AUCTION ANYWHERE. Practically one year old. All in first-class condition.

Premises open for inspection Friday, Saturday and Sunday, January 21, 22 and 23, and Monday, January 24, up to time of sale, 10 a.m. Terms: Cash, 25% Deposit required from all bidders. ABSOLUTE AUCTION—NO LIMIT—NO RESERVE!

For Further Information WRITE, WIRE or PHONE 8-8852.

JERROLD H. BAER, Auctioneer

Agricultural Bldg. FAIR GROUNDS, DALLAS, TEXAS.

Company vs. Barber, 5 O. S. (whatever that means), 561, involved the complaint of a plaintiff who went to an amusement park with a revolving floor, meaning, I take it, not that he took a revolving floor to the park, but that when he got there, he found that already it was a park with a revolving floor.

My thought at once turned to the ride I once had, only once, on River-view Park's Aerostat, and I wondered where I would be today if not only the Aerostat had revolved but the park's floor as well, and what it would have been worth to my widow, what would have been Riverview Park's responsibility. I felt that now I was getting somewhere, getting to my subject as Alf gave it to me, namely, *The Responsibility of the Ouser*. But whether my supposititious personal interest confused me, or what, I could hit upon no answer I felt presentable to this gathering. So I phoned the Chicago attorneys for London Lloyds, whom till then I had regarded as my personal friends, put the case up to them, and asked whether they would say \$50 or \$100,000. But they said that, without personal reflection on me, they would not feel free to name a figure until they cabled London to learn whether Lloyds were the ones who had been foolish enough to insure an amusement park with a revolving floor.

My father, who also professed to be a lawyer, was fond of telling the story of a client of his, who had the habit of avoiding charges for attorney's fees by button-holing father on the street. Following one such occasion, the client later returned to complain of the result to him of following the advice he had gotten. "And what," father asked, "did you pay me for it?" "Why, nothing," the client said. "Well," said dad, "I guess it was worth it."

With this preliminary, I may briefly submit a commentary or two on the voluminous material furnished me by Alf, by Mr. Logan and by your program committee chairman. This before passing to my own thought of a very real and practical responsibility of all of them? Even as St. Paul cried of himself and Barnabas to "the people of Lystra: 'They are not gods, but men of like passions with you.'"

Happy Fiction About Law

Mr. Parker's articles in *The Billboard* are excellent in range and content. One of them, "Legal Aspect of Admission Ticket," *The Billboard*, May 15, 1937, Page 64, gave me something new to ponder, and perhaps, a matter you know better than I, some day to utilize. I was attorney for some 10 years for a great amusement park. If but one of Mr. Parker's six articles found a blind spot in my legalistic mind, I think it prudent that you induce *The Billboard* to put all six articles in pamphlet form and then supply all of your respective present lawyers with copies of it. Who knows? You might make lawyers of them yet!

John E. Lambie's cases, furnished me thru Mr. Hodge, move me more and somewhat differently. These cases, and other decisions which really I did look into, impress me that in the fields of the law in which you are peculiarly interested, as well as in most legal fields, the law is a living, breathing, growing and developing thing, in a sense, one might almost say, distinctly a human thing. Yes, distinctly a human thing. Blackstone knew of your responsibility for rented riding-horses, but little he recked of amusement parks with revolving floors.

There is a happy fiction that what the law is today, it was yesterday, and so will be tomorrow, a fiction just about as realistic as the fiction that Mussolini's thousands fighting in Spain under their own Italian army officers are mere individual private volunteers, and that there is no war in China. The law today is to a degree and after a fashion built on the law of yesterday, but the two often less resemble each other than a Greek temple resembles a Franklin Lloyd Wright Wisconsin bungalow. This is because the law, like us who make it, is human, and subject to all the human frailties. And the judges, who make so much of the law under which you have to conduct your businesses, what of them? Even as St. Paul cried of himself and Barnabas to "the people of Lystra: 'They are not gods, but men of like passions with you.'"

(Continued next week.)

Business Recession Does Not Retard Crafts' Plans

Expansion is his order of the day—three carnival units in process of rebuilding—to have a big top feature—makes own trailers and buys new quarters

SAN BERNARDINO, Calif., Jan. 15.—Orville N. Crafts, executive head of the many Crafts amusement and other enterprises, states that the business recession has in no manner appeared to him as cause for worry as to the future. With this conviction in mind work on building new fronts and general show equipment has gone forward as per his annual seasonal schedule and he pointed out the fact that at this time he has more men at work in winter quarters than at the same period in 1937. Crafts' 20 Big Shows, Golden State Shows and World's Fair Shows will open the 1938 season complete as per plans made and dates set previously. One of the new features will be a "big top" operated separately from his carnival units and will be in charge of a well-known West Coast amusement promoter.

Crafts himself will be back with the Golden State Shows as its active executive head and Roy E. Ladington will

still be the general manager of Crafts' 20 Big Shows, in which capacity he has served for many years.

In line with a program of expansion the midway of the big unit will be much larger in all departments than in former years and the show fronts will be of (See BUSINESS RECESSION page 63)

Strates Has Staff Meeting and Makes Plans for Much Activity

WELDON, N. C., Jan. 15.—Activity and plenty of it will be started at quarters of the Strates Shows here within the next two weeks, General Manager James E. Strates stated on a stop-over visit after attending fair meetings in New York and North Carolina.

Plans for building and rebuilding were discussed by Strates and the staff now in quarters and a program was mapped

out which will embrace every department of the show from front to back end.

Secretary-Treasurer Harold English and wife arrived. Harold is now busy arranging a set of books and will supervise all activity at quarters during Strates' absence.

Jimmy Limbaugh, one of America's (See STRATES HAS STAFF on page 63)

Bill Rice Issues R. R. Bulletin

Rates for 10 and 20-car shows compared with '37 and '38 tariffs

KANSAS CITY, Mo., Jan. 15.—W. H. (Bill) Rice, representative of the Mighty Sheesley Midway, upon his return here from the fair men's meeting in Topeka, Kan., issued the following bulletin of his findings to date regarding the Missouri, Kansas and Texas Railroad

tariff rate for the movement of shows over its lines:

For 10 cars: 1937 rate, 50 miles, \$218; 100 miles, \$340.20; over 200 miles, \$2.70 per mile. 1938 rate, 50 miles, \$250; 100 miles, \$310; over 200 miles, \$3.10 per mile.

For 20 cars: 1937 rate, 50 miles, \$315.90; 100 miles, \$481.70; over 200 (See BILL RICE on page 63)

Tidwell Shows Work On New Features

SWEETWATER, Tex., Jan. 15.—New show fronts, indirect lighting and new automobile parking facilities will mark the opening of the T. J. Tidwell Shows. (See TIDWELL SHOWS on page 64)



ARTHUR GREENHALGH, popular and well-known member of the firm of Greenhalgh & Jackson, Australian showmen who operate on that continent, New Zealand and Tasmania. He arrived in Los Angeles recently for a few weeks' stay to book attractions for his enterprises. Greenhalgh is a member of the Pacific Coast Showmen's Association and a patron of and booster for The Billboard, which goes to the lot of Greenhalgh & Jackson "down under." He plans to sail from a Pacific Coast port early next month for his native land.

J. W. Wilson Says "Big Year"

Annual meeting of C-W directors sparks with optimism—Miller again p. a.

GREENSBORO, N. C., Jan. 15.—Officers were elected and plans for the '38 season laid when directors of the Celin & Wilson Shows met in annual session here at the King Cotton Hotel recently.

John W. Wilson was re-elected general manager, a post he has held for the past (See J. W. WILSON on page 63)

Heth's Workmen Making Progress

NORTH BIRMINGHAM, Ala., Jan. 15.—Upon the return of Manager L. J. Heth and General Agent J. J. Fontana from a booking trip north they found work going ahead full speed with the building of two new fronts and a transformer wagon with light tower.

Quarters are directed by George Kellay, with Charlie Strickland in charge of (See HETH'S WORKMEN on page 63)

Bentley Bros.' Circus With Sheesley Show

CINCINNATI, Jan. 15.—J. B. Henderson, general agent for the Mighty Sheesley Midway, arrived here today on a business mission for this carnival organization which will be routed from the East to the West this season.

In a talk with a reporter from The Billboard Henderson said: "Our mid- (See BENTLEY BROS. on page 64)

Brownie Smith Is Not Entirely Well Yet

AUGUSTA, Ga., Jan. 15.—K. F. (Brownie) Smith, general manager Smith's Greater Atlantic Shows, was under the doctor's care at his home in Salisbury, N. C., for several weeks past.

He began to feel better and came here to his winter quarters to start some men to work, but was taken ill again upon his arrival. Since that time to the present he has been taking treatments under the care of a local physician. During his illness his secretary, Theresa Hutchens, has charge of the office. Reported by William Hutchens.



BARNEY S. GERETY, junior partner in the direction of the Beckmann & Gerety Shows. He works under the rule of quiet efficiency and always remains master of himself under the stress of the most trying circumstances. His popularity is attested to by his legion of friends in all walks of life. He and Fred Beckmann work in co-ordination as any father and son would do who had the same ambitions, hopes and objectives. That this partnership is successful in show business is not questioned. This candid camera shot was snapped at the Illinois State Fair grounds last season and caught him in one of his characteristic contemplative poses. Photo by Walter Hale.

Linderman at Fair Meetings

Announces bookings — to Western Canada accompanied by Gaylord White

NEW YORK, Jan. 15.—Before departing last week on a trip that will take him to several annual fair meetings and will terminate in Hot Springs, Ark., for a short rest, Max Linderman, general manager of the World of Mirth Shows, announced that the show has been contracted to appear at the following fairs in 1938: Montreal Agricultural Exposition; Ottawa, Can.; Rutland, Vt.; Essex Junction, Vt.; Brockton, Mass.; Allen- (See LINDERMAN on page 64)

Simpson Announces Jones Fair Booking

AUGUSTA, Ga., Jan. 15.—It was announced here Thursday by J. C. Simpson, general representative of the Johnny J. Jones Exposition, that his organization has been awarded contracts to exhibit during 1938 at the Indiana State Fair, Indianapolis; Kentucky State Fair, Louisville; North Carolina State Fair, Raleigh, and the Georgia State Exposition, Macon. Other fair bookings are La Porte and Anderson, Ind.; Shelby and Hickory, N. C.; Tri-State Fair, Chattanooga, Tenn., and the Exchange Club Fair, Augusta.

Paris Fairs Over; Rheims Now On

PARIS, Jan. 3.—Street fair season in Paris ends this week and no further activity here until mid-February. Important street fairs of the month are at Berlers, December 19 to January 23; (See PARIS FAIRS on page 64)

Fairly & Little Get Two Badger State Spots

CHICAGO, Jan. 15.—Noble C. Fairly and Phil Little, stopping over here after attending the Wisconsin fairs meeting in Milwaukee, state that they signed contracts to play the La Crosse and Chippewa Falls fairs. The same shows also contracted the fairs at Spencer, Davenport and Cedar Rapids, Ia.



BIG BOOSTERS OF THE WOOSTER (OHIO) BOOSTERS CLUB: Left to right, Walter Kerr, of Chippewa Park; Glen Snager, building contractor and show fan; Edward Riley, billposter of Ringling-Barnum Circus; J. A. Edwards, general manager of the carnival bearing his name, and Samuel McClarran, concessioner of Wooster City Park. Photo taken recently in the clubrooms of the organization and furnished by J. R. Edwards. Note the posters on the walls representing amusement park, carnival and circus features, which gives the room considerable show atmosphere if you don't mind.

Line o' Two of News

PHOENIX, Ariz., Jan. 15.—While here last Saturday O. P. Zeiger, owner and general manager of the shows bearing his name, announced that midway contracts for the Arizona State Citrus Show and Fair had been closed. The event will be held in Mesa, beginning latter part of February.

LINDEN, Tex., Jan. 15.—W. D. Berry, secretary-manager Linden Chamber of Commerce, sponsor of the Cass County Fair, announced here last week that the midway contract had been awarded to the Bob Hurst Carnival. The event will open last of September and marks the fourth consecutive time for the Hurst organization.

WASHINGTON, D. C., Jan. 15.—E. Lawrence Phillips, general director of the Johnny J. Jones Exposition, arrived here last week from Augusta, Ga. In speaking of a successor to Walter A. White as general manager of his organization Phillips said to a reporter for *The Billboard*: "Have not yet decided as to Mr. White's successor. Just as soon as a decision is made will be very glad to advise."

KANSAS CITY, Mo., Jan. 15.—R. E. Haney, the well-known ride operator, announced here that he closed a contract with the Golden Gate International Exposition, San Francisco, for a Giant Stratoship ride for that event.

AMARILLO, Tex., Jan. 15.—J. A. Schneck, general agent Western States Shows, stated here that contracts to furnish the midway for the Southwestern District Free Fair, Dodge City, Kan., and the Colorado State Fair, Pueblo, had been awarded to the shows he represents.

INDIO, Calif., Jan. 15.—Crafts 20 Big Shows have been awarded the midway contract for the Riverside County Fair and Indio Stampede to be held here in February. This will be the opening stand for the Crafts organization and the earliest the show has opened a season since 1931.

BOSTON, Jan. 15.—Mac Rutherford, side-show talker for the Massachusetts Federal Theater Project and lecturer for an Unborn show at the Dallas Exposition, leaves here for Los Angeles to organize labor on side shows and general outdoor attractions for the American Federation of Actors in that area.

INDIANAPOLIS, Jan. 15.—During the Indiana fair men's meeting here J. W. Winters, general representative of the Barker Shows, stated that the show will be enlarged somewhat. With that idea in mind, he said that a considerable portion of the Al C. Hansen show property had been purchased.

KANSAS CITY, Mo., Jan. 15.—Floyd Newell, press representative Mighty Sheesley Midway, has been sick with influenza since January 7, but is now re-

covering from that illness and some dental work. This has delayed his departure for Florida, which trip he will start on the coming week.

MUSKOGEE, Okla., Jan. 15.—P. Van Ault, penny arcade operator, and family gave up their apartment here this week and left for their home in Parkersburg, W. Va., to remain until March 1. The arcade is booked for the season with the Celia & Wilson Shows and Van Ault will later on go to Greensboro, N. C., to make ready for the tour.

RALEIGH, N. C., Jan. 15.—W. C. Klaus, general manager Klaus Exposition Shows, attended the meeting of the North Carolina fair men here this week. He announces booking of the West Virginia Free State Fair, Charleston; Greenville, Kingston and Ashboro, N. C., fairs.

LAWRENCEBURG, Ind., Jan. 15.—P. Mettler, manager of Mettler's Banda Familia (Family Band), announced here this week that he had booked the band with the Royal Exposition Shows. This show is under the management of Bert Rosenberger.

MINNEAPOLIS, Jan. 15.—West Bros. Shows were represented at the Minnesota fair men's meeting which closed yesterday by Frank H. Owens, general agent; J. W. Laughlin, general manager, and Bruce Barham, assistant manager. They report midway bookings for the (See **LINE O' TWO** on page 65)

Louis Torti Prez Of Tin Bucketees

MILWAUKEE, Jan. 15.—The fourth annual gathering of the Royal Order of Tin Bucketees is now history—and what history! Bigger and better and grander than ever, the Tortis—Louie and Ned, and not forgetting brother Vic, who keeps more or less in the background, and Mrs. Louis Torti, who cooks the culinary feast—really went to town this year. The basement of their beautiful home has been enlarged to take care of the ever-increasing number of guests, and the affair was one grand evening of goodfellowship. A brand new bar has been installed and as the Bucketees arrive they fill past a long row of tin buckets, each bearing the name of a guest; select their bucket and in a jiffy are enjoying a bucket of suds. In the dinner—a wine appetizer, delicious spaghetti, more delicious steak and all the trimmings in an overabundance. And after the repeat an hour of fun, frolic and oratory—especially oratory, with the one and only Sam J. Levy as toastmaster. Some 80 guests—fair secretaries, attractions men, concessioners and others, the cream of the crop—enjoyed the Tortis' hospitality. When they left the Torti home, around midnight, all were loud in

their praise of the hosts for the wonderful time enjoyed.

The "election." Heretofore the Royal Order of Bucketees has functioned without benefit of officers. But it was decided that this should be changed. So Louis Torti was unanimously elected president, and Ned Torti vice-president, secretary and treasurer, while Mrs. Louis Torti was made honorary president, and brother Vic honorary vice-president. Next year the Bucketees may incorporate!

Belgian City Bans Noise

ANTWERP, Jan. 10.—New regulations covering use of mechanical music and loud-speakers at street fairs provides stringent penalties for breakers of the rules. First offense results in offender's show, stand or ride being closed for one day, while second offense results in stand being taken down by workmen for the city.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Gibsonton, Pa.

Week ended January 8, 1938.

Dear Ned Onion:

With the opening date only a few days away work in quarters is being rushed along at a fever heat. Three shifts are now laboring 24 hours daily. More showmen and concessioners arrived and are putting the finishing touches to the box and to their equipments. From the amount of work done thru our weekly letters that have appeared in *The Billboard* the entire show should be now from the ground up. Positively entirely different from anything ever presented by any collective amusement enterprise.

Today General Agent Lem Trucklow took the highway to locate and book our first bona fide Florida fair. America's most conservative carnival agent instructed the five Ballyhoo Brothers to sit by the railroad siding and watch all freight trains that passed for the opening date, as he would write the town, committee and the date on the sides of box cars with chalk, thus eliminating the extra expense of writing. Our secretary recently sent a letter to Washington, D. C., instructing the "Unemployed Census Bureau" to strike off the names

of 250 sticks that had registered with it last fall.

The famous Ballyhoo Bros., who have pioneered many innovations relative to motorized and railroad shows, have gone their competitors one better. During the last few weeks a fleet of some 400 trucks was purchased direct from the factory and an entirely new show was built. The new show property, that involved \$2,000,000 in purchases, is an exact replica of their present show that is being transported on 80 double-length railroad cars. The motorized unit will not take the road, but will be housed in vacant fire department buildings and will be used only in case of a railroad wreck, then the alarms will sound and they will immediately take off for their destination, thus avoiding the last-minute disappointment often forced upon fairs and committees.

Violet-Ray, the show's half-and-half, returned to quarters after making appearances with its sex show in schoolhouses. Dave Trucklow, the show's billposter, announced that the sample paper from 40 lithograph companies arrived and will have enough to make a great showing in the opening spot. Fifty more gallons of paint and 500 gallons of

ALLAN HERSCHELL PRESENTS

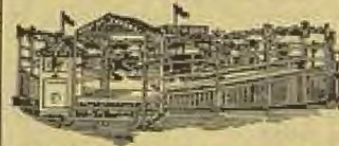
A NEW FUN HOUSE

By the inventor of Fun-on-the-Farm, Jim Whitley. Massive in appearance, gorgeous front, plenty of new patented safe mechanical features, low operation expense—bally man and ticket seller. Priced UNDER \$5,000. Loads on one wagon.

SEE IT AT TAMPA—THE BEST BUY FOR 1938.

ALLAN HERSCHELL CO., INC., N. Tonawanda, New York.

GET MORE PROFITABLE SPOTS



With the Streamlined

1938 TILT-A-WHIRL

The Proven Ride that pays BIG and CERTAIN money to Auspices and gets you back.

FARIBAULT, MINN.

SELLNER MFG. CO., Inc.

WANTED --- STRATES SHOWS --- WANTED

FOR THE GREATEST ROUTE OF STILL DATES AND FAIRS IN OUR HISTORY SHOWS OF ALL KINDS FOR 1938 SEASON

ESPECIALLY WANT GIRL SHOW FOR THE MOST BEAUTIFULLY FRAMED GIRL SHOW IN AMERICA. WILL NOT ALLOW FILTH AND DIRTY, BUT A STRICTLY HIGH-CLASS REVUE. ALSO WANT REAL MINSTREL SHOW WITH BAND AND ORCHESTRA. NOTHING BUT THE BEST WILL DO.

CAN ALSO USE GRIND SHOWS OF ALL KINDS—GRAB SHOW, ILLUSION SHOW. Have Beautiful Front and Top for Same. WANT REAL MIDGET SHOW, HAWAIIAN SHOW. Beautiful Front for Same. Harry Cook, formerly with Murphy Shows, get in touch with Ben H. Voorhis. ANY REAL SHOW OF MERIT GET IN TOUCH AT ONCE.

HAVE FOR IMMEDIATE SALE
Allan-Herschell Special No. 2 3-Arrest Merry-Go-Rounds, factory reconditioned, good as new. Can be seen at our Northern Winter Quarters at Elmira, N. Y. For full data on this ride see the Allan-Herschell Co., North Tonawanda, N. Y. Also 15-Car Skooter, Building and cars in A-1 condition. Built by H. E. Maney. Can be seen at winter quarters in Weldon, N.C. in perfect condition. Wanted Assistant Electrician. Must be sober and reliable. Merry-Go-Round Jack get in touch with World English at once. Wally Smithly wants Motor Circus Riders to feature.

Address STRATES SHOWS CORP. Winter Qtrs., Weldon, North Carolina

Midway Neon
DISPLAYS
FOR OUTDOOR SHOWS

NEON Bally Displays for 10-in. to bring your "big" attraction. Attention: Frank Zarda, Al Benton, Joe Grandall. Ride Owners: Special Designs and Low Prices. NEON will save time and money on setup, handling and transportation system proven. Write now!

JIMMY JAMISON
40-11 23rd ST. LONG ISLAND CITY, N.Y.

"MAC" McNALLY
Formerly Allentown, Pa.
Now With CHUCK SAUTER, Selling CHEVROLETS.
SOUTHLAND MOTORS, Inc.
Miami, Florida.

SHO-KANVAS
TENTS
By MILFORD H. SMITH,
CAMPBELL TENT & AWN. CO.
Monroe at 3rd, Springfield, Ill.

TRUCKS
AUTOMOBILES — MOTORIZE YOUR SHOW
Write
CHARLIE T. GOSS
With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

gasoline arrived and the painting is now on in earnest. Our 10 giants returned after spending the past weeks playing with the House of David basket-ball team.

Run the following advertisement, payable after Labor Day: Ballyhoo Bros. can place Merry-Go-Round, Caterpillar, Lindy Loop, Waltzer, Whip, Loop-o-Plane, Heyday, Tilt-a-Whirl or any other ride that does not conflict with Mrs. Ballyhoo's Kiddie Swan ride. Will give party with eight Ferris Wheels exclusive on same. MAJOR PRIVILEGE
P. S.: Seaboard Airline box car number 7777-11 just passed quarters. Our opening spot is Lug-Off, Pa., at the Sand Flea County Annual Fair. M. P.



A. L. BOSSMAN, the efficient and popular treasurer of the Showmen's League of America, who is ever alert to its best interests, whether he is at headquarters in Chicago or elsewhere. This picture was taken during the silver anniversary banquet and ball December last in the Windy City. A. L. is now in Miami Beach, Fla., enjoying its climate and what goes with it. He will remain there something like six weeks more before heading north.

NEAL GREAMER States:



"My Standard 24-foot BIG ELI Tru-Or handles the OCTUPUS at one load and has room to spare." Write for information.
ELI BRIDGE COMPANY
 Webott & Case, JACKSONVILLE, ILL.

WHEELS
Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24-30-36-42-48-54-60-66-72-78-84-90-96-102-108-114-120-126-132-138-144-150-156-162-168-174-180-186-192-198-204-210-216-222-228-234-240-246-252-258-264-270-276-282-288-294-300-306-312-318-324-330-336-342-348-354-360-366-372-378-384-390-396-402-408-414-420-426-432-438-444-450-456-462-468-474-480-486-492-498-504-510-516-522-528-534-540-546-552-558-564-570-576-582-588-594-600-606-612-618-624-630-636-642-648-654-660-666-672-678-684-690-696-702-708-714-720-726-732-738-744-750-756-762-768-774-780-786-792-798-804-810-816-822-828-834-840-846-852-858-864-870-876-882-888-894-900-906-912-918-924-930-936-942-948-954-960-966-972-978-984-990-996-1002-1008-1014-1020-1026-1032-1038-1044-1050-1056-1062-1068-1074-1080-1086-1092-1098-1104-1110-1116-1122-1128-1134-1140-1146-1152-1158-1164-1170-1176-1182-1188-1194-1200-1206-1212-1218-1224-1230-1236-1242-1248-1254-1260-1266-1272-1278-1284-1290-1296-1302-1308-1314-1320-1326-1332-1338-1344-1350-1356-1362-1368-1374-1380-1386-1392-1398-1404-1410-1416-1422-1428-1434-1440-1446-1452-1458-1464-1470-1476-1482-1488-1494-1500-1506-1512-1518-1524-1530-1536-1542-1548-1554-1560-1566-1572-1578-1584-1590-1596-1602-1608-1614-1620-1626-1632-1638-1644-1650-1656-1662-1668-1674-1680-1686-1692-1698-1704-1710-1716-1722-1728-1734-1740-1746-1752-1758-1764-1770-1776-1782-1788-1794-1800-1806-1812-1818-1824-1830-1836-1842-1848-1854-1860-1866-1872-1878-1884-1890-1896-1902-1908-1914-1920-1926-1932-1938-1944-1950-1956-1962-1968-1974-1980-1986-1992-1998-2004-2010-2016-2022-2028-2034-2040-2046-2052-2058-2064-2070-2076-2082-2088-2094-2100-2106-2112-2118-2124-2130-2136-2142-2148-2154-2160-2166-2172-2178-2184-2190-2196-2202-2208-2214-2220-2226-2232-2238-2244-2250-2256-2262-2268-2274-2280-2286-2292-2298-2304-2310-2316-2322-2328-2334-2340-2346-2352-2358-2364-2370-2376-2382-2388-2394-2400-2406-2412-2418-2424-2430-2436-2442-2448-2454-2460-2466-2472-2478-2484-2490-2496-2502-2508-2514-2520-2526-2532-2538-2544-2550-2556-2562-2568-2574-2580-2586-2592-2598-2604-2610-2616-2622-2628-2634-2640-2646-2652-2658-2664-2670-2676-2682-2688-2694-2700-2706-2712-2718-2724-2730-2736-2742-2748-2754-2760-2766-2772-2778-2784-2790-2796-2802-2808-2814-2820-2826-2832-2838-2844-2850-2856-2862-2868-2874-2880-2886-2892-2898-2904-2910-2916-2922-2928-2934-2940-2946-2952-2958-2964-2970-2976-2982-2988-2994-3000-3006-3012-3018-3024-3030-3036-3042-3048-3054-3060-3066-3072-3078-3084-3090-3096-3102-3108-3114-3120-3126-3132-3138-3144-3150-3156-3162-3168-3174-3180-3186-3192-3198-3204-3210-3216-3222-3228-3234-3240-3246-3252-3258-3264-3270-3276-3282-3288-3294-3300-3306-3312-3318-3324-3330-3336-3342-3348-3354-3360-3366-3372-3378-3384-3390-3396-3402-3408-3414-3420-3426-3432-3438-3444-3450-3456-3462-3468-3474-3480-3486-3492-3498-3504-3510-3516-3522-3528-3534-3540-3546-3552-3558-3564-3570-3576-3582-3588-3594-3600-3606-3612-3618-3624-3630-3636-3642-3648-3654-3660-3666-3672-3678-3684-3690-3696-3702-3708-3714-3720-3726-3732-3738-3744-3750-3756-3762-3768-3774-3780-3786-3792-3798-3804-3810-3816-3822-3828-3834-3840-3846-3852-3858-3864-3870-3876-3882-3888-3894-3900-3906-3912-3918-3924-3930-3936-3942-3948-3954-3960-3966-3972-3978-3984-3990-3996-4002-4008-4014-4020-4026-4032-4038-4044-4050-4056-4062-4068-4074-4080-4086-4092-4098-4104-4110-4116-4122-4128-4134-4140-4146-4152-4158-4164-4170-4176-4182-4188-4194-4200-4206-4212-4218-4224-4230-4236-4242-4248-4254-4260-4266-4272-4278-4284-4290-4296-4302-4308-4314-4320-4326-4332-4338-4344-4350-4356-4362-4368-4374-4380-4386-4392-4398-4404-4410-4416-4422-4428-4434-4440-4446-4452-4458-4464-4470-4476-4482-4488-4494-4500-4506-4512-4518-4524-4530-4536-4542-4548-4554-4560-4566-4572-4578-4584-4590-4596-4602-4608-4614-4620-4626-4632-4638-4644-4650-4656-4662-4668-4674-4680-4686-4692-4698-4704-4710-4716-4722-4728-4734-4740-4746-4752-4758-4764-4770-4776-4782-4788-4794-4800-4806-4812-4818-4824-4830-4836-4842-4848-4854-4860-4866-4872-4878-4884-4890-4896-4902-4908-4914-4920-4926-4932-4938-4944-4950-4956-4962-4968-4974-4980-4986-4992-4998-5004-5010-5016-5022-5028-5034-5040-5046-5052-5058-5064-5070-5076-5082-5088-5094-5100-5106-5112-5118-5124-5130-5136-5142-5148-5154-5160-5166-5172-5178-5184-5190-5196-5202-5208-5214-5220-5226-5232-5238-5244-5250-5256-5262-5268-5274-5280-5286-5292-5298-5304-5310-5316-5322-5328-5334-5340-5346-5352-5358-5364-5370-5376-5382-5388-5394-5400-5406-5412-5418-5424-5430-5436-5442-5448-5454-5460-5466-5472-5478-5484-5490-5496-5502-5508-5514-5520-5526-5532-5538-5544-5550-5556-5562-5568-5574-5580-5586-5592-5598-5604-5610-5616-5622-5628-5634-5640-5646-5652-5658-5664-5670-5676-5682-5688-5694-5700-5706-5712-5718-5724-5730-5736-5742-5748-5754-5760-5766-5772-5778-5784-5790-5796-5802-5808-5814-5820-5826-5832-5838-5844-5850-5856-5862-5868-5874-5880-5886-5892-5898-5904-5910-5916-5922-5928-5934-5940-5946-5952-5958-5964-5970-5976-5982-5988-5994-6000-6006-6012-6018-6024-6030-6036-6042-6048-6054-6060-6066-6072-6078-6084-6090-6096-6102-6108-6114-6120-6126-6132-6138-6144-6150-6156-6162-6168-6174-6180-6186-6192-6198-6204-6210-6216-62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ried to Bruce McLaughlin. They were with Liberty National and Max Gruber's shows season '37.—MR. AND MRS. E. L. STODDARD.

AUSTIN, Tex.—I started the new year right. Expect to be very busy this year on Crowley's Shows. Will have ball games, do high dive, handle press, broadcast over radio, handle mail and The Billboard and will send in weekly show letters.—GEORGE WEBB.

JACK E. DADSWELL AND FLOYD NEWELL seem to be leading all the other carnival press agents when it comes to turning out human interest pictures of midway scenes. Let's hear from the leading broadcasters.

MIKE GRAVIE, of cook-house fame, arrived in Cincinnati last week from New York on business. Last season he was with the Broadway Shows of America. Ike Neiss, former concessioner and carnival owner, is now on a visit in Cincinnati.

ENDY BROS.' SHOWS will be the midway attraction at Goldsboro (N. C.) Industrial Exposition. Sponsored by the American Legion Post, event will be staged on the fairgrounds, reports W. C. Denmark, secretary-manager, Wayne Agricultural Society.

WACO, Tex.—Opened my educational zoo here January 5 in a school auditorium and had a full house. Play one-day stands in high school and college halls. Been doing this work for four winter seasons. Zoo consists of 50 live animals and travel motorized.—C. O. McCLUNG.

to know about what has happened. Think! You may become ill and injured. But hope sincerely that no misfortune befalls any human being.

Many of the carnival owners and managers are getting wise to themselves. Instead of putting up deposits they are asking for them. Looks like some of the tables have really turned. That is as it should be.

M. H. BAKER was formerly with Carl J. Lauther. Last season he was with Bullock Amusement Company. Part of this winter he was on a farm in Ohio. Accompanied by Ralph Dean, of Champaign, Ill., he passed thru Cincinnati recently en route to Tampa. He planned to play some Florida fairs.

COLUMBIA, Mo.—Benny Summers and Eddie Albin, bingo boys, are conducting auction sales of live stock in central parts of Missouri. Benny seems to specialize in calves. I will leave from Moberly, Mo., for the Pacific Coast and will open my season in February.—JIMMY MURPHY.

TOLEDO, O.—Will be back with Sol's Liberty Shows. Bingo for '38. Have seen nothing but snow here, and then more snow. Will be glad when spring comes. Been reading in The Billboard about the big Christmas dinners. I got mine, too. Hope for a bigger and better season this year.—ALLAN BRYANT.

ORLOVISTA, Fla.—We are "Carolina Rolling Stones!" Princess Marguerite, midget mother; two children, Andreas and Rose Marie, and husband,

Like it but it is quite tame, as I do not see many showfolk. However, I did manage to go to St. Louis and visited the International Showmen's Association club. Saw Dee Lang and Charles T. Goss.—DICK WAYNE BARLOW.

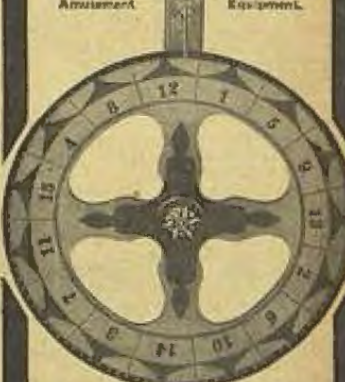
SAVANNAH, Ga.—Sending a few squibs from the Mighty Sheesley Shows. Please do the best you can with them as I have no typewriter, but it so happens I have pen and ink.—WARD DAD DUNBAR, N. B.; John M. Sheesley should provide his faithful one with a typewriter and at the same time inform him that the title is Mighty Sheesley Midway and not "shows."

NORFOLK, Va.—My news from winter quarters is correct and there are no exaggerations indulged in. I extend an invitation to all members of The Billboard staff to visit my quarters. It is in the same place it has been for 11 years. Am rebuilding my show complete and will have many new additions. My men are at work in earnest.—FRANK WEST.

SOME ALLEGED humorists seem to have very serious moments at times to my way of thinking. As an example: "Who was that crowd of women I saw you with last night. That was no crowd. She is the fat girl with the carnival."—Tillie Few Clothes.

WINNIPEG, Man.—Have signed with West Bros.' Shows to again handle the office and publicity for season '38. Will leave here soon for Moberly, Mo., to take up the duties.—J. W. Laughlin and Bruce Barham will attend fair meetings

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Now Booking Shows, Rides and Concessions for the 1938 Season.
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CRYSTAL EXPOSITION SHOWS
NOW BOOKING
Shows and Concessions, Ride Help, Cook House Help, Free Arts and Charities for season 1938.
Opening April 25. Address all mail to
W. J. BURTS, Crystal River, Fla.



THE EXECUTIVE HEADS OF NINE CARNIVAL ORGANIZATIONS AND THE MAN WHO SELLS THEM TRUCKS.
They are seen here standing beside a Out-a-Way truck chassis exhibit shipped from Detroit by the Chevrolet Motor Company for a showing at the Heart of America Showmen's Club convention held in the President Hotel, Kansas City, week ending January 1. Left to right: Charles McMahon, owner and manager McMahon Shows; W. A. Gibbs, owner and manager W. A. Gibbs Shows; Jack Ruback, owner and manager Western States Shows; Sam Solomon, owner and manager Sol's Liberty Shows; Noble C. Fairly, associate owner and manager Fairly & Little Shows; Kenneth Clapp, owner and manager K. O. Amusement Company; J. L. Landes, owner and manager J. L. Landes Shows; Charles T. Goss, salesman Standard Chevrolet Company; John Francis, general manager Greater Exposition Shows; and J. W. Laughlin, owner and manager West Bros. Shows. In speaking of the strength of this gathering Charles T. Goss said to a reporter for The Billboard: "These nine carnival heads have 529 trucks and passenger cars with their shows during the operating season. One-half of this number are owned by the shows and the other half by individuals connected with their shows. If all this equipment was loaded on 72-foot flat cars it would make nine 25 to 36-car railroad shows." Photo by Floyd Newell.

DAYTONA BEACH, Fla.—Betty and Albert Parley after closing their winter season at Sulphur Springs, Fla., with two sound trucks returned here. Were with Broadway Shows of America past three seasons. Albert says he is coming out bigger and better.—MRS. ALBERT PARLEY.

Husband Missing! Wife Ill!

BROOKLYN, N. Y.—This is a special favor I trust The Billboard will grant me. Am seeking the whereabouts of Frank R. Harris, my sister's husband, who was connected with the Kaus United Shows, who since November 23 last has been strangely missing from Raleigh, N. C.

Due to the strain and worry, my sister is now seriously ill and under a doctor's care. It is the doctor's opinion that just a word from her husband, Frank R. Harris, will aid her. Anyone knowing his whereabouts or any information concerning him I trust they will communicate with me, for frankly it is now a matter between life and death.—MRS. A. POLOUS.

N. B.: Mrs. Polous' address, as per her letter of January 11, is on file at "The Billboard" headquarters, Cincinnati, O.—Carnival Editor.

ILL AND INJURED: Kindly report news of the ill and injured promptly and give full details. They may have friends in show business who may want

Lee Wyatt, are spending the layoff weeks with Mrs. Rose Snyder (Ma Shep) at her home here. Mrs. Hody Jones and son, Johnny J. Jr., were recent visitors.—MRS. LEE WYATT.

Red Onion had a great New Year's Eve celebration. He slept on the floor under the bed. When he woke up the next morning he found a 10-pound bag of oyster crackers under his head. Ah, but! He was in his own room.—Uekle Jerk.

SAVANNAH, Ga.—John M. Sheesley and Agent J. B. Hendershot, of the Mighty Sheesley Midway, arrived here last week from Miami. They will attend fair meetings in North Carolina, Virginia, Indiana, Ohio and Michigan. W. H. (Bill) Rice, general agent, will continue his work in the Middle West.—WARD DAD DUNBAR.

YORK, Pa.—After closing a most pleasant and profitable season at Lafayette, La., with John T. Hutchens' museum on the Miller Amusements midway I came here to winter. Will be with Hutchens again, as his organization is reliable. Ted Keller, who has been with me the past four seasons, will be back again.—ESTHER-LESTER.

For the good of the business let us all hope there will be no repetition of that scene staged by a gyp concessioner at the Woodstock (N. B.) Exhibition last fall. The funny part about it is that he thinks he is one of the smartest concessioners that was ever in the business.

MURPHYSBORO, Ill.—After many years with circuses and carnivals have settled here in the roller-rink business.

In St. Paul, Minn.: Grand Forks, N. D.; Detroit and other cities. Mrs. Laughlin left for Philadelphia. The Laughlins will continue their policy of expansion and will have some important announcements to make soon.—TED H. COPE.

DETROIT.—Will' have two penny arcades out coming season. One with a

OCTOPUS
"World's Newest Ride Sensation"
LOADS ON ONE SEMI-TRAILER—UNEQUALLED FOR PERFORMANCE AND PROFIT.
"We are very pleased with the results and experience of its operation. It was one of the leaders of the various rides located at Disneyland, in spite of its location, which was at the far end of the park, where it had replaced an old device which had served its usefulness and was removed by the park company to make way for a new installation."
"We have nothing but praise for the OCTOPUS and are looking forward to the 1938 season."
MERRY RIDE, PARK & BEACH SUPPLY CO., INC., Harry O. Baker, President.

EVEYER AIRCRAFT CORP. SALEM, ORE.
ABNER K. KLINE, Factory Rep. LUSSE BROS., LTD., Blackpool, England, European Suppliers.

To Whom It May Concern:
Charles V. Starkweather will no longer be associated with Spillman Engineering Corporation after January 15, 1938.
GEORGE H. CRAMER, President
SPILLMAN ENGINEERING CORP., NORTH TONAWANDA, N. Y.

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

carnival and the other will play fairs. Sold one grand show. Will take out three. Also sold a number of arcade machines to Frank Bradford, of Palmouth, Ky. He is enlarging his arcade. Now have one show south managed by J. J. Mendelhall. Have purchased new canvas for the shows. Fairs in Ohio, Indiana, Pennsylvania and Michigan will be played.—JOSEPH J. FREDERICK.

MORLEY, Mo.—Will send in complete line-up of the staff of West Bros' shows and an outline of future policies. There will be several changes in all departments. Mr. and Mrs. J. W. Laughlin extend an invitation to The Billboard staff to visit them here on the farm. Those hot cakes covered with country butter, home-made sorghum, plus a lot of real home-butched pork sausages, are the money.—BRUCE BARHAM.

COUSIN RUBIN AND SISTER ANNE CRUBIER are evidently going to have all the showfolk who go with them this season living on the train. They have a high-class show train and with dining car all the good showfolk should be able to enjoy life while touring.

CHICAGO.—Arrived here January 10 to get my '38 model de luxe Diamond T truck and will drive to Terre Haute, Ind., and mount house body on it and attempt to return to New Orleans. On December 19 was forced into a wreck by a drunk and reckless driver south of Morganfield, Ky., on Highway 60. I do hope after all this misfortune that it will not affect the sale of pop corn and peanuts for the next 12 months.—TOMMY JONES.

NEW YORK.—Am a great admirer of Midway Confab. Been a long-time reader of The Billboard and get a great kick out of it. During the Christmas holidays I saw a lion act in Hearn's Department Store, Newark, N. J. It was one lion and was a revelation. It was worked by Belle Bonita, and the animal was named Rajah. She had no guns at her side, no chair or whips. I think as a lion trainer she deserves a lot of credit for her methods and style of handling her act.—J. M. LAGER.

LOS ANGELES.—Arthur Greenhalgh, Australian outdoor showman, was in San Francisco two years ago and made a hit with the showfolk there. At that time he took Princess Pontus (Pio Jones), pianist, Dollette, doll lady, and Lom the Pygmy back with him. They will return to the United States April 25. They report business very good in that section of the world. This time he will take back several attractions, and Anna John Eudd is booked to go with him, sailing February 2.—A. J. BUDD.

NEVER COULD understand why so many owners and managers put THE in front of their carnival titles. There is no necessity for THE either on rolling stock, letterheads, poster paper, advertisements or any place else where the title of a show is concerned.—Wadley TIF.

3000 BINGO

Heavyweight cards, Mark on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$6.25; 50 cards, \$8; 75 cards, \$9.50; 100 cards, \$11; 150 cards, \$12.50; 200 cards, \$16; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 50 sets of 100 cards each. Placed in 3 trays across the table, set up and down. Lightweight cards. Per set of 100 cards with markers, \$6.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards like set.

THIN BINGO CARDS

Bingo cards, Mark on white, size 5x7. Thin cards such as used in theaters, etc. They are marked in pencil in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, \$50.

Automatic Bingo Shaker, real class \$12.50
 Lockboards, white cards, 8" x 14" 1.50
 Stamping Bingo Cards on same. Extra, per O.50
 Bingo Card Markers, in strip, 25,000 per O. 1.00
 Send for free sample cards and rules. We pay postage and tax, but you pay U. S. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd. Chicago

BYERS & BEACH SHOWS

Formerly Byers Bros.
 NOW BOOKING FOR SEASON 1938.
 Address 1304 Walnut St., East St. Louis, Ill.

MONTGOMERY, Ala.—Driving to Miami with Mrs. Eagle. Stopped in Atlanta to see Mrs. Rubin Gruber and the show. We left Cleveland January 7. My night club, the Tent, is being operated by my father-in-law, J. W. Malone. Also visited my father and mother in Montgomery. Will be in Miami a couple of weeks and then go to the Florida Fair, Tampa. Have something important in the making, news of which will be announced later.—NATE EAGLE.

WHAT MUST a poor editor do? Sam Lawrence, general manager of the Sam Lawrence Shows, sent in a story from New York that he had engaged W. M. Brees as general agent and urged its publication with a head. This was done in issue January 15 under January 8 date. January 10 the following wire was received from Raleigh, N. C.: "Please omit story of W. M. Brees as general agent Sam Lawrence Shows.—SAM LAWRENCE." Do wish Brees would make up his mind where he is going this season.

WINSTON-SALEM, N. C.—Stopped in Tarboro, N. C., and saw Jack V. Lytle for the first time since he was general agent for Joe Herbert's carnival about 19 years ago. He is a fine boy and from all reports his work is being done right. Anyway he has more than I have and that is a fine home in Tarboro. He was ready to leave, so I left, too. The Billboard is a wonderful help to show people. When I get laid up in bed I read it over and over and can always find something new and helpful between its covers.—DON DAVIS.

Outgoing PCSA President Shows Praise on "Billyboy"

San Jacinto, Calif., Dec. 31, 1937.

Mr. A. C. Hartmann,
 Cincinnati, O.

Dear Mr. Hartmann: On the last day of the old year and at the expiration of my term of office as president of the Pacific Coast Showmen's Association, I want to take this opportunity of thanking you and your publication for the wonderful publicity and support given to the organization.

I might say that I leave the chair with the knowledge that the funds of the organization are the largest in the history of the club, and this is in no small measure due to the space and publicity donated by "Billyboy."

You no doubt will be pleased to hear that my appointment of Steve Henry as executive secretary proved to be an unqualified success, as he not only attended to all his duties faithfully but, in addition, by his genial personality, did much to help the club.

I guess by this time you know that I am taking out my own organization in 1938, and while I know it is a little late in life for me to start a show, hope to make a success of same.

Trusting that you are enjoying good health, and with all good wishes for a happy and prosperous New Year to Friend Hewitt and yourself, believe me to remain,

Sincerely yours,
 WILL WRIGHT.

MANCHESTER CENTER, Vt.—Will again have two concessions with King Field Attractions. The management does not tolerate any questionable concessions and in consequence many of the concessioners give out plenty of the better grade merchandise.—BURT W. HARDENBROOK. Recent visitors to our quarters: P. J. Houlton, secretary Cambridge (N. Y.) Fair, and Hans Ehmler, animal man and proprietor Ehmler Zoo, Hoesick, N. Y. He gave us some good suggestions regarding the construction of cages to be used in our new jungle show.—KING REID.

Dopeheads, money-layers and those of that ilk seem to look to an honest man as a resting post for them when they get in trouble. That shows what weak characters they are. What is society going to do about it? The weak lean on the strong but the strong never seek out the weak to rest on.—Uncle Jack.

SHREVEPORT, La.—Mrs. Tommy E. Adams, professionally known as Edna the Kansas Wonder Girl, has undergone five major operations since January 6, 1937. Recently she had the sixth and it was the most successful operation she has had and is rapidly improving. This makes my fourteenth year as chief electrician with carnivals. Been with Morris & Castle, Castle, Ehrlich & Hirsch, United Shows of America and now Henries Bros' Shows. I feel that the many friends of my wife will be pleased to know that she is recovering from her long illness. Best wishes to The Billboard.—TOMMY E. ADAMS.

MUNCIE, Ind.—Am happy to report that I am mentally and physically fit again after a long stage following my accident of over a year ago, and I feel

like saying so. When I was in Cincinnati last spring I was in no condition to work and soon found it out. When one is not a kid any more it takes more time to recover from 19 breaks in the body than most people think, so I was forced to go home again. Will be in fine shape for the coming season and am full of ideas for shows, fronts, ballyhoo and all that. Will probably frame some office shows for one of the big ones and will try to come back into my own.—JACK HARDY.

TAKE IT or leave it: A lot of those gyp concessioners who think they can ride roughshod thru Florida this winter are going to be sadly mistaken. Wonder what Art Lewis kept a man in Florida all last summer for. Was it to build up a reputation or to tear it down? Some of those so-called "bona fide fairs" can be canceled very easily.

TROY, O.—Saw Claude R. Ellis at the fair men's meeting, Indianapolis, wintering here and have all equipment in readiness to open with both the Baum Circus and Red Devil Drivers. Signed with Jess Sparks, of Sparks Shows, to furnish a complete circus as free attraction to open May 1. Booked Mayville, O.; Kendallville, Ind.; and Jackson, Mich., fairs. We have played so many repeat dates in Ohio as a grand-stand attraction that many people called the performers by their first names. Due to this, have decided to branch out into Indiana and Michigan. Best wishes to The Billboard.—C. L. RAUM.

FRANKLINTON, La.—Signed contract with Mrs. Louise Reading for her rides for 1938 season. Her husband, who died

went broke because they made jumps that were in no way justified. Just why some want to run all over the United States when they could book near home-base is hard to understand. Only the big railroad organizations can afford to make long jumps. Owners and managers of motorized shows should abandon all such ambitions and make short moves. What nonsense it is for a motorized carnival to make 500-mile jumps.

KEY WEST, Fla.—Bill Rice always wants to know where The Billboard gets the photographers that can make old folk look so young. Suppose he will be wanting to know the same thing about my picture that appeared in a recent issue. Had a nice visit at Funland Park, Miami, with Mr. and Mrs. Walter K. Sibley, Matthew J. Riley, W. J. Tucker, Mr. and Mrs. Henry T. Curtin and Mr. and Mrs. Joseph Rowan. Had Christmas dinner with Mr. and Mrs. Sam Bergdorf at their home, Cocou, Fla. Bob Coleman, Sammie Weiner, Henry Fredericks, Harry Morris and quite a few others are here and will operate concessions in the Key West Park. Looks like the opening will be delayed as only part of the highway is open and only one ferry to get to Key West. This makes it tough to get the trucks with the equipment thru. Was thinking of some of the "bona fide fairs" in Florida. Some of the spots will be okeh. Regards from Mrs. Dorman and myself to The Billboard staff.—GEORGE F. DORMAN.

Conscience Money! "Father Devine Influence!"

Norwalk, O., September 6, 1937.
 The P. E. Gooding Amusement Company,
 Columbus, O.

Dear Sir:

About three years ago at the Huron County Fair here you had a Merry-Go-Round. I rode on it for 5 cents and said I was only 12 years old, or whatever the age limit was, for I thought I was saving a nickel. Now I do not consider that saving. For when you steal or try to get something for nothing you pay more for it in the long run.

I am now a follower of Father Devine and he says, "Pay all of your old debts, return all stolen goods to all the people you owe or to the people you stole it from."

I am sending you the 5 cents for the fun I had on your Merry-Go-Round three years ago.

I rode on it this year many times and had a lot of fun. This is how I came to think about that nickel.

Wishing you peace and success, I am,
 —MERRY HEART.

TAMPA, Fla.—J. Robert (Uncle Bob) Sweeney spent virtually his entire life in tented show business. He died suddenly in Kissimmee, Fla., and was buried there. He was best known as "Country Store Sweeney," and for more than 34 years interwove his life's work with activities and interests of Elmer and Curtis Velare. Was born in Kankakee, Ill., and 87 at death. He first became friends with the Velares at Webster City, Ia., in 1902 on Capt. B. Collins' Mighty Midway, with which he operated the first portable Ferris Wheel to be patented after the original such device that was constructed especially for the first Chicago World's Fair. Ever since that time Elmer and Curtis Velare, of the Royal American Shows, recall that "Uncle Bob" has come and gone from their sphere of activity, remaining four or five years at a time, and finally drifting off to some unannounced destination to reappear later and rejoin the Velare brothers. His last years in carnival activity were as country-store operator with the Royal American (See OUR MIDWAY on opposite page)

WANT MORE REVENUE

for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE

Department

THIS WEEK and EVERY WEEK

A great number of carnivals had had routing in '37 due to the fact that a lot of them got out of their class when it came to booking. The least expensive method for all would be for them to stay in their class as to else. Several

HASC Convention Sidelights

By FLOYD NEWELL

KANSAS CITY, Mo., Jan. 15.—J. L. Landes says he enjoyed Havana but was glad to be back home for the doings. . . . Here's a good one. When the writer asked Virginia Laughlin how long she had been married to Jimmy, she said it was so long she had forgotten to ask her husband. . . . Visited Conroy Bros.' winter quarters with Charles Goss. Nice quarters. Kanerva and Lee were practicing their hand-balancing act. . . . Ned Torti, Larry Hogan, Mrs. Charles Oliver and Dave Stevens are really rabid bridge fans. . . . Sam Solomon is one busy showman; Couldn't stay for the banquet. Left with Ned Torti in the afternoon.

Who changed Charles Goss' cards to read "Ford" instead of "Chevrolet"? . . . That was Mirkey Roscoe, formerly a clown on Bill Rice's water show and now selling motor cars. . . . A new one for the book: Mrs. Noble Fairly drinking ice water. Must have had a large evening. Incidentally, wish I had a dollar for every hangover on New Year's morning.

Sam Solomon bought some new trucks but won't commit himself as to how many. Says he will have at least 160 pieces of equipment this year; had 112 last year. His idea of having all new canvas each year is a smart one. Is building five new towers with beams 46 feet high. Will have ten 1,000-watt globes with reflector and three new light plants. . . . Bill Rice promises the prize route of the season. . . . That sure is a classy rhinestone collar Mr. and Mrs. Irving Kemp have for their wire-haired English dog. . . . Larry Hogan came to the tacky party in his bedroom slippers. That's comfort at least. . . . Mrs. Viola Fairly wore a pair of bicycle shoes, the same as at the last four tacky parties. . . . Jack Vetter, veteran showman, is finally out of the hospital but was not well enough to participate in the fun. And it was really fun from start to finish. No business was transacted and workmen were treated the same as show owners—just a good time for all.

Sam Benjamin will press agent Greater Exposition Shows the coming season. . . . Maira Van Horn will press agent Fairly & Little Shows. Looks like we boys are not doing so good, so let's get to work. John Francis says his p. a. will learn to be a camera man, as he wants plenty of pictures. Dan MacCugin, as usual, was ticket seller at the tacky party and banquet. . . . Billy Edwards with that 20-gallon hat looked like a Texas Ranger. . . . Doc Allman looked as young as ever, as did Mrs. C. W. Parker and Mrs. Doc Turner. . . . Where were Frank Joerling, George Engesser, Howard Brandt, Mel and Guy Dodson, Harry and Orville Hennies and a flock of others who are always at hand? Report next year, please. . . . Two real friends of show people are Mayor Brice B. Smith and Tom Collins, of the Kansas City Star. . . . Baker-Lockwood landed the Tim McCoy tent order. . . . Art Jack Ruback and Art Brainerd proud of their gold life membership cards awarded them at the banquet!

Two very popular places were Charles Goss' bar the night of the tacky party and Midwest Novelty Company the night of the banquet. . . . The Allan Herschell Company gave out some swell date books. Even explain how to set up a Merry-Go-Round. . . . Those were swell pencils the El Bridge Company gave out. . . . Yes, Charles Goss was there with his matches, but Abner Kline gave him some opposition in that department.

They say showfolks do not stay married. Listen to this list of names I picked up here the last few days: W. H. Duncan, 34 years; Tudy Spallo, 10 years; Glenn Hyder, 11 years; Noble Fairly, 21 years; Harry Altshuler, 33 years; Earl Knauff, 16 years; Norris Cresswell, 12 years; Charles Goss, 17 years; Tony Martone, 15 years; Al Basinger, 20 years; Jimmy Laughlin, 14 years; Louis Landes, 10 years; Moxie Hanley, 29 years; Jack Ruback, 11 years; C. G. Borton, 9 years; Gus Bullock, 51 years; Bill Wilcox, 8 years; R. E. Haney, 21 years; Joe Roswell, 28 years; W. J. Francis, 15 years; John Francis, 38 years; George Howk, 23 years; Abner Kline, 33 years; Tom Allen, 10 years; V. J. Yearout, 20 years; H. W. Smith, 10 years; Art Brainerd, 35 years.

Messages were received from International Association of Showmen, St. Louis; Missouri Show Women's Club, East St. Louis, Ill.; L. Clifton Kelley, Chicago; Paul A. Fairly, Munich, Germany; O. Henry Tent and Awning Company, Chicago; Les and Babe Hutchison, Montgomery, Ala.; Frank Joerling, The Billboard, St. Louis; Ed, Juanita and Sammy Strassburg, Miami; J. C. McCaffery, Miami Beach, Fla.; The Showmen's League of America, Chicago; Alynne Potter Morency, Art Lewis Shows, Eustis, Fla.; Buddy and Billy Willis, Van Buren, Ark.; Estella and Mildred Kline, New York; Ben Hyman, San Antonio; Ruby and Elmer Velare, Tampa; Mabel and Mike Wright, Chicago; Crowley's United Shows, Austin, Tex.; Ted Le Fox, Pacific Coast Showmen's Association; A. C. Hartmann, The Billboard, Cincinnati; Fred and Marie Beckmann, San Antonio; Eddie and Honey Vaughan, New York; Tommy Davis, San Antonio; Mr. Ford, Kansas City; Morris Ventling, Birmingham, Ala.; Johnny and Rolly Castle, Los Angeles; Dave and Irene Lachman, Lake Charles, La.; C. Guy Dodson, Tampa; Charlie and Mona Aronson, San Antonio; Harry and Orville Hennies, Shreveport, La.; Will Casey, Kansas City; Bee and Bobbie Obadal, San Antonio; Sam Solomon and Ned Torti, Mystic, Ia.; Meyer Bush and Chan Laube, Bush Laube Concession Company, Kansas City. . . . Will be seeing you in Tampa.

It Was a Big Week in The Heart of America

By VIRGINIA KLINE

KANSAS CITY, Mo., Jan. 15.—Mrs. Jack (Rosemary) Ruback had to keep very busy at having a good time while she was here, as she has been coming for 11 years and this is the first year she really made it.

Mr. and Mrs. James W. Laughlin occupied the same bed during the week that Graver Cleveland did when he was on his honeymoon.

Mr. and Mrs. Charles Nathan had their son, Jimmie, home from Westworth Military Academy for the holidays and his uniform with the honor stripe showed up snappy among the dark winter colors.

Mr. and Mrs. Jack Watson came downtown for the open house and learned some new steps of the Big Apple.

Mr. and Mrs. Thomas Clayton brought their cocker spaniel, Daggan, with them for a visit with Mike Martone. The Claytons are from Evansville, Ind.

Mr. and Mrs. Irving Kempf and Bruce Kempf revived some old memories, with some fine old pictures of shows and showmen gone but not forgotten.

Mrs. Daisy Hennies was a welcome visitor at the open house and said that she will go on the road this season with her sons, Harry W. and Orville W.

W. H. (Bill) Rice was called on for a speech at the ladies' open house. He, however, was forced to stop and ask for order because of a quartet composed of

HI-DE-HO

A new Funhouse and Ride Combined
SPILLMAN'S LATEST DEVELOPMENT

Four Major Features:

REVOLVING BARREL MAGIC CHAMBER
TRAVELING CONVEYOR BELT REVOLVING FRONT BANNERS

Operated five weeks, October 5th to November 6th
On World of Mirth Shows.

A Weekly Gross of — — — \$1,331.70
Average for the Five Weeks — 801.75
With Inexperienced Operators.

Loads on 24-Ft. Trailer — Patents Applied for

SEE THE LATEST IN FUN HOUSES
AT TAMPA AND ORLANDO

SPILLMAN ENGINEERING CORPORATION
NORTH TONAWANDA, N. Y.

Grace Goss, Viola Fairly, Ruby Francis and Jackie Wilcox singing Sweet Adeline.

W. J. Wendler came in for the open house but could not stay for the ball and banquet.

Mr. and Mrs. Fete Kortez came down from St. Joseph, Mo., so Marie could attend the ladies' luncheon, but were several hours too late. Said they would start earlier next year.

Billie Edwards was one of the arresting officers at the Tacky Dance but his wife was not dressed "tacky," so she came in for a fine just the same.

Clay and Mollie Weber, in for tacky party, reminded us of those good spaghetti dinners they used to give.

Jack and Verna Bauman came over from Leavenworth to visit Viola Fairly and had as their guests Mr. and Mrs. Joseph Bowen. Bowen is chief of the fire department at Fort Leavenworth, Kan.

Mr. and Mrs. Harold Elliot, of Beckmann & Gerety Shows, attended the ball and banquet. Mrs. Elliot wore a blue taffeta dress with dark red.

W. L. Mellor had as his guest Dorothy Dunlap. She wore a white quilted gown with black evening wrap.

Bill Conway, of Baker-Lockwood, came with Mrs. Conway, who wore an American Beauty red taffeta gown.

The Showmen's League, Chicago, was represented by Mr. and Mrs. J. L. Morrissey. Mrs. Morrissey wore white crepe with silver.

Hattie Howk wore a beige tapestry dress with Dubonnet Dresden lacings. Jessie Nathan wore black lace. Virginia Laughlin a wine red taffeta embroidered with gold flowers. Mrs. Denny Pugh wore white chiffon smocked at the waist. Rosemary Ruback wore beige taffeta with gold. Sally Stevens wore black with rhinestones. Ruth Martone wore white with silver. Bird Brainerd wore white with a red evening coat. Nell Allen wore white flowered satin. Mabel Knoff wore black velvet with sequin jacket.

Mrs. John Francis was heard to laugh out loud at some of the stories told by Tom Collins, the principal speaker. Maira Van Horn was the only woman who did not mention audibly that her feet hurt.

One visitor from afar was Orville Kirkman from the Al Jennings Dramatic Show, Portland, Ore.

Frank Fellows, of the Springfield Trailer Company, had Dorothy Hall as his guest.

All thru the week Floyd Newell took pictures, so we asked Bill Rice, who is also on the "Shoesley Mighty Thing," just what kind of a press agent Floyd was and Bill said, "Well, the kid can't write one word, but he sure can get more pictures taken and in the papers than anyone I ever worked with.

Since the installation of officers, L. S. (Larry) Hogan insists that I should be called Menor, but I have decided that Virginia is good enough for me, even if my husband is the president of the Heart of America Showmen's Club.

In my notes in the issue of January 8 where I spoke of Etta Smith, I said: "Etta Smith was not an active member of the club but was the well-beloved secretary." I no doubt left out the word "only," as I meant to say, "Etta Smith was not ONLY an active member but was the well-beloved secretary." Trust this makes clear my good intentions regarding this item in question.

OUR MIDWAY—

(Continued from opposite page)

Shows. At the conclusion of the 1936 season he retired to Kissimmee, Fla., where he became a partner in the operation of a hotel and dining room. Intimate friends believe he was without relatives. Funeral services were conducted by the Grason Funeral Home, Kissimmee, and interment was in the cemetery in that city. More than a score of Royal American showfolk, headed by Elmer C. Velare, business manager, drove over to attend the services.—JACK DADSWELL.

ASTORIA, L. I., N. Y.—Enjoy Midway Confab every week, especially when I find out what friends are doing. They may want to know what I am doing. Had a nice '37 season. First 10 weeks with New England, 18 with Bantley's Shows and last two weeks with my first love, the Mighty Shoesley Midway. After season closed went home to New York and bought out my old boss of 12 years ago in the neon tube business. Now I have my former boss working for me. My new business is neon midway lights. At present most of the work is beer signs in neon, but I hope to blaze the way to many midways with my neon signs. I made the neon for the front entrance for the New England Shows, and to the best of my knowledge it was the first all-neon front in outdoor show business. Most showmen know that I came out with the first neon tube lights on a free-set rigging and have 36 four-foot red neon tubes on the ladders to the top, with a blue star flashing the top. Hope we carnivals will catch up with the movie houses in the use of this modern illumination and business booster. What most showmen do not know is that neon cuts down the current bill, as the current used is about one-sixth that of the ordinary lamps. Neon is just as easy to handle as the lamp. A six-foot neon tube equals 12 lamps. The Billboard staff is invited to visit and I will be pleased to show them something about neon if they promise not to bother the glass blower, who will get \$2 per hour after January 15. Mrs. Jamison joins me in all good wishes to The Billboard.—JIMMY JAMISON.



OH, THOSE LIFE-LOYING GIRLS! This photo taken by Floyd Newell is a party scene taken during the Heart of America Showmen's Club convention recently held in Kansas City, Mo. These "dames" are of the Ladies' Auxiliary. Left to right, front: Mrs. Jenn Garrison, Mrs. Noble C. Fairly, Mrs. Maude Benjamin, Mrs. Charles T. Goss, Mrs. Tom W. Allen, Mrs. Denny Pugh and Mrs. Charles Oliver. The drinking glasses on the table at the right belong to the hotel but these show women could not find any use for them during this gathering.

Strates

WELDON, N. C., Jan. 15.—Upon the return of General Manager James E. Strates work will start in all departments of a general rebuilding program. Strates is due latter part of January. He is now in New York State on business for the show. Gifford Ralyea, chief electrician, is at work on the new transformer wagon and when completed will be one of the most complete electrical wagons on the road. Iron, steel and duralium for a new tower have been ordered and Ralyea will superintend the building, making three towers. Jimmie Yotas, construction chief, is due within a few days from his home in New York State. The writer has been busy arranging for the vast amount of materials that will be used by the show here and has all contracts made for iron, steel, lumber, paints and hardware supplies. Wally Smithley has signed up several crack riders for the Lion Autodrome. Speedy Stewart arrived and will remain with Smithley until the season opens. Jughead Scelasio and Midge, the two pets of Giff and Marguerite Ralyea, received a huge Christmas box from grandpa and grandma in Elmira, N. Y. Secretary Harold English wired that he would arrive soon. He is driving from his old home town, Lamar, Mo. Art Billey and Laurence Kime seem to be having the well-known itchy feet, judging from their letters from Tampa, Fla., where both are wintering. Letter from Moe Eberstein, Santa Monica, Calif., states that his father is seriously ill and is not expected to live. Keith Buckingham and wife, Louise, were New Year's guests of the writer and Mrs. Voorheis. They left for Florida to spend balance of winter. That old warhorse of the midway Uncle Fred Thomas, of side-show fame, states that he is ready to open the season. **BEN H. VOORHEIS.**

Cetlin & Wilson

GREENSBORO, N. C., Jan. 15.—Mr. and Mrs. James Sakobis, of concession note, celebrated their 19th wedding anniversary January 6 in Miami. Following were present: Mrs. J. W. Wilson, Mrs. I. Cetlin, Mr. and Mrs. Speedy Merrill, Mr. and Mrs. George Harms, Leo Carrell, L. C. (Ted) Miller, George Hirschberg, their children, James Jr., Shirrell and Sis; Mrs. Ray Hawkins, Mrs. Eddie Eger, Jackie Broadshaw, James O'Dell, Mr. and Mrs. Gean Shriver. After an entourage to several Miami night spots the crowd returned to the home of the Sakobis, where a buffet luncheon was served. Incidentally, after 19 years of married bliss Mickey still has the vim as at the time of her wedding. All present acclaimed her as the perfect hostess. Mrs. J. W. Wilson, Mrs. I. Cetlin, Mrs. Ray Hawkins, Mr. and Mrs. Bannister, Leonard Bannister, James O'Dell, L. C. (Ted) Miller and George Hirschberg are enjoying the balmy weather, fishing and bathing in Miami. Mr. and Mrs. Speedy Merrill are leaving Miami for a month's stay in Havana, Cuba. George Hirschberg will accompany them, after which he will return to Greensboro to resume his duties as secretary-treasurer of the show. J. W. Wilson and I. Cetlin will join their wives in Miami after the fair meeting in York, Pa. **GEORGE HIRSCHBERG.**

West's

NORFOLK, Va., Jan. 15.—With the arrival of H. D. Singletary real work on rebuilding of the entire show is now under way. Scrap, as he is affectionately known by all, is in charge of the program, this being his 10th year as master mechanic. Neil Berk, general agent, dropped in for a conference with General Manager West after spending several days with his family at Miami during the holidays. He left and reported that the show would have a longer season at fair dates this year than ever before. He will meet the boss at several Southern fair meetings which will be held in the near future. Two new International trailers were delivered to quarters the past week and two more are to be delivered in March. These are to be added to the railroad equipment, as the show will be much enlarged in every department. Charles T. Smithy has been made purchasing agent now that work has been started in reality. More men reported to quarters, making the total 12 now at work. Others will be added during the next several weeks until the full quota of mechanics and workmen have reported. Arthur Courtney is here and will

Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

start rebuilding all wagons and rolling equipment coming week. Weather has been fine to date and much work has been accomplished out of doors. Fitzie Brown, concessioner, left for his annual visit to Miami, leaving his master builder, George Powell, in charge of rebuilding Brown's concessions. Powell is assisted by Pete Cobb, of North Carolina fame. Three new rides were bought by West while attending the Chicago meeting. **CHARLES T. SMITHEY.**

Ellman

MILWAUKEE, Jan. 8.—Work at quarters has been at a standstill because of holidays. Another tractor and semi-trailer have been added to the fleet purchased by Charles and Frances Ellman. Charles recently returned from a booking trip in Northern Wisconsin and Michigan. Charles and Frances attended the meeting of the fair association at Hotel Schroeder here. Banners and new canvas have been ordered for the Monkey Show. Show will move on new trucks and trailers and will be much larger than last season. A free act will be featured. Charles and Frances Ellman purchased a Tilt-a-Whirl. Mickey Stark is building a modernistic photo gallery. Jimmy Franklin, electrician, is enlarging the transformer wagon and designing new lighting effects. Charles Ellman recently bought a new Packard sedan. Florence and Jimmy Franklin visited Florence's parents, Mr. and Mrs. Dale Clark, at Tomahawk; Mr. and Mrs. Ralph Johnstone also visited in Tomahawk; June Peoples visited in Florida. **FLORENCE FRANKLIN.**

Alamo

MACON, Ga., Jan. 15.—Show is wintering here on the property purchased by J. L. Johns last summer for permanent quarters. S. R. Sawyer, general manager, motored from his home in Stone Mountain, Ga., and spent New Year's Day. W. G. Staton is in charge of quarters. Sawyer's house truck has a new coat of paint. J. L. Johns recently returned from a booking trip. Arrangements have been made to play several locations in Atlanta. Manager Johns is now in Florida fishing. Show's light plant has been overhauled. All

trucks and rides will be done over before taking to the road about March 1. Several small animals have been added to the side show. The writer completed a new building in which he has a shooting gallery. **BUSINESS IS GOOD.**
W. G. STATON.

Crowley's

AUSTIN, Tex., Jan. 8.—A new main entrance in neon was received from the Day and Night Neon Sign Company. It is 30 feet long and 20 feet high and in red and blue. George Cabbell, special agent, also received his neon advertising arch from the same company. Jerry Burke, general agent, finished the spring route. Sammie George, who is wintering in Beaumont, Tex., will have an all-girl revue. George Pinning, of Kansas City, Mo., will have his Athletic Arena. Samples of an entire new line of special paper were received from U. S. Printing and Engraving Company and approved. Complete new system of lights has been worked out for Duplex Eli Wheels. There will be 2,000 lights in this new design, also over 20 gross of new sockets have been used up on show fronts. Work has been completed on the repairing and rebuilding of show fronts, ballys, ticket boxes and all show paraphernalia is ready for the paint shop.

V. McLemore and G. C. Crowley returned from a booking trip with contracts. New Motordrome top and canvas has been received from Baker-Lockwood. N. Branda booked eating emporium and Dinty Moore diggers.

Ride Superintendent Jewel Sloan and crew have all rides in first-class condition. Fred Webster, head billposter, is hanging paper for a local billposter. George Hersey and N. Price are working a floor show in a local night club. Writer received word from Lois Collins, one of his agents. Weather has been warm lately. **GEORGE WEBB.**

Regal

BEAUMONT, Tex., Jan. 8.—Workmen are back in the harness at quarters. Things were quiet for a while, as everyone enjoyed his and her special diversion and now all are working with vim. Trucks are being dismantled and worked over under supervision of Mechanic John Nelson. Joe Voraz has Merry-Go-Round

repairs under way, ready for the painter. Scenic Artist Tom Beaton completed re-touching all old banners and is now ready to begin work on new ones. Each show will have a new style front and will present a more uniform appearance. Glen Flock is assisting Meadows with some welding and the building of a baby ride. Canvas work will start soon. Mike Jones is waiting for that time. Manager and Mrs. C. E. Meadows attended the Iowa fair meeting in Des Moines. They spent some time with relatives in that State. Meadows will leave soon for a booking tour. Lonnie Karr wrote from the valley saying business was slow there. Mr. and Mrs. W. S. Mitchell reported their arrival at home in Caldwell, Ida. Mr. and Mrs. Arthur Newland and family are in Bolivar, Mo. Mr. and Mrs. Leo Baker and children are in Aransas Pass, Tex. A contract with Earl Behee was signed for the act of Flying Behees as free attraction. The Behees are wintering in Calvert, Tex. **RUTH ROBERTS.**

Dee Lang

ST. LOUIS, Jan. 8.—Dee Lang and writer are arranging to make the Minnesota Fair meeting at St. Paul. Everything at quarters has taken a spurt. Several men went to work in earnest right after the holidays. An order for steel was placed so that the rides will be rebuilt in parts needed. A number of new concession stands are in the making as the show will own most of them. New truck bodies are in the wood-working shop ready to be started on. Two fronts have been turned out. Mild weather past 30 days and lots of work has been done. Heavy Vaughn and Bill Baker are leading the march of progress. On the opening day a new show will greet the public but with an old title. **ELMER BROWN.**

De Luxe

NEWARK, N. J., Jan. 8.—John Haded reports to the main office from quarters in Lancaster, S. C., that work is progressing. The office trailer is completed. It was remodeled and made larger with all new wiring, shelves for the tickets and stationery and metal roof and is ready to be painted. All rides and shows will have different color scheme than last year. Sam E. Prell, owner and managing director of the show, has spared no money in making his show one of the best. **CLIFFORD J. FRANCO.**

Wallace Bros.

MOBILE, Ala., Jan. 8.—With the return of Manager and Mrs. E. E. Farrow from their Christmas vacation at Wilmington, N. C., work at quarters is getting under full swing. Two new shows will be built and contracts have been signed for a new ride. Executive staff will be practically the same as last season and follows: Ernest E. Farrow Sr., general manager; Walter B. Fox, general representative; M. P. Tillotson, special representative; Mrs. Margaret Miller, secretary; Mrs. Dorothy Farrow, treasurer; Jack L. Olive, legal adjuster; Ross Crawford, lot superintendent; E. A. Wilson, chief electrician, and William Wallace, in charge of commissary department. Mr. and Mrs. Abe Frank will again have the corn game. Several changes will be made along concession row. Some new territory will be played during the summer months. Mr. and Mrs. Tillotson and the writer were the dinner guests of Mr. and Mrs. Miller on New Year's Day at their apartment. Tillotson is employed in the local shipyards this winter. William Wallace, accompanied by Doc Angel, arrived from Kansas City last week and is engaged in building a new housecar. Recent visitors: William (Billie) Bowen, formerly of the John R. Ward Shows; Kelly Grady, of the C. D. Scott Shows, and Mr. Swartz, of Moon Bros.' Circus. **WALTER B. FOX.**

Mighty Sheesley

SAVANNAH, Ga., Jan. 8.—Sailor West, tattoo artist of Al Renton's side show, has a good location here and is doing okeh business. Ivy and Lorey Rice are taking it easy in their bungalow in Thunderbolt, a Savannah suburb. Bill Rice is breaking the trail for John M. Sheesley in the Middle West. Dinty Moore and wife are enjoying themselves in Miami. Alice Lester, of the Illusion show, is wintering with her family at Plainfield, N. J. J. B. Henderson is resting up in Miami. Mr. and Mrs. Earl Kettinger and son are also in Miami.



THESE TWO VIEWS EXAMPLE PROGRESS AND STABILITY: Top picture shows the power dam of the Hydro-electric plant which furnishes light and power for the winter quarters of the Northeastern Shows of which F. L. Flock is the executive head. The power plant is owned by the shows and is located in the Detroit, Mich., sector. In the shot below can be seen the quarters building and in the foreground is Rex, educated canine, who is the official watchman for the entire properties and may be seen in the top picture making his rounds.

Helen and Jack Winslow, of monkey circus, are at Gibesonton, Fla. Walter Brown, mechanic, and wife are taking it easy in Malabar, Fla. Alts Parker and Mr. and Mrs. Speedy Smith are living in Lexington, Ky. Tex E. H. Smith, lot man, is in Jacksonville, Fla. Willie and Mary Zeldman left Hot Springs, Ark., for a stay in Miami prior to getting their rides in shape. Mr. and Mrs. John M. Sheesley have a suite of rooms at a swank hotel in Miami, where they will rest until opening of season. Mr. and Mrs. Jack Baile are at Fort Myers, Fla. Floyd Newell is busy in Kansas City, Mo. Mrs. Art Detweiler, of Al Hubbard's posing show, left for a visit with her parents at Charlotte, N. C. Fred Fredrickson, penny arcade manager, is hauling oranges for Jack C. Murray from Ocala to Jacksonville. Dale Pickett visited her brother in Ohio during the holidays. She has a new car. The writer received a Christmas cake from Mr. and Mrs. H. T. Curtin, of Miami.

WARD DUNBAR.

Blue Ribbon

PHENIX CITY, Ala., Jan. 8.—Under the direction of Perry Chester, work continues to progress. The crew has been building new bodies for the semi-trailers. Trainmaster George Wheeler and crew are taking a rest until the first of February. Mr. and Mrs. Bert Melville, of the Cariooca Revue, are designing new costumes. Roy and Gene Woods returned after spending the holidays at their home in Greenville, S. C., and will start work on the Motordrome. The show's dining hall is under the management of Irene Chester. Christmas Day the force was treated to a dinner under the direction of Mrs. L. E. Roth and Mary Ann Alexander. The dining hall was decorated. L. E. Roth trimmed the Christmas tree. After the dinner, which was enjoyed by all, Mr. and Mrs. Roth played Santa Claus and gave presents to all. Jack Galluppo letters saying he will be in in January to start building the new cookhouse. Chief Lone Wolf is making new tops for the show. The writer is finishing up the books for the past season, as well as attending to the office work. L. E. Roth left for the Indiana fair meeting and to attend other meetings while North.

ART ALEXANDER.

Clint & Clark

CANTON, O., Jan. 8.—Mr. and Mrs. Jack Daniels visited quarters. The Daniels and Clarks enjoyed a very pleasant day together. A letter from J. R. Teter, Atkins, W. Va., states that he is leaving soon for Tampa, Fla. Contracts were signed with Kid Drifty, of Philadelphia, for Minstrel Show and eight-piece band. The office has been quite busy the last 30 days taking care of correspondence. From the letters it looks like all formerly connected with Roberts or Clark will be back coming season. Jack Smith, of Augusta, Ga., wrote for contracts to place his chair-plane and concessions. Letter from Buffalo from Louis Black, stating would join the show.

CHARLES C. HUNTLEY.

Dixie

MOBILE, Ala., Jan. 8.—The Dixie Exposition Shows closed season at Hattiesburg, Miss., November 13 and moved here and went in quarters, and a small unit was taken out to play lots in the city under the title of Alabama Amusement Company, with C. D. Scott, manager; Ernest Hampton, secretary, and the writer, general agent. Show opened at Allenville, a suburb of Mobile, with 3 rides, 6 shows and 15 concessions, but after two weeks of cold and rainy weather the show was cut down to 1 ride and 3 shows and moved into Mobile proper, but owing to continued bad weather business was rather poor, but since moving to the present location weather and business have both been very good. Show now consists of Kelly Grady's Eli Wheel, Scott's Minstrels and Birchman's side and pit show and 10 concessions. Minstrel Show is playing to near capacity business every night. Writer is in charge and handling the front; E. H. Rucker, producer and stage manager; Jay Goins, emcee, and Stanley (Stormy) Weathers, director of band and orchestra.

Mr. and Mrs. Kelly Grady were away for the holiday season. Ben Mottie, who had cookhouse for past two seasons, left for his winter home, Gibesonton, Fla.,

accompanied by his very capable assistant, Ralph Bliss. Several new concessions joined here: Mr. and Mrs. G. P. Litts, with four stock concessions; Eddie Welch, with one, and Red Higgins, with lunch stand. Plenty of show people here, as Wallace Bros. and Royal Palm are both wintering here. Mr. and Mrs. Farrow and Mr. and Mrs. Smucker, of the above-mentioned shows, are occasional visitors, with our old friend Walter B. Fox dropping in for a chat and visit. Ernie Hampton, shows' young secretary, and wife, Grady, paid a visit to Mrs. Hampton's brother and wife, Mr. and Mrs. Wally Banks, at Valdosta, Ga., and returned. R. L. Kramer, special agent and scenic artist, has been on some large decorating contracts in the city as well as handling the banners for the show.

Manager C. D. Scott is kept busy with affairs of the show and looking after his night club, where the popular Mrs. C. D. Scott is presiding as hostess. The Rendezvous has been newly painted and decorated by the show artist, R. L. Kramer. Alabama Amusement Company will remain in Mobile till April.

JACK DE VOE.

Bantly's

REYNOLDSVILLE, Pa., Jan. 8.—The writer between handling the Du Bois, Pa., bingo game, making trips in the interest of the show and assisting Harry Copping in his taproom in the hotel, has been very busy. Work started January 5, building new fronts and using plenty of paint. Mrs. Herman Bantly been laid up in bed for the past week with a bad case of the flu and for a while had all worried. Altho Herman Bantly is general manager, it seems like a lot more is done when the missus is on the job. John E. Lampton, formerly of the Sheesley Midway, was a visitor on business, as was Ray Hiborn, who was contracting agent last year. Sheriff Darling of Erie County and two of his deputies, old friends of the Coppings and Bantlys, were visitors, as was Mal Fleming, Harry Copping and the writer, while returning from a booking trip, came near singing Hello, St. Peter, when a neglectful driver crossed the white line and ran them off the road, tearing off the left rear fender and almost turning the car over. Harry Copping Bantly was home from school over the holidays and while here made a trip to Philadelphia with Mr. and Mrs. Bantly and was accepted at Jefferson Medical College, where he will start his medical studies in September. The writer has been assigned duties as assistant manager, which includes special promotions, press and general assistant to Herman Bantly, in addition to assisting with the booking. Bill Whitmore is secretary. Mike Pusco applied for position as interior decorator. Leo Smith is taking it easy over the winter months. The Coppings and Bantlys presented all help with cigars, ties and socks as Christmas gifts, in addition to a big turkey dinner.

HARRY E. WILSON.

Heller's

NEWARK, N. J., Jan. 15.—This show has some of its equipment stored at Swainsboro, Ga.; Littleton, N. C., and at Newark. Quarters will open in Newark the middle of February, at Swainsboro March 1 and at Littleton the middle of March. Six new fronts, each to be 54 feet, will be built. Show will have all new canvas with the exception of three tops that are in good condition. Three free attractions will be carried and a 10-cent gate will be in effect. Rides will be overhauled and painted red and white. Staff will be about the same as last season. Percy Lewis, better known as Tod Lewis, left at Swainsboro. Harry Heller returned from his vacation to take care of bookings and to attend several fair meetings.

HARRY HELLER.

P. J. Speroni

ROCK FALLS, Ill., Jan. 15.—Quarters opened January 1 and workmen are arriving daily. J. E. Ritzert and Jimmie Keenan, his nephew, booked concessions. Incidentally, Dad Ritzert played the opening spot with the show nine years ago. This is his seventh year with the show. Mike Veraska and wife booked pop-corn and shooting gallery. This is their second year. Writer received a letter from Mrs. Willey McMurdo and her husband. They have been in the business 25 years and are living in Bradenton, Fla., where they have pur-

RUBIN & CHERRY EXPOSITION, INC.

Want to hear from Fat Girls for Congress of Fat Girls, must be real entertainers and heavyweights. Either salary or percentage. Send photo and give weight.

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This Show Will Open Latter Part of April, Playing Principal Cities in Michigan, Indiana, Illinois and Wisconsin.

Shows with or without own outfits. Side Show, Monkey Circus, Big Snake, Illusion, or any Show of merit. RIDES—Will book or buy Rides—O, Stratoship, Octopus or any new Rides. CONCESSIONS all open except Corn Game and Ball Games. WANT Help in all departments. Address

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HEADQUARTERS FOR ALL SHOWMEN IN MIAMI. The place where all Showmen meet. Drop in and meet BILL McLEAN personally.

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P. S.—Be sure and register with BILL McLEAN.

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Want Legitimate Concessions of all kinds. Booking Shows with own outfits. Will book Rides that will not conflict. Reasonable percentage. Good Show for small Cook House that caters to Show Folks. Popcorn, Candy Apples sold. Tax Rec. Low Alters write me. Want General Agent. Must be acquainted with Pennsylvania Territory. Percy Martin write or wire. This Show will open in Virginia the last week in April. Address all mail
F. L. FAUST, Manatee, Fla.

chased a home. Mr. and Mrs. George Foster and children are wintering in Wynona, Okla. Lucille started to school. It was with regret that Esther L. Speroni gave up the advance of the show, but ill health past few years forced her to do so. She has had the advance since the show was first organized nine years ago and will be with the show taking an active interest if her health permits. P. J. Speroni informed he has an agent employed for the coming season. Mr. Speroni returned from a business trip thru Ohio. He had an automobile accident and wrecked his car, but fortunately neither he nor his companion was hurt. Dad Larabee, father of Esther L. Speroni, has been confined to the hospital the past five weeks, undergoing a serious operation on the brain, but he is improving. Three trucks will replace old ones. E. THOMPSON.

Zimdars

JACKSON, Tenn., Jan. 15.—On the return of Manager Zimdars from his vacation work began to pick up. All work was started on new fronts with Sailor Harris in charge. Hank Weine is in charge of overhauling all trucks and trailers. Artic Zimdars has charge of the electric department. Two new transformers for more and better lights have been purchased. The canvas is being looked after by the old troupier Jack Sampson. Pop Harrington has charge of the mess hall. Harry Zimdars got a shipment of ponies for a pony ride. Frank Waldron began work on his new cookhouse. Visitors: Elmer Stark, of circus and dramatic shows; Harry Burk, of the Miller unit of shows; Jack and Mildred Miller and Ruth Draper, of Memphis. A constant stream of town-folk come out to look the show over and wish us success. Quite a few business men came out and it looks as tho we made a good impression on the Chamber of Commerce. Mr. and Mrs. Harry Zimdars and Frank Waldron left for Indianapolis to attend the Indiana fair meeting. C. S. Reed, general agent, is on hand.
CHARLES SEIP.

Greater Exposition

MADISON, Ill., Jan. 15.—Everything is very quiet around headquarters of

the shows. No work started as yet. However, the advance crew is in full stride with both John Francis and J. Crawford Francis absent on booking trips and making various fair meetings. Both were in for a couple of days, but left for the Michigan and Ohio fair meetings. A. F. James will have two sets of diggers. Lola and Brewster Thomas entertained several members of the organization for New Year's dinner. Arthur Davis and Pat Patterson, well-known colored members of the organization, were the leaders of a big parade down Jefferson avenue in St. Louis, where both are well known. Mrs. John Francis and Mrs. H. W. Smith are visiting in Decatur and Springfield, Ill. Margaret Maddox, of Clearwater, Fla., is now living with her sister, Mrs. J. Crawford Francis, and taking dramatic lessons in one of the St. Louis schools. Emil Schoenberger had a crew of men out with Christmas toys, but said business was not so hot. Word from Bob Hargroves is that he will open up a place of business in Hot Springs, Ark.
H. W. SMITH.

C. W. Nail

MONROE, La., Jan. 15.—Quarters were opened by Manager C. W. Nail January 1. Everything is being painted and repaired. Nail came back from Hot Springs, Ark., greatly benefited by the baths and medical treatment. Earl Atchison, who has been with the show as advance man for the past two years, will arrive in Monroe coming week. He and Nail are going to attend several fair meetings. First will be at Dallas. Nail gave his wife a Silver Dome trailer as a surprise for her birthday. New addition to the family is a Scottie pup, Fibber Magee by name. Ed and Louise Hall; Ed and Pete Smith and son, William Charles; Ed Hiller and wife and George Hall and wife, visitors. Nail visited Charlie Lamont, of Norris Bros. Circus, at Plain Dealing, and Al Hanson and Ernie at Bossier City, La. First time he had seen the Hansons in 13 years, when they had concessions with the Nail Shows. Also visited Orville W. and Harry W. Hennies and came back with nothing but praise for the work they are doing in quarters. Haag Circus is wintering in Monroe and Roy and Nail visited. L. M. BROWN.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Jan. 15.—Past President C. R. Fisher was in the chair for the meeting of the 13th. With him at the table were Secretary Joe Streibich, Past President Edward A. Hook and Abner K. Klime, president of Heart of America Showmen's Club.

In the absence of the league chaplain the duties of this office were performed by Rev. Lucian J. Arrell, a newly elected member.

Applications were received from Harry L. Small, Charles A. Nash, Clifford Lapham, George W. Kiel, Frank L. Pawcett, Otto Henke and Golen G. Lanz. These are credited to Ned Torti, Fred H. Kressman and John W. Galligan.

Letter from Brother Al Wagner advises that he is now recuperating at his home,

where he will be confined for about six weeks.

J. Frank Clark, of De Puntak Springs, Fla., writes that he is interested in the Showmen's Home and will be pleased to keep in touch with the League with the idea of furnishing a location for some when the time of this decision comes.

Brothers Walter F. Deiver and George Fowler have left the hospital and are now at their homes recuperating. Brother Theo Schlemmer is still confined and Brother Murray Lorber is in for attention. Brothers Col. Owens and Bob Miller are both still confined to their homes.

Reports tell us that Brother Tom Rankine is resting as well as can be expected. Examination showed no fracture of the skull, but he has a serious hip injury.

Visitors during the week were Max Goodman, Milton M. Morris, Robert Lohrman, Ned Torti, Carl J. Sedlmayr, George H. Lauerman and Murray Lorber.

Brother Rudolph Singer has returned from a trip to the Pacific Coast. Letter from Brother Morris Lipsky shows concern as to the condition of Brothers Theo Schlemmer and Pinky Blits.

Please send in your dues. Your situation at once.

Sam Solomon is in town and spent some time with the boys and was in attendance at the meeting.

Frank Daniels is among the regulars at the rooms.

Ladies' Auxiliary

Friday, January 14, social was a very well attended and a successful one, with Mattie Singleton as hostess. Buncos was played. Best prizes were selected for the occasion. Blanche Latio won the raffle of the evening.

Following social, President Leah M. Brumleve and some of the members played cards, while the remainder went out for a midnight snack.

Members were pleased to have Sister Mrs. Abner K. Klime, of Kansas City, present. She also won a prize playing buncos.

Mrs. Ida Chase reports Mrs. Charles Driver as convalescing at home. Marion Ward, who has been ill for some time, is getting along nicely.

The auxiliary will celebrate its 20th anniversary party Thursday, January 30, with dinner at a Chinese restaurant. All members are cordially invited.

Plans and arrangements are being formulated by Chairman Elizabeth Ernst for a Tacky Party in the SLA clubrooms February 12. Reported by Elsie Miller.

Los Angeles

LOS ANGELES, Jan. 15.—Carnivals wintering in or near here make quite a formidable list. Crafts 20 Big, Golden State, World's Fair, Clark's Greater, Hilderbrand's United, White City, Ben H. Martin, Wright's Golden State, Frank W. Babcock Shows, United Attractions, C. H. Steffens, Roland, Twentieth Century and Siebrand's Piccadilly Circus and Carnival.

General agents are all on the move, hunting opening and later spots. They are Phil Williams, of Crafts enterprises; Al Fisher, of Clark's, Greater Shows; C. P. Zeiger, of C. P. Zeiger Shows, and E. Picard, of Golden State Shows.

William Hobday will have the side show on Wright's Golden State. Billy Buzzell will have the side show on Crafts 20 Big.

Archie Clark has been in town off and on, spending much of the time at Gilman Hot Springs.

C. F. Corey, of White City Shows, is in and out of town on business.

George Coe, of Hilderbrand's United, moved back into town and he, with owner O. H. Hilderbrand, are in daily conference on plans for the coming season.

Lucille King has several offers for coming season.

Claude Barle will have the Hollywood Rescue with Hilderbrand.

Walton de Pellaton is in town and

stated he had a contract with one of the West Coast shows.

Wallace O'Conner will have a side show at Long Beach Pier with Frances O'Conner, armless girl, as an attraction.

Frank Forest is doing nicely with his show on Long Beach Pike.

Cal Lipas has flea circuses at Long Beach and Ocean Park Pier.

Harry Hargraves is having all his physical equipment on Venice Pier remodeled and repainted.

Ed Smithson states he will not be with a carnival this season. Goes on special promotions.

Zack Hargis goes with a West Coast carnival.

Milt Runkle will again manage the United Attractions.

M. E. Arthur and Hal Compton motored in from Seattle for a few weeks' stay. Arthur will have shows and concessions on the West Coast Amusement Company.

Rudy Jacobs is set for the West Coast Amusement Company.

Frank Ward will be with the C. P. Zeiger Shows.

Harry Sussman came in from Portland, Ore. Will be with Harry Pink and Joe Glacey.

Doc Hall recovering from recent sick spell.

Joe Krug will open on suburban locations February 1.

Mr. and Mrs. Will Wright in from Gilman Hot Springs, and on again to Northern points.

Clyde Gooding is going along nicely with the Congress of Exhibitions.

Glenn Loomis will be with the C. S. Wrightman Shows. Mr. and Mrs. C. S. Wrightman, after visit in Southern California, returned to Oakland, Calif.

Jess Jordan back from a prospecting tour.

Arthur Hockwald, leaving for the North, will be with one of the West Coast shows.

Mr. and Mrs. Elmer Hanscom, back from North, recently threw a party at the Bristol Hotel.

Lewis Belmont is recent addition to the Coast Defenders.

John Henry Greenhalgh is in town and will again be with a West Coast show.

Joe and Peggy Steinberg will be with Clark's Shows.

Mr. and Mrs. Ted Metz, after visit in Los Angeles, left for San Francisco.

Bill Corbett in from Monrovia, Calif. Howdy Walker rejoined the Coast Defenders last week.

Louis Manly going Punch on Long Beach Pier.

B. M. Cunningham is working in a picture.

Doc Rutherford is in from Boston, associated with the AFL under Ralph Whitehead.

Mike Golden is recovering from a long illness.

W. H. Westlake is on Venice Pier. John R. Ward is busy getting equipment ready.

International Showmen's Association

MARYLAND HOTEL

ST. LOUIS, Jan. 15.—At the meeting held in the clubrooms Thursday, January 6, 35 members were on hand when President John Francis called them to order. Vernon Korhn, secretary, and Dee Lang, treasurer, were the other officers seated at the executive table. Plans were made to hold a dance the latter part of March, and Charles T. Goss was chosen chairman of the committee to look into this matter and report at the next meeting.

New members taken in were: L. S. Hogan, Rubin & Cherry Shows; George Bowk, Fairlyland Park, Kansas City; Harry Altschuler, C. G. Todd, Henry Duncan, all of Kansas City; Ellis White, West Bros.' Shows; Frank Winchell, Tampa, Fla.; Dick Wayne Barlow, showman; Harry Beach, Byers & Beach Shows; J. W. Conklin Jr., Conklin's All-Canadian Shows; Ned Torti, Wisconsin De Luxe Corporation; Frank Fellows, Springfield Wagon and Trailer Company; and Phil B. Becker, Charles L. Siegel Tent and Awning Company.

Meetings are held every Thursday night and all showmen visiting in St. Louis are always welcome to the club rooms.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 15.—It has been called to our attention that during the past few years that members of the association have encountered problems in connection with the operation of their corporations which tended to involve them in conflicting laws among the several States. This has been particularly annoying in connection with the payment of taxes where a show was incorporated in one State and spent the major portion of its operating time elsewhere.

That problems as these can be simplified was indicated in a radio address by Senator J. C. O'Mahoney, of Wyoming, delivered late in December, in which he advocated a federal incorporation law.

The senator pointed out that the bulk of business in this country is carried on by interstate corporations, and because they are creations of the individual States they are able to escape national responsibility. The senator indicates that federal incorporation would make for permanent prosperity by reason of the fact that the federal government would be in a position to more easily regulate so-called "big business."

Warner Sees Pitfalls

However, a slightly different view was taken of the matter by William B. Warner, president of the National Association of Manufacturers, who appeared on the same program with the senator. Warner expresses the opinion that the proposed bill is entirely too broad in that it not only covers corporations but it also covers all other interstate operations and that in addition to covering commerce also attempts to cover and regulate the production of raw materials.

The objection to the bill in its present form as stated by Warner is that "into the hands of one government bureau would be placed the power of life or death over all private enterprises." He further points out that the scope of the bill is even broader than the old NRA.

We have given the pro and con views of the subject as stated by others but do not attempt to express an opinion of our own, but it is obvious, however, that the proposed federal incorporation law would have a definite effect upon the carnival industry. Whether that effect will be beneficial or harmful we are not at this time prepared to state, but it is obvious that we will be considerably affected by such a proposal. We trust that we may evoke some discussion on the part of our membership and would appreciate having their views on the subject.

A Decision of Interest

A recent decision was handed down in the State of Maryland which attempts to draw a line of demarcation, in our opinion, between parties liable for negligence in connection with public gatherings comparable to a carnival exhibition, and we believe that the decision is of sufficient importance to warrant the attention of our membership.

The facts in the case are these: "A 12-year-old boy who was riding on a bicycle across the flying field of the Curtiss-Wright Airport near Baltimore, Md., along a course of a formerly used road was struck and killed by an airplane as it was gliding to the ground. The boy's mother brought suit against Capt. James S. Sammon, who owned and was operating the airplane at the time of the accident, and also against the Baltimore Air Terminals, Inc., the owner and lessor of the airport: the

(See AMERICAN CARNIVALS page 70)

BARGAINS In Used Tents

18x28 Gable End Shed Roof, Top only	\$ 95.00
18x28 Hip Roof, square ends, Top only	\$112.00
18x28 Gable End, Top and wall	\$ 95.00
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THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

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On nearly every outdoor show in America one may find many members, and there is a logical, sensible reason for that. . . . Ask Yourself.

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RED RIVER SHOWS

OPENING IN WINNIPEG MAY 14.

Canadian Fair Secretaries get in touch. Also playing virgin territory in mining districts. WANTED—Experienced Man to run Cook House. Also Ferris Wheel Foreman. WANT to hear from capable Side Show Folks.

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The Following Valuable Show Property:

One practically new vibrator gross open front Tent, size 30x140, built by Anchor Supply Co., new in storage in U. S. Tent & Awning Co., Chicago, with Poles, complete. Suitable for open front Side Show. All the following property now in storage in Tampa, Fla.: One RV Round Top with four 30' Middle Poles. The Side Wall with Poles, Stakes and Blinds, complete. This Tent has been used one season and is in fair condition. One Mack Truck, Model A1 Bus Chassis with special built Horse Van Body, cost over \$17,000.00, in good running condition. One Miller Dancer Office Trailer in fine condition. One Pated Body Feed Truck equipped in full Office Trailer. All the above property will be sold at bargain prices. If interested write or write H. L. ANFENGER, care Royal American Shows, Tampa, Fla.

B. & V. SHOWS

OPENING APRIL 23rd

DIVING LASHERS AS FREE ATTRACTION WANT General Agent, Shows, Monkey Circus, Blinders, Motorcades, Animal, Girl Shows, Fun House and Platform Shows, Rides—Octopus, Tilt, Loop, Bifido-O, Kiddie Rides, Concessions—Hinge, Stock Wheels and Grand Stairs. Ride Hole in all departments.

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THE ORIGINAL CRAWFORDS

Now looking a Two-Act Combination, Sensational Free Attraction. High Stack Wire Walking Juggling and Concession on wire; High Flying Chair Balancing Troupe, 40 feet high, without net. Reliable Managers wire or string. Open for Carnivals and Celebrations. Fairs booked. Address General Delivery, Jackson, Tenn.

1938 CANADA **WALLACE BROS.' SHOWS** 1938 CANADA
OPENING APRIL 30th

WANTED—Ridee-O, Speedway, Octopus or any other late ride. Good territory for rides. Also want Funhouse. Want Ride Help. Have complete Ten-in-One for capable manager. Will guarantee 14 weeks' booking for high-class Free Act. Address

JIMMY SULLIVAN, Box 442, Toronto, Canada.

Museums

Address Communications to Cincinnati Office

World's

SEATTLE, Wash., Jan. 15.—Museum closed two-week engagement in the heart of the business district here and moved to a location on First avenue, where business is good, considering the location and the many strikes that are on. Manager Lindsey returned January 7 with contracts to play some of the larger cities in Washington and Oregon under auspices. New acts include Bernard, magician and scoper; Theodosius, man who can't be lost. This makes a total of 14 acts, besides annex. Bessie-Bessett is taking the place of Buddy McLain in the annex. Next spot will be Tacoma. Roster remains unchanged.—RED LINDSEY.

Kortes

ST. JOSEPH, Mo., Jan. 15.—Pete Kortes museum closed here at 2 o'clock in the morning New Year's Day and went to Minneapolis, where the first permit to be issued to a museum in 10 years by that city was given him. Opened there January 7.—T. HARRIS.

Lauther's

GREENSBORO, N. C., Jan. 15.—Closed in Charlotte, N. C., after an 18-day engagement auspices of the Disabled American Veterans of World War. The engagement was not very successful, possibly on account of business conditions. It was nevertheless marked up by Manager Carl J. Lauther as a winning date. Co-operation from the committee was 100 per cent, and due credit must be given to Dr. DuLong, Grady Goode, Captain of Police Harry Jayner, who is also state commander of the veterans, and George Pickett, who handled the publicity. Newspapers were generous with space, while Radio Station WBT gave several programs and interviews with museum entertainers, with Paul Sprague in charge. Two remote broadcasts were also made from museum. The annual holiday party of the Fifty-Fat Club, the social club of the show, was given on Christmas Eve, with several guests and outside entertainers on the program. Christmas dinner was served. Mr. and Mrs. Lauther were both away on a trip to Virginia over the holidays. Visitors: C. W. Cracraft, of Strates Shows; Frank West, Neil Burk and Art Courtney, of the West World Wonder Shows; John M. Sheesley and wife, of the Sheesley Midway; Dick Scatterday, of Downie Bros. Circus; Jake Aronson, Bob and Sam Dent, of crime show fame, and Jimmy Ellison.—ROY B. JONES.

Philadelphia Houses

PHILADELPHIA, Jan. 15.—South Street Museum continues to good business with the following attractions. Strana, juggler; Congo, South African Bushman; Bob LaVerne, mechanical man; Tully's Colored Revue of seven people. In annex, dancing girls. Staff is Samuel B. Siddy, manager; Raymond Wagner and Bobby Hanson on front.

Eighth Street Museum business has picked up since the holidays. This week's bill is professor Getchell and dogs; Mac Stevens, musical act and club juggling; Nalf Corey, comedy magician; Jack Garrison, glass-blowing; Van, tattooed man; illusions and poses plastique. In annex, dancing girls and Victoria.

Major John's

GALVESTON, Tex., Jan. 15.—With a good location on Market street business was good from the start. Joe Peanut presents his simian gigolos with the Brazilian monkey jazz band, featuring Chrono, the "trapeze man," and Charmaine, doing her strip act on the trapeze before her high dive into a net. Joe Peanut, who also attends the animal section of the entertainment, will add two performing pigs, concluding with a parody on the Grand National Steeplechase and substituting monkeys for jockeys. Roster: Major John, owner; Frank Jacobin, manager and advance; Professor Leo, magician and inside lecturer; Joe Jacobin, pub-

licity; Andy Anderson, front and tickets. Acts are Frog Boy, Blazo, human volcano; Adiah, ladder of death; Princess Jackson, pythons; Eva Conway, shooting thru a woman; Helen Dickson, illusions; Jimmie Benson, escape artist; Sherman Benson, presenting Schnoozle, a strange animal, and Johnny Jacobin, armless musician. Carnival and circus folk that visited over the holidays were Tobe McFarland, D. Rogers, of Rogers and Polle; Mike Morris and Charles L. Sasse, of New York, and Professor Lall Levitch, who joined with his mental act.—CATHARINE REILLY.

Pits and Platforms

SEATTLE, Wash.—To catch the holiday throng through the World's Museum opened on Third avenue, this city, downtown, in the heart of the shopping district, and got business at a dime a throw. The inside was arranged with partitions, itay, pin head, evidently the short for "itay-bitay," and Stella, a fat woman, were among the features of living freaks.

No matter how strange the attraction, if not properly costumed and presented the value of the attraction is lost.

LANSING, Mich.—Harry Lewiston's museum had a good show and did nice business while here, Jimmie Allen, a local show fan, reports. Features were Chiko, bushman; Stella Ragan, tattooed girl; Sick Sisco, magician; Melvin Burkhardt, anatomical wonder; Carlston Sisters, fat women; Vivian Dunning, snakes, and Johnny Reeves.

Children are good boosters. They bring the older folk if the matinees they see are satisfactory to them. It is bad showmanship to rush them around and not to answer the questions they ask. How do some square them for some of the annex attractions one sometimes wonders.

MINNEAPOLIS.—Pete Kortes took a location downtown in this city for four weeks. Business has been quite satisfactory despite the very cold weather. The building is 75 wide and 150 feet long. It is really a big museum and has signs on the front and inside facing on the numbered street and the avenue. The publicity man and billposter did good work with the billing, and radio broadcasts and newspaper advertising used. New attractions arrived here are Ralph, elephant skin man; Doc King and Human Bellows. Dr. Ethel has added attraction. Dentic and Ethel have a special platform. A party of midgets visited the museum midgets. Popeye, sailor man, makes funny faces that seem to please the children. Tiny Kistler and his orchestra play for the acts.—T. C. HARRIS.

Morris Miller had a museum on the road some place, it is reported.

How about making the opening scale of prices the same as the closing prices. One price if the show is good seems to be the rule except for special children's matinees.

Carl J. Lauther is said to have 42 people with his museum. A weekly sale of 30 copies of *The Billboard*. Quite a record. Who is *The Billboard* agent with your museum?

Selling acts that entertain are in great demand. Just selling acts count for very little in the whole scheme relating to the presentation of a museum ensemble as a unit. Rough-house and "mitting" the articles or photos is out. If the act makes a real sales talk the work is done properly.

HETH'S WORKMEN

(Continued from page 54)

the blacksmith shop; L. W. Elliott, electrician and chief mechanic; C. A. Bato, carpenter shop; Riley Bain, paint shop; George Holloway, tools and props, and George Spalding, the kitchen.

Following ride foremen have reported and are painting and getting their rides in readiness: Paul Reynolds, Bill Bowman, Earl Nedeau and Bill Kellen.

Beth announced that he had con-

Here's For A Prosperous 1938 HI-DE-HO Fun House and Ride Combined. Loads on 24-Ft. Trailer.



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Rides that pay big dividends.

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P. J. SPERONI SHOWS

WANT FOR THE 1938 SEASON

Concessions that work for stock, Cookhouse, privilege in tickets. Will furnish outfits to reliable showmen for One-Ring Circus, Athletic Show, Side Show and Grand Show. Want Shows with own outfits. Ride Men for Parker Merry-Go-Round, Ell Wheel, Mix-Up and Whip. Truck Mechanics with tools, Soper and capable men only. Address Rock Falls, Ill.

tracted Charlie Wrenn to manage the Motordrome, with Al Trapp, Bo Powell and wife as assistants. Wrenn will feature the Oil on the Flying Trapeze. Ray Daly will again have the side and posing shows. Lester Parrish will have prize candy.

L. A. Renfro has reported and will again handle J. J. Pontana's concessions. Fred Myers has contracted as special agent. Beth while away attended a meeting in Pinckneyville, Ill., when the Egyptian Association of County Fairs was formed, with 16 fairs represented. Reported by Don Collins.

thing that will make a modern quarters, according to Crafts. He is now superintending the grading of the acreage he bought near the Union Terminal Airport in Burbank. His bungalow home with garage will also be on the grounds. One of the features of the plan will be a fenced-in house trailer park with all up-to-date facilities for the trailer owners employed on his various carnival enterprises. The motorized unit now consists of 120 trucks and trailers.

STRATES HAS STAFF

(Continued from page 54)

youngest showmen, booked two shows and wired that he will be in quarters at an early date.

Moce Eberstein writes from Santa Monica, Calif., that he will start for quarters within two weeks to ready his attractions and that his father has been seriously ill but is improving.

Bill Jones, Quales and little Gloria Ann were visitors this week, stopping over on their return from Miami to Norfolk, where they will spend several weeks on business.

Peter Christopher, manager of the show's cookhouse, also visited.

General Agent C. W. Cracraft came back and outlined the '38 route.

Mrs. James E. Strates and children are still in Miami.

Wally Smithly, who will have the Leon Autodrome, started this week rebuilding his attraction. Chief electrician Giff Ralyea is on the job for his department.

Jimmy Yotas, construction superintendent, arrived this week with a new house trailer. Lawrence Klime, builder, was compelled to leave for Mishawaka, Ind., called there by the sudden death of his mother, but will return soon.

Art and Katharine Riley will arrive next week. Art is the show's new trainmaster, and Katharine will be assistant to Secretary Harold English. Reported by Ben H. Voorhels.

BILL RICE

(Continued from page 54)

miles, \$3.60 per mile. 1938 rate, 50 miles, \$500; 100 miles, \$820; over 200 miles, \$8.20 per mile. Rates quoted are for east of Denver to the Mississippi River.

In commenting on the present railroad situation Rice said to a reporter for *The Billboard*: "I have received quite a few letters from show owners wanting to know my progress being made regarding railroad matters. Write them all that *The Billboard* would get the data as fast as I learned anything of value to them as affecting the movement of shows.

"Special movements for carnival shows having their own equipment have practically no passengers. Shows using passenger movements carry all the passengers the movement allows. Passenger movements get no mileage for advance agents.

There is no such thing as a five-car show using special movements nor a 20-car show in passenger service, but there could be with a carnival as all or them have more than 10 separate owners."

BUSINESS RECESSION

(Continued from page 54)

greater length, of more artistic beauty and greatly enhanced as to practical portability.

Builds Own Trailers

Some time back O. N. Crafts took out a manufacturers' license and is now building semi-trailers from the ground up. This end of the business is under the direction of Sam Hinson, master mechanic, who last fall purchased all the necessary machine-shop equipment and tools for the building of trailers and other iron and steel show structure parts.

The new permanent show office, shops and buildings at Burbank, Calif., will have all modern facilities for the handling of the various units and to meet the requirements of the program of expansion. Among the features of this new plant will be machine, woodworking and paint shops, a garage with pits, sail lofts, airplane hangar and, in fact, every-

"AMERICAN BONDED METALS SUPPLY NEW IDEAS TO SHOW BUSINESS"—H.W. HENNIES



ONE OF HENNIES BROS. SEVERAL INSTALLATIONS OF AMERICAN BONDED METALS

"The show business needs new ideas and you have supplied one of the essential ideas that will be adopted by all in our line of business," says the head of the famous Hennies Bros. Shows. "American Bonded Metals have a beautiful appearance in daylight . . . are a sensation at night . . . and cut electrical consumption by easily 100 kilowatts per hour."

American Bonded Metals are attention-getters—help to draw crowds—increase the "take." And their low initial cost and long life are an appeal to your own pocketbook. In no other way can you achieve such striking results at so little

cost. Easy to apply and inspiring no end of original design ideas, they are worthy of your immediate investigation—right now while next season's plans are being made. Write today for samples, prices and illustrated literature.

AMERICAN NICKELOID COMPANY 16 SECOND STREET, PERU, ILLINOIS

15 Years Ago

(From The Billboard Dated
January 20, 1923)

The big plum—the Canadian National Exhibition, Toronto, Ont., was awarded to the Johnny J. Jones Exposition, making the third time for the organization to play this Canadian event. Marty Williams was elected president; P. C. McGinnis, secretary, and J. M. Sullivan, treasurer of the Heart of America Showmen's Club at the annual directors' meeting in the Coates House, Kansas City, January 18. . . . J. George Loos Shows were again awarded the contract for the Southwestern Exposition and Fair Stock Show at Fort Worth, Tex. . . . Walter F. Stanley, formerly with the Wortham interests, signed with Con T. Kennedy for the 1923 season. . . . John T. Wortham Shows were wintering at Brownville, Tex.

Ike Melvin and Eddie Lally were booking bazars in Massachusetts. . . . Carl F. Shades was playing small towns in Southeastern Ohio and Northwestern West Virginia with an illusion show. . . . Jack Waldon booked his six concessions with the Canadian-American Greater Shows, making his third season with Manager Nels. . . . W. H. (Bill) Rice was on a world tour with his Water Show and Monkey Race Track. . . . Ralph O. Decker was wintering in Poughkeepsie, N. Y., his home town. . . . G. W. Casey was in Wichita, Kan., and outside of working at three different jobs, 1. e., "The Daily Beacon, the Realtor's Own Your Home Exposition" and "Cow-

town," a special feature of the annual National Live Stock Exposition, he didn't have a thing in the world to do.

Jack Bussell was wintering in the sunny confines of Wilmington, Calif. . . . Mr. and Mrs. G. A. (Dolly) Lyons were visiting in Cincinnati. . . . James A. LaVeer, a carnivalite back to the days of the Fisk & Snyder and Cosmopolitan shows, was making special events with concessions during the winter. . . . G. Raymond Spencer, special agent with J. George Loos Shows in 1922, was keeping busy by promoting indoor shows in Texas. . . . A number of the Miller Bros.' showfolk, wintering in Pensacola, Fla., were again testing and proving their abilities as anglers after the finny tribe, with Charles Lorenzo, ball game concessioner, topping the bunch and upholding his 1922 record.

TIDWELL SHOWS

(Continued from page 54)

H. O. Buchanan, general agent, announced here.

Included on the staff engaged in the work, which Buchanan said is the most extensive rebuilding program ever undertaken by the Tidwell organization, are Joe Grask, Robert Johnson, Herb Moore, Bob Smith, Cowboy Smith, Tex Thacher, Bobby Yoho and James Lukens, who is superintendent.

Haba Katool, veteran showman, is reorganizing his monkey circus. This will be Katool's 13th year with the show.

Mr. and Mrs. T. J. Tidwell purchased a small mansion here, where the show bearing Tidwell's name spends the winter months each year.

The couple, accompanied by their small daughter, Patsy Ann, returned from a trip to the West Coast, where they visited Tidwell's sister, who lives in Los Angeles.



Heart of America Showmen's Club

Reid Hotel, 1001 Broadway

KANSAS CITY, Jan. 15.—Abner K. Kline, president of the club, called his first meeting to order Friday, January 7. The rooms were well filled with members, altho a great many of them left town after the convention.

President Kline outlined the year's work for the club and promised the appointment of those members that would be well qualified on the various committees. The appointments will be made at the next regular meeting that Kline will be able to attend. He was called from the city on business, but plans to return within two weeks.

A committee from the Ladies' Auxiliary called on President Kline and conveyed the best wishes and co-operation of the auxiliary. The committee consisted of Mrs. Noble C. Fairly, Mrs. R. E. Haney and Mrs. C. W. Parker.

Kline stated that there would be a drive for new members with prizes to be awarded to the winners in the first three places. He said that he would, at another time, list the prizes to be awarded and thought it would be much better to award prizes other than a cash consideration.

The final check-up of the banquet and ball and program shows that the club made enough money to more than pay off the balance due on the new monument.

Before long the work of raising funds for the hospital and cemetery will be started. From present indications the club will have the support of many of the show owners that have been attending the meetings.

F. T. Dodson, of the Hollywood Monkey Circus, was a visitor here for several days. R. E. Haney left for San Antonio on a business trip. Sammy Ansher and wife, Margaret, left for Detroit.

J. C. Pennington, who has lived here for a number of years and was a familiar figure around the clubrooms, left to live with his brother-in-law at Englewood, Mo.

C. J. Chapman has severed his connections with the U. S. Printing and Engraving Company and is now representing the Colorcraft Poster Company. Chapman returned from various fair meetings that he attended in the interest of his new connections.

Fred E. Cox is wintering here. He is from the Johnny J. Jones Exposition, employed by R. E. Haney.

Letter received from W. F. Wilcox, formerly with the Seal Bros.' Circus. He is in the Veterans' Hospital at Wadsworth, Kan. Reports he will be there for some time and is getting along nicely.

Ladies' Auxiliary

The auxiliary held its regular meeting Friday evening and Myrtle Duncan, newly elected president, presided.

Secretary Elizabeth Yearout gave highlights of the past year. She told all of the activities of the club so that those who had not been attending the meetings could get a complete knowledge of the work of the club. Treasurer Helen B. Smith then gave a complete resume of the finances of the year. There were 60 new members brought into the club the past year. Three new members were voted on and taken into the club, as follows: Pearl Billings, Amey Ray Parks and Mary Dauphine.

The president then read her list of committees for the year and asked everyone to not refuse to serve and no one present did.

Peggy Landes gave the club a donation of \$10 to be spent as it saw best. Mrs. C. W. Parker told of the work being done at Wadsworth, formerly the old Soldiers' Home, Lansing, Kan. She said there were many of the boys there now who had formerly been in the show business, and as she was chairman of the district where she lives in Leavenworth, Kan., she thought the club would like to donate something toward making the boys some special gifts. It was then voted to give \$10 toward that fund.

The business meeting then adjourned and the chairman of the entertainment committee, Hattie Hawk, announced that the refreshments to be served had been donated by Mrs. Abner K. (Virginia) Kline. The 26 present enjoyed the chop suey, tea and beer and all that goes with it. It was voted an enjoyable evening. Reported by Helen Brainerd Smith.

Greenhalgh's Office Is A Very Busy One

LOS ANGELES, Jan. 15.—Office of the Greenhalgh & Jackson Amusement Enterprises here is a busy place. Greenhalgh stated that he will take to Australia the largest party he has ever taken from America. He sails from Los Angeles Harbor February 2, stopping at Honolulu, and will make stops at Pango Pango and Suva. At these ports, he stated that there would be several unusual features to be picked up. He will also make Auckland, New Zealand, en route to Sydney. Greenhalgh is well known in the antipodes. With Jackson has successfully put on rodeos and Wild West exhibitions also. When the show is assembled will appear at the Royal Sydney Show, at which there is usually over 1,000,000 visitors. Aside from the acts announced recently, Jolly Josephine, fat woman; Millie Perette, tattoo girl, and Cassella Sisters, coming from France.

PARIS FAIRS

(Continued from page 54)

Calais, January 23 to February 13; Chalons sur Marne, January 23 to February 13; Lille, December 19 to January 18; Nice, December 11 to January 10, and Rennes, December 12 to January 9.

More than 80 rides and attractions at Beziers, with Auto Scooters, Pretzel ride, Bug, Mont Blanc, Pexon's Menagerie, freak and illusion shows and museums of anatomy. Fair at Nice has big midway with Auto Scooters, Caterpillar, Loop-o-Plane, Chamontix, shows, menageries and museums of anatomy. Fair at Lille has 70 rides and concessions, only big rides being Auto Scooters and Caterpillar.

RHEIMS, Jan. 10.—The annual winter street fair has 100 rides and attractions on the midway, including two Auto Scooters, Electric Pendulum, Whip, Caterpillar, two menageries, vaudeville show, motorcycle globe, freak and girl shows. Winter carnival at Brest has 50 concessions, including Auto Scooter and Ferris Wheel.

LINDERMAN

(Continued from page 54)

town, Pa.; Virginia State, Richmond; Winston-Salem, N. C.; Columbia, Spartanburg, Orangeburg and Anderson, S. C. Linderman attended the Raleigh (N. C.) fair meeting this week and plans to be present at most of the other Eastern and Southern meets besides the Minnesota meeting and Western Canada. Gaylord White, press agent for the World of Mirrh for the past several years, will accompany Linderman to the Minnesota and Canadian conclaves.

Referring to winter-quarter work, Linderman stated that, altho the bulk of work has not been started as yet, a staff of men are preparing for the final drive to be inaugurated shortly. Many innovations, it is understood, are due to make their appearance on the midway this season. Show will probably be larger than last year, altho number of shows, rides and concessions had not been decided upon when Linderman left New York.

BENTLEY BROS.'

(Continued from page 54)

way will have several outstanding features this season and among them will be a circus as a special grand-stand feature. This circus will be billed and exploited as Bentley Bros.' Circus. For several years, I had this title out in Northern Ohio and did quite well with it as a one-ring organization. John M. Sheesley, general manager of the show, has accepted the idea and has agreed to order additional special paper for it. The circus will be presented in the open without a tent, and besides being used as a grand-stand feature it may become part of the inclosed midway at still dates. Upon investigation I have found out that a very strong line-up of acts for it can be secured for a nominal sum of money weekly. At any rate the Bentley title will become part of the Sheesley Midway."

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Jan. 15.—Monday night, January 3, was the time for the induction of officers to serve for the year 1938. One of the largest crowds of the winter season were present, attendance being 197.

Retiring President Will Wright called the meeting to order and read the financial report for the year. It is noted that a splendid job was done, as the general fund is at a new high and same for the cemetery, sick and relief funds. Reading of this report got a big hand. On motion of Joe Steinberger a standing vote of thanks was given and recorded to Will Wright.

The newly elected officers were then escorted to the rostrum and the ceremonies of inducting them into office was done very capably by Brother J. Ed Brown.

Taking the gavel, President C. F. Zeiger prefaced his announcement of appointments as members of the several standing committees with a brief talk. He stressed his wish to have as chairmen and committeemen showmen or those very closely allied with show business. He added that he thought showmen better understood the problems of showman than those who were not directly connected with the show business.

Committees as announced are: Membership: Mark T. Kirkendall, chairman; W. T. Jessup, Elmer Hanson, J. Doug Morgan, Sam Brown, Chet Bryant, Nate Miller, Fred Stewart and Clyde Gooding.

House: Harry Pink, chairman; Leo Haggerty, Joe Steinberg, Joe Glacey and Ed Walsh.

Emergency, Sick and Relief: Charles F. Haley, chairman; H. C. Rawlings, Steve Henry, Patrick Armstrong, B. M. Cunningham, Jack Bigelow and John T. Beckman.

Cemetery: Ross R. Davis, chairman; C. P. Zeiger, Archie Clark, S. L. Cronin, Dr. Ralph E. Smith, Harry Seber, Mill Runkle and Will Wright.

Finance: John M. Miller, chairman; Harry Pink, Mill Runkle, Theo Forstall, Charles J. Walpert, Charles Tuman and Joe Krug.

Ways and Means: John R. Ward, chairman; Mike Herman, C. Wrightman, Phil Williams, C. P. Corey, J. Ed Brown and Mike Krekos.

Publicity: Steve Henry, chairman; Joe DeMouchelle, Ed Smithson, Earl Kelly and Joe Glacey.

Entertainment: Eddie Gamble, chairman; Sol Grant, Jack Schaller, Claude Barie, Mel H. Smith, Ben Schafer, George Tipton, Frank J. Morgan and George Coe. Auditing: Theo Forstall, chairman; Walton de Pellaton and Harold Mook.

Chaplain: Mel H. Smith. Tyler: Joe DeMouchelle.

Physician: Dr. Ralph E. Smith. Counsel: A. Samuel Goldman.

The usual business procedure was the reading and approval of minutes of previous meeting and ordering the payment of current bills. The weekly award went to Jack Lynn.

PSCA officers and members aim to make 1938 a banner year, as was the year just closed, when many worth-while names were included in the large list of new members secured. Date for the new membership drive has not been fixed as yet, but an intensive drive will be launched.

Meeting of January 10

January 10 meeting drew 157 members. President C. F. Zeiger presided, Harry Hargraves, first vice-president; Ted LeFors, second vice-president; Al Fisher, fourth vice-president; Ross R. Davis, treasurer, and H. C. Rawlings were the other executives present.

The year just closed shows a highly satisfactory condition in the club's affairs, with more new members and a new high in its financial condition. Meeting was the second under the new administration and things are starting off with real vim. It is agreed that the officers for 1938 have been splendid selections, as is also the board of governors, to which body were elected men who have worked for the organization and in whose capable hands the affairs will be conducted with a high degree of efficiency.

All standing committees have been conducting pre-meeting get-togethers. The board of governors has been convening previous to the meetings and this plan, according to President Zeiger and Will Wright, chairman of the board

of governors, will continue thruout the year.

Entertainment committee met after Monday night's meeting to work out plans for the year. First event will be the annual Spring Hi-Jinks. According to Eddie Gamble, Claude Barie and Ted LeFors, it promises to be an outstanding affair. Charles F. Haley, chairman of the Emergency Sick and Relief Committee, starts out with the largest sum that has been in this fund and it is his intention to wisely and fairly handle the cases that come up. Incidentally, there was a fine job done with this fund in 1937 by Harry B. Levine. The balance on hand will be reported at meetings, but the names of those to whom aid will be given will not be read.

Chet Bryant was again selected custodian, and board of governors named Steve Henry executive secretary. Committee heads have begun to make efforts to sell the club to prospective members strictly on its merits.

Ladies' Auxiliary

January 10 meeting opened with past President Clara Zeiger in the chair. After a fine talk in which she praised the growth of the club and the work carried on thruout the year, she presented the gavel to the newly elected president, Peggy Forstall, who is serving a second term in that office. A lovely bouquet of roses was then presented to Peggy by members. Regular procedure then followed. More than 90 members answered the roll call.

Sick committee reported Ruth McQuillan and Minnie Dalbert ill and felicitations and flowers will be sent them.

Leone Barie's suggestion that the club send flowers to Bubble Rogers, victim of auto accident, show woman, the not a club member, was adopted and will be carried out.

Rosemary Loomis penned a note from her hospital bed, which read: "Congratulations to the officers and loving thoughts for all and thanks for the flowers sent."

Darline McIlvane was introduced by her sponsor, Mario LeFors, and welcomed by all. Sister Rose Clark, absent for some time on account of illness, was present and responded to the invitation to speak with a nice talk, as did the following members: Alerita Loomis, Marie Burnett, Jennie Perry, Mabel Bennett, Olga Celeste, Mrs. Marie Kienck, Laura LeFors, Babe Hermann, Bessie Long, Ethel McDonald and Anna Glsman.

A Cemetery Board, consisting of seven members, was appointed to serve for five years. They are Nell Ziv, chairman; Clara Zeiger, Mabel Crafts, Martha Levine, Reiley Castle, Rose Clark and Mario LeFors.

Sister Clara Zeiger told of her plans for promoting sociability among members and will be hostess with Bertha Grubbs and Rosemary Loomis assisting her next Monday night. Membership prizes for 1938 were offered by the following: First prize, \$15, donated by Betty Coe; second prize, \$10, by Edith Walpert; third prize, \$10, by Peggy Forstall.

Bank award went to President Peggy Forstall, and she donated \$5 of it for refreshments for the next entertainment. Sandwiches, cake and coffee were served and the club adjourned. *Irene Walsh.*

Philadelphia

PHILADELPHIA, Jan. 15.—Joe Palma signed to again be legal adjuster for John Marks Shows, making his seventh year. Parties here are wondering what has become of Cash Miller, as nothing has been heard of his activities for some time. George W. Kerestek, for a number of years with Max Gruberg Shows, resting at his home.

Louie Duke Jespette was a visitor during the week. Max Gruberg is in and out of the city from time to time.

LINE O' TWO

(Continued from page 55) fairs held annually in New Ulm, Appleton, Austin, Windom and Redwood Falls.

DETROIT, Jan. 15.—W. O. Wade Shows opened quarters here this week in a two-story brick building. Office is in a car adjoining the lot. This location has been used by the shows for several years. Equipment is being overhauled prior to a complete repainting job.

SWIFTWATER, Tex., Jan. 15.—H. G. Buchanan, of the T. J. Tidwell Shows, has returned to winter quarters from a booking trip which took him thru

Sponsored Events

Veteran, Lodge and Other Organisation Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

K. C. Shrine Circus Lines Up Big Acts

KANSAS CITY, Mo., Jan. 15.—Acts already contracted for the eight-day annual Ararat Shrine Circus in the main arena of Municipal Auditorium include Peerless Performers, in what is claimed the highest casting in the world; Five Flying Fishers and Five Peerless Flyers, both five-person aerial acts, which will work simultaneously in the big arena for the first time in history; Seven Donwills, springboard and teeter artists, and the Nixies with their Globe of Death.

In change of arrangements for the affair is Julius C. Shapfro. George L. Goldman, director, is co-operating with the Shrine in arranging details. Fred Spear is handling publicity.

Kansas City Parent-Teacher Association has a tie-up with the Shrine by an arrangement whereby five of the matinee sessions will be turned over to school children. George Melcher, superintendent of public schools, this week asked a Parent-Teacher request that certain schools be dismissed early on the five days so the boys and girls could attend. Admission prices will be 75 and 50 cents.

Last year the Shrine and Parent-Teachers each held separate circuses, both in the auditorium. The latter group was said to have been none too successful, however, and so the arrangement was made this winter to combine the two events. All details are being handled by the Ararat unit for the 1938 show as a result. Gross of the Shrine Circus last year was slightly more than \$23,000 in eight days.

Better Location Is Sought For Sun Carnival's Midway

EL PASO, Tex., Jan. 15.—Number of days and number of attractions probably will be cut for Southwestern Sun Car-

nel, Kansas, Oklahoma and Texas. While on the trip he became ill with the influenza and is convalescing here. This season marks Buchanan's 13th with the Tidwell organization as general agent.

DETROIT, Jan. 15.—William G. Dumas, of Happyland Shows, arrived from Florida to be ready for the fair men's meeting next week. John P. Held attended the Columbus, O., meeting.

ADA, Okla., Jan. 15.—Roy E. Stein, who recently closed as press representative for the Southwestern Sun Carnival at El Paso, Tex., is visiting his parents here. Stein was press agent for the T. J. Tidwell Shows last season.

SAINT PAUL, Minn., Jan. 15.—Following the close of the Minnesota fair men's meeting here yesterday, Dee Lang and Elmer Brown, representing the Dee Lang Shows, announced fair bookings at Barneville, Ada, Warren, Fertel, Hallock, Roseau, Mahanomen, Fairbault, St. Charles, Preston, Kasson and Cresco.

VALDOSTA, Ga., Jan. 15.—W. E. Franks, general manager Franks Model Shows, has engaged Robert H. Lesley as general agent for this season. The show is now being assembled and built in this city. Lesley entered upon his duties some two weeks ago and to date has been quite successful with early bookings.

PHILADELPHIA, Jan. 15.—Max Gruberg, general manager Gruberg's World's Exposition Shows, has assumed personal direction of the shows' booking for the coming season. In view of the additional duties he will not return to his Montgomery, Ala., headquarters until February 1.

KANSAS CITY, Mo., Jan. 15.—Sam Benjamin has been appointed general agent for the Greater Exposition Shows, of which John Francis is general manager.

nival midway next year in an effort to get a downtown spot.

Midway this year filled three street blocks and adjacent lots and ran nine days. Location was not the best, however, being more than a mile from the downtown area, altho on busy streets and a State highway.

Verne Newcombe, director of amusements and concessions, said 7,200 paid admissions went thru midway gates. Twelve shows, 10 rides and 40 concessions were on midway with two free acts. Twenty-nine States were represented at the event.

Acts for Aletheia Grotto

WORCESTER, Mass., Jan. 15.—Acts booked for Aletheia Grotto Circus in Municipal Auditorium here next week include Adele Nelson and dancing elephants; Bob Eugene Troupe, aerial bars; Shanghai Wing Troupe, acrobats; Minchus Ortega, wire artist; Honey Family, acrobats; Larry and Jean, aerialists, and a group of clowns. Two shows will be presented nightly, with matinee on Saturday. Proceeds will benefit Shrine's Hospital, Springfield, Mass.

Terre Haute Shrine Repeats

TERRE HAUTE, Ind., Jan. 15.—Second annual six-day Shrine Circus here, sponsored by Zorah Temple for benefit of Shrine activities, will feature a lion and casting act, reports Publicity Director E. J. Murphy. Show will be presented on the 50 by 70-foot Zorah Temple stage. Clarence White is general chairman. Concessions, German Village operated on the night club plan, contests and a public wedding will be added attractions.

Prepping Savannah Circus

SAVANNAH, Ga., Jan. 15.—A 16-act indoor circus, directed by Charles Schweitzer, of Mighty Sheeley Midway and staged by Howard Ingram, will be presented here in Municipal Auditorium. Sponsored by Trades and Labor Assembly, American Federation of Labor, Ward (Dad) Dunbar will assist.



**OAK
BALLOONS**

**BOOST
BUSINESS**

with an Oak Balloon promotion campaign. Tell us the nature of your project, and we'll tell you how to use balloons effectively.

The OAK RUBBER CO.
RAVENNA, OHIO.

WANTED - CIRCUS

FOR JULY 4TH CELEBRATION.

BATH, N. Y.

Write
J. VICTOR FAUCETT, Secy.
Steuben County Agricultural Society,
Bath, N. Y.

WANT MORE REVENUE

for
YOUR ORGANIZATION?

Read
"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA JR. — Communications to 1564 Broadway, New York

Religious Items Hot House-to-Housers

NEWARK, N. J., Jan. 15.—Sure-fire sellers on at least one call out of three, according to house-to-house sellers working them, are the various religious items on the market. Latest number in the new religious shell lamp recently introduced. Lamp is made of upright abalone shell, inside of which is a plant wood crucifix. The figure of Christ on the crucifix is in gilt. A hand-painted garden scene surrounds the base of the lamp. This scene is trimmed with pearls and conch shells. Lamp measures 9½x8 inches, and crucifix is 7 inches high.

Other outstanding winners in the line of religious articles have been the electric altar and the "birth scene of the Christchild." Latter, of course, had its heyday around the holiday season. The altar, however, is still reported to be going over well in many sections of the country.

Still another number of this type was the portfolio of records of the Pope's broadcast from the Vatican in Rome, Italy. Altho ops were working under the handicap of selling English-speaking people records of addresses made in Latin, the portfolio met with fair success. Foreign-language obstacle was overcome by printing an English translation of the broadcast on the inside front cover of the portfolio.

Reason for the success of these items is, of course, their direct appeal to religious persons. House-to-house workers generally select a neighborhood which they know is, for instance, almost entirely Catholic and make a door-to-door canvass of all buildings in the neighborhood.

Approach and entire sales technique must be conservative and dignified in keeping with the articles being sold.

BINGO BUSINESS

By JOHN CARY

GAME TWIST OF THE WEEK . . . a constant lament of bingo operators everywhere is that they can't seem to get men interested in the game. Most ops admit that at least 75 per cent of their players are women. This week's game twist is designed especially to get the male species to attend at least one game and thus possibly make him a regular bingo fan. But before we go on let us give credit where credit is due. We are indebted to Jimmy Beck, of the E. S. Lowe Company, for this, as well as a number of other game twists which we will pass on to you from week to week. Now—the twist we're discussing is called: **ESCORT NIGHT.** The bingo operator announces to his mailing list that on a particular night every woman player may bring a male escort free of charge. We feel it's a great stunt, because if the women feel they're getting an extra chance to walk off with a prize they'll force the mister to come. And very likely the mister will say to himself at the end of the game: "Boy, this is fun. Where have I been all these years?" And bingo! you've got another customer.

NEIGHBORING THIS PILLAR in the double-column box is an announcement of the biggest bingo story to break since the game's inception. That statement is made with a full realization of the meaning of the word "big." Everyone in the bingo business will be interested in it and should watch for it.

THE CALL WAS FRANTIC. . . . "You know what!" said E. S. Lowe. "No, what?" we asked. "That announcement I ran in

Pro Ops, What Now? A Bingo Editorial

PART ONE

What is probably the most alarming development in the bingo business in recent days is the action of local authorities against professional operators.



JOE CSIDA

who run parties for local churches, clubs and organizations. In many cities authorities have ruled that bingo will be permitted, but that professional operators will not be allowed to run the games; that the games must be run by local church or club committees. Some reasons for this movement are obvious: Short-sighted small-town merchants complain that every prize awarded at a bingo game means simply the loss of another sale for them. They do not realize—or do not wish to realize—that if a person wins one merchandise article he will spend the money he planned to spend in the first place on another article. A second reason set forth is that the professional operator brings in merchandise he uses as prizes from other larger cities instead of buying such merchandise from the local merchants. No one seems to have stopped to figure that professional operators, because bingo is their business, can put over the game for local churches and organizations in a big way and with resultant

big profits to these churches and organizations. These big profits are spent in the local town for new buildings, for helping destitute and sick members and parishioners and in many other ways right on the home grounds. None of the ever-whispering small-town merchants has used enough reasoning and foresight to realize that in the long run the more successful the bingo parties in his locality the more money will eventually reach his pocket.

Instead of figuring the problem out to a logical and sensible conclusion, these merchants in their usual panicky way leap to the conclusion that business is bad because professional out-of-town operators are running the games in their localities. They exert pressure on their law-making and law-enforcement bodies and designate that the professional operator be the fall guy for their laments.

Professional operators, the men who after all are responsible for the phenomenal rise of bingo . . . the men who thru hard work, both mental and physical, have created employment for thousands of people and have balanced the budgets of many a floundering benevolent organization and church group must fight this movement against them. The problem stares them coldly in the face and we ask (with an eye to publicizing any of their suggestions for brother professional operators to follow): Pro ops, what now?

This is the first part of a two-part editorial on the movement to outlaw professional operators of bingo. Part two will run in next week's issue.

No Action From NADSCOS

CHICAGO, Jan. 15.—Latest report from the offices of the National Association of Direct Selling Companies is that no definite plans have been made as yet. Five member companies have pledged contributions to a campaign to fight unfavorable direct-selling legislation, but method to be used in the fight has not been decided upon.

last week's issue—we've just been checking up on the results. We figure 89 per cent of all the jobbers answered the ad," Lowe enthused. So if you see a couple of buttons missing from our vest you'll know they busted off when we pridefully expanded our chests over the good news that the bingo jobbers are reading this pillar so regularly.

SPEAKING OF ANNOUNCEMENTS, they tell us that publication of the K & G Builder's Automatic Bingo Mixer stirred up a good deal of favorable comment in the business too. Indoor
(See BINGO BUSINESS on page 70)

Correction

In the E. S. Lowe Company, Inc., half-page announcement in last week's issue there was an error in the description of the way in which the E. S. Lowe special colored game cards are made up. The line reading, "One bundle contains 40 pads or 300 cards," should have read, "One bundle contains 20 pads or 300 cards," since there are 25 cards to each pad.
Sorry!

Cash Out in Det. Theaters; Must Give Merchandise

DETROIT, Jan. 15.—Improved outlook for merchandise give-aways in the theater field was seen here this week, with verdict of the Detroit Police Department sternly against cash give-aways. Detroit theaters have been having a flood of cash prize ideas for the past two or three years and the tide definitely set in the other direction last week when notice was sent to theaters to discontinue all such activity. Four theater prosecutions were in progress this week as a result of violation of the rule. A
(See CASH OUT on page 70)

Next Week!

THE BIGGEST BINGO STORY

Since Hegaman

WATCH FOR IT!

A Series of Articles
"HOW TO CONDUCT
GROUP BINGO
PARTIES
SUCCESSFULLY"
By E. S. LOWE
Will Begin in an Early Issue of
THE BILLBOARD
Watch for It!

Fun To Fool 'Em Complex Is Money Maker for Dems

NEW YORK, Jan. 15.—The nation's many thousands of practical jokers continue to pay demonstrators working joke items big dividends. Pranksters who get more fun out of fooling their friends than out of any other form of amusement continue to buy both new and old trick and joke items.

Reports from numerous sections of the country from dems working chains, store windows and other locations indicate that many old favorites still reign. Among these are such stand-bys as explosive cigars, cigarette and matches; evengalle magic card decks, squirly Scottie dog (worked from lapel), sneeze and itch powders, plate lifters and many others.

Dems report items such as the above especially good when worked at a location near some hotel in which a convention is being held. Other choice spots for demming the gag items are near any hall or club where a dance or other social party is being held. One report states that a dem working near a hall in which a dance and party was being run by a large political organization sold 186 "pin-on" fox tails.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

There is an interesting story behind the Chieftain, the numeral clock mentioned in this column several weeks ago. In the spring of 1931 Fred Greenawalt and Al Campbell, president and treasurer, respectively, of the Penwood Company, manufacturer of the Chieftain, decided to develop a new item which would not be dependent on any one industry. They were producing electrical appliances at the time for the building trade and as this market was falling to pieces Al and Fred were forced to look around for something else to manufacture.

For several years previous to 1931 Greenawalt had been playing around with the idea of developing a clock which would tell time numerically without the use of hands. As such an item would not be restricted to any one market it was natural for Greenawalt and Campbell to lock hands in an attempt to make the idea a practical reality. Such a clock was by no means new. As far back as 1800 patents had been granted on so-called numeral time-telling devices. However, in the case of all patents granted, not one was commercially practical and the majority were so involved that working models were never produced. So we can see that
(See DEALS on page 68)

BINGO JOBBERS

THANK A MILLION to the 89% of Bingo jobbers for their overwhelming response to our Billboard announcement of January 15th. Such an important Bingo-History-Making announcement is well worth repeating.

1500 SERIES COLORED SPECIAL GAME CARDS

at a new low price!

E. S. LOWE

- 1500 different cards to a set.
- 1500 different combinations, numbered consecutively from 1 to 1500.
- The cards are padded 25 cards to a pad and each set consists of 60 pads.
- Put up in bundles of 20 pads (600 cards).
- Packed 7 sets to a carton, 10,500 cards.
- Each set in a carton on a different color of stock.
- Each set in a carton has a different red serial number.
- No repeating for reshipping with our unique packing method.

66¢

Per 1000
In Lots of
25 Cartons

REMEMBER!

For your protection—our name does not appear anywhere on any of our equipment.

A low price is one thing, but a LOWE price is another! No longer is it necessary to succumb to the low price lure held out by the "bootleggers" who offer inferior, inaccurate cards which cause trouble for your customers. Now you can get certified E. S. Lowe cards at a price lower than you have ever paid for the most inferior cards.

DOUBLE IDENTIFICATION GUARANTEES DOUBLE PROTECTION

By using a differently colored card PLUS a different serial number for every special game, you make it impossible for any player to use the same card more than once.

WE SELL JOBBERS ONLY
89% of the jobbers can't be wrong.

RUSH YOUR ORDERS TODAY FOR INSTANT DELIVERY

Write for Other Bingo Supplies and Equipment at Special New Low Prices.

E. S. LOWE CO. INC.

America's Leading Bingo Manufacturer

698 SIXTH AVE. (Cor. 22d St.) N.Y.

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Flash-a-Call

Flash-a-Call, direct inter-communication system, seems to be a hot item because it is inexpensive, saves time and miles of walking. Inter-Communication System of America, which is offering this product, claims its system provides not only direct communication between two parties but also permits conversation to be had with five people individually or collectively. Because of its new low price and the fact that the system is easy to sell and demonstrate, demonstrators and agents should be interested in this product.

Self Supply

Here is a product which enables agents to have their own supply factory. The Standard Chemical Company is offering a kit of chemicals with bottles and labels. Chemicals are mixed with water and such products as flavoring extracts, household necessities, polishes and toilet preparations can be made up. No experience necessary to mix the chemicals. No special tools or equipment. Agents should investigate.

Tra-Lure Scourer

People who have to clean and scour silverware should be good prospects for Tra-Lure, a silver cleaning outfit manufactured by B. S. Pelvey Company. Product consists of Tra-Lure crystals and metal tray on which silverware is placed and then dipped in water. In three minutes silver comes out scoured and shining. Agents, pitchmen and demonstrators should give them the once over.

Gas Tank Lock

A patented keyless automatic gas tank lock, which prevents possibility of stolen gas or lost tank cap, has distinct appeal to all motorists. Agents and demonstrators should find them a first-rate seller. Lock is easy to install and drivers need only push button on dash and cap is secured. Faith Manufacturing Company is placing the item on the market.

Emsee Crystals

Emsee Manufacturing Company has a new cleaning fluid which should be a good item for agents. Fluid is made by dissolving crystals in plain water, the resultant solution cleaning most anything without hard scrubbing. Outstanding feature is that only a small amount of crystals is necessary to make a large quantity of the solution. Agents looking for an item with possibilities should check on this.

Postcard Duplicator

Dupli-Post is the tag which Carlet Products Company, Inc., has attached to its new and amazingly efficient postcard duplicator. Firm claims that the item has hundreds of uses in addition to being the answer to the problem of sending out price lists, delivery dates, announcements and meeting dates. Dupli-Post operates under the stencil principle, and the stencil can be cut by

LATEST STYLE FUR COATS

NEW LOW PRICE!
Placed, Seal semifur, puff sleeves, Johnnie collar, etc. **\$10.00**

Sizes 16 to 42.
Write for latest price list 1/3 Dept. of complete Fur Coat post-
lines.
M. SEIDEL & SON, Balance
141 W. 25th St., N. Y. C. C.O.D.

SPECIAL FOR JANUARY

SMALL ELGIN POCKET WATCHES in White Cases, In 1/2, One Lot, Each... \$2.00
Same in Yellow Cases, in 1/2 Doz. Lots, Each... \$2.25
Special Prices for Quantity Users.
Sample 50c Extra.
25% Deposit, Balance C. O. D.
Send for Catalog.
N. SEIDMAN,
173 Canal Street, New York, N. Y.

Sells On Sight CHIEFTAIN

THE MOST SENSATIONAL TIMEPIECE IN CLOCK HISTORY



Revolutionary NEW

SELF-STARTING, ELECTRICAL NUMERAL CLOCK

SALESBOARD OPERATORS BINGO OPERATORS PREMIUM USERS

Chieftain Has All 3 Requisites For Success
PROFIT—PRICE TREMENDOUS CONSUMER APPEAL

For the first time in fifty years a clock which is NEW. Opens up new avenues of merchandising. Sensationally different from the dial face clock. A Real Money Maker.

IT'S NEW — IT'S DIFFERENT — IT'S A HIT
Chieftain dominates the number clock field. Stands by itself. Is NON-COMPETITIVE. The evolution of two miracles—the numerical clock and plastics. No matter how you use the CHIEFTAIN, this wonder timepiece WILL PRODUCE MORE BUSINESS FOR YOU and GREATER PROFITS than any item you have ever handled.

ACT AT ONCE

For Details on Chieftain and the Pennwood Line (60 other models).

SEE YOUR JOBBER OR

Retails For
\$4.95

COMPLETE WITH CORD AND CONNECTOR

WRITE DIRECT TO

THE PENNWOOD CO.

Pioneers of Numerical True Time Tellers.
7525 KENSINGTON ST. PITTSBURGH, PA.

HERE ARE REAL NEW CHARMS!

NEWSPAPER CARTOON CHARACTERS EXCLUSIVE WITH N. SHURE CO.

Something Different — Finished in Colors. Don't confuse with cheap charms being offered.



- B11N78—Orphan Annie
- B11N79—Sandy
- B11N80—Moon Mullins
- B11N81—Uncle Willie
- B11N82—Kayo
- B11N83—Harold Teen
- B11N84—Uncle Walt

PER GROSS

80c



Other Charms from 68c to 75c per gross.

Novelty Drinking Glasses—Another Hit!



Peek-A-Boos. Novelty Drinking Glasses. Each glass bears an artistic reproduction of a Demure Girl in a colorful costume. Turn the glass around and the costume drops away, revealing her in nature's own.

6 Distinctive Styles.

Shipping Weight, 1/2 Dozen 5 Pounds—1 Dozen 6 Pounds.

Be sure to include transportation charges with order.

Packed 6 Assorted in Box

B1N101—Per Gross.....\$21.00 Per Dozen.....\$1.85

ENESCO Razor Blade Sharpener

It's Hot. A Real Profit Maker. For single or double edge blades. Size 2 1/2 x 1 1/2 inches. Made of good quality abrasive. Each in flashy tuck box.

B4C334 Per Gross \$3.00

N. SHURE CO. ADAMS and WELLS STS. CHICAGO, ILL.

hand with a stylus pencil, which is furnished, or with a typewriter. Item should be a red-hot one for offices, stores, lodges and organizations printing notices and postcards. Company will mail additional information upon request.

Charlie McCarthy

For the first time the original Charlie McCarthy doll made famous by Edgar Bergen is being made available to the salesboard trade by the Paris Bend and Novelty Company, which reports that it is exclusive distributor for this item. Charlie comes correctly attired in tailored silk top hat, white tie and tails and packs loads of appeal for men, women and children. A complete booklet written by Edgar Bergen telling how to manipulate Charlie in addition to a lesson on ventriloquism comes with each doll.

Galef Money-Changer

J. L. Galef's money changers, said to take the place of a small cash register, being less expensive and quicker in service, are a good bet for concessioners.

Firm states it has added so many improvements to its models that it feels it has the perfect article. One of the earlier objections firm had to overcome was the wearing out of parts caused by friction. With improved metals this feature has been removed. Speed and accuracy, both distinctly essential to concessioners, are the chief selling points of these money-changing devices.

Fuelizer for More Milage

Motorists are always good customers for items which have any money-saving features. The Diamond Fuelizer Company claims to have such an item which is based on utilizing excess energy given off by gasoline, thereby saving gas, giving better mileage, reducing carbon and creating more power.

Low-Priced Shaver

There are many electric dry shavers on the market today. A newcomer to the field and one which retails at a remarkably low price is the shaver offered to agents and salesmen by the Boyce Dry Shaver Company.

DEALS

(Continued from page 65)

Fred and Al had a difficult and discouraging task to perform.

There is an old saying that "necessity is the mother of invention." And it was for these partners. Starting from scratch, they solved each mechanical, material and lubricating problem as it came up until, after six years of steady plugging, they finally developed a practical, accurate numeral clock. They spent over \$100,000 in the process, but have no regrets, for they feel they now have a timepiece with tremendous commercial possibilities.

The Chieftain is one model in a line which includes more than 60 others. There is a numeral clock here for every purpose—to appeal both to the class trade and the masses.

Also connected with the Fenwood Company are Don Campbell in the capacity of vice-president and Jack Bergman as general sales manager. Latter is now engaged in an intensive promotional job among jobbers and distributors.

What is it? What does it cost me? How much can I make? These are the three most important questions an operator wants answered when attracted to a new item.

Murray Pierst, of Advance Distributors, has been playing possum for the past few months, but has by no means been asleep. He is now testing a new deal and if and when he is convinced the deal is right, will spring it on the boys.

And now that their 20-item deal is running smoothly the Rich Brothers are working on another small deal which features an electric lighter. It looks hot.

Paris Bend and Novelty House reports that it has been appointed exclusive distributor of Edgar Bergen's original Charlie McCarthy doll for the salesboard field. Advance sales of its salesboard and pushboard deals are said to be enormous considering that the firm made no formal announcement prior to this issue. This looks like it should be one of the big salesboard items of the year judging by the present popularity of the little wooden gentleman.

Happy landing.

INVENTORY CLOSE-OUT

RAZOR BLADES—Double Edge, Packed 50, Cells, Wrapped, 1000.	\$2.40
MINIATURE CHARMS—350 Assl. kinds, Ivory Finish, Colored, Tax etc. Gross	85c
LARGE TUMBLING MOUSE—Big Cost. For Indoor Carnival Workers, Gross	3.60
SHOELACES—Imported, 27 in. Green	28c
SHOELACES—American Made, Black or Brown, 27 in. Green	32c
MEN'S HOSE—IMPORTED, Assorted Sizes, Doses	72c
AUTO STYROP TYPE BLADES—5 to Package, Per 100	40c

BENGOR PRODUCTS CO.
875 BROADWAY, NEW YORK, N. Y.

Attention Operators!

GET OUR LOW PRICES ON

"DUMMY DAN"



The Ventriloquist Man

Let this sensational board item make quick money for you! He's the genuine "Dummy Dan"—sport suit and all! Two sizes—32 in. high and 21 in. high. We have him with or without printed label salesboards.

Send for Illustrated Price List Today!

GELLMAN BROS. 119 North Fourth St. MIAMI BEACH, FLOR.

HEADQUARTERS FOR BINGO SUPPLIES AND PRIZES

JOBBER ATTENTION!!
1000 Bingo Specials . . . 67 1/2¢
Lots of 50 Pages, or More, Sample 85¢.
25,000 Markers . . . 42 1/2¢
Lots of 50 Pages, or More, Sample 50¢.
10x12 L.P. BOARD WITH 5x7 MOVIE BINGO PASTED . . . \$2.50 per 100

W. & W. SALES
11 EAST RUNYON ST. NEWARK, N. J.

TRAVELING CLOCKS

30 HOUR GUARANTEED MOVEMENT in Genuine Leather Case. \$2.45
In Lots of 6. Each.
SAMPLE 50¢ EXTRA.
25% Deposit With Order, Bal. C. O. D.
CLOCKS UP TO \$25.00 EACH.

Our Jobbers Displaying at The Coin Machine Show.

Send Us Your Order or Buy From Your Local Jobber.

H. SOCHARD CO.
110 W. 40th St. New York, N. Y.

LOOK! JUST OFF THE PRESS. OUR 1938 GENERAL CATALOG. 180 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

Color-Illuminated Radio

Retails \$13.45 Sample for \$29.95 **\$13.85** Lots of 9

FULLY GUARANTEED

Gorgeous illumination of entire front in colors of Blue, Green, Ivory or Rose. Attracts instant attention. 5-Tube, A.C. 110, short-wave switch, full 5" electro-dynamic speaker, self-contained aerial, size 1 1/2" x 8 1/2" x 6 1/2". 10CA Homed. FULLY GUARANTEED.

\$15.70 CLEAR PROFIT
On sales-card plan giving away Radio free. Send 10c for sample sales-card and plan.

1938 CATALOG FREE!
48 Models for Home, Car and Farm. Automatic Tuning, Console and Magnet models as low as \$7.95.

Inspect It FREE!
Push \$2 deposit for sample. Pay balance C. O. D. It is not completely satisfied return radio within 10 days for full amount refund.

J. M. BREGSTONE & CO.
Manufacturers—Wholesalers.
830 S. CLARK ST., CHICAGO, ILL.

800th No. 148-B at Coin Machine Show.

Jeweled Ladies

Daquette Watch No. 514—With 35 Sparkling Faceted Diamonds, Jeweled Movement. Lots of 3. Each \$4.75

Sample, 50¢ Extra. 25% Deposit. Bal. C. O. D.
SEND FOR NEW 1938 CATALOGUE.

FRANK POLLAK 80 Bowery, NEW YORK CITY.

\$100.00 PER WEEK Guaranteed!

or we cheerfully refund your money. Our men earn up to \$40 per week profit with The New Life O'Phone cigar lighter. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today.

M. W. M. Co. Dept. 28 Aurora, Missouri

VEST POCKET GAGS

That are SURE HITS—The Movie Girl, Discouraged Milkmaid, You Dirty Dog, Where the \$5 Gs. Are, All 20¢ Deal, or 1.25 per 100, Comk. Cartoon Books - 16 pages, illust. 10 new ones, Per 100, 2.00.
Sand Gags, 25¢ Box Shimmie Dancers, 25¢.
Send \$1.00 for samples of 25 items.

T. K. PAYNE, 25 Cardinal Place, New York.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Now! THE RADIO SENSATION
PEE WEE
POCKET RADIO

USES NO ELECTRICITY
 NO BATTERIES
 NO TUBES
 NO UPKEEP COSTS

ONLY **\$2.99**

Beautiful clear tone DIRECT FROM POCKET RADIO. All one unit—just like the big sets. Fits pocket easily. Take it with you. No electric socket connections required. COSTS NOTHING TO OPERATE. Brings in stations with fine time quality. Tunes broadcast band. Should last for years. Music comes direct from built-in speaker phone. Easy instructions for using anywhere. Richtigly made, accurately tested. The Pee Wee is guaranteed. (Worth many times its low price!) For use in HOME, OFFICE, CAMP, HOTEL, AUTO, BOAT, BED, etc. Can be used by anyone. An ideal gift. Don't wait, order now. Concessionaires, Fifth and Salesboard Men—Your price \$21.00 per Dozen, plus postage, or send \$21.00 cash or money order and we pay postage. 25% deposit on C. O. D. Orders. Above includes beautiful 3-Color Show Card. Samples, \$2.99 Each.

PEE WEE RADIO MFG. CO.
 206 W. 3rd Street, Dept. 10-M,
 LOS ANGELES, CALIF.

DIRECT SALES
 A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.
STUFF

By WALTER ALWYN-SCHMIDT

Nina Meyers arrived in New York last week. Nina is an old friend of the column and an experienced campaigner when it comes to putting a new thing over with any kind of a market. Her present plans are to tie up with a local organization.

BINGO - SALESBOARD OPERATORS
 HERE IS ANOTHER BIG MONEY MAKER



SURPRISINGLY LOW PRICED
 Overall Size 9" x 9". 30-Hour or Electric Movement.
 Established List Price \$7.50.

THE GONDOLIER

We've combined the Blue of the Evening Sky with the Silver of the Venetian Canals to give you what will be the sensation of 1938-1939-1940. Beautiful 3-Color Circulares Available for Mailing.

ASK YOUR JOBBER OR WRITE DIRECT

DIECASTERS INC.
 111 Eighth Ave., New York City

3 Sensational Values
 in REBUILT WATCHES

CHOICE \$1.95

MEN'S ELGIN, WALTHAM OR HAMPDEN POCKET WATCHES. 18-Size

\$1.95

MEN'S "Tommy Tucker" or LADIES Wrist Watches

10% Ligne, 6-J. Lever Movements. In Beautiful New Chrome Cases.

Come In and See . . .
 Our Many Bargains While You Are in Chicago for the Convention.

TUCKER-LOWENTHAL, Inc.
 8 So. Wabash Ave., CHICAGO, ILL.

69c EACH

No. B101—Case Metal, Assorted Colors, Strap or Time Pleasure. Size 1 1/2 x 1 1/2 in.

TEN FOR \$6.50

Send for New 1937 Catalog.

ROHDE-SPENCER CO., Wholesale House
 223-225 W. Madison St., Chicago.

ELECTRIC BULBS

Buy Direct From Manufacturer and Save Money. Write for Price List.

SUPREME LAMP CO.
 12 Hudson St., New York, N. Y.

ELGIN & WALTHAM
 POCKET WATCHES

18 Size, 15 Jewels, Reconditioned. Lined. 18 o'clock movements. Yellow Keytone Cases. Each **\$2.75**

10 Size, 15 Jewels, reconditioned movements. Yellow 1 in d 1 1/2 in Head Cases. Each **\$3.50**

WRIST WATCHES

0 Size, 7 Jewels, reconditioned. New Chromium Case, Fine Leather Strap and Gilt Bezel. Each **\$3.95**

Above Prices in Lots of 3. Samples 50c Extra.

SPECIAL PRICE FOR LARGE QUANTITY USERS.
 Send for Watch and Diamond Catalog. 20% Deposit, Balance C. O. D.

PLYMOUTH JEWELRY EXCHANGE
 163 Canal Street, New York City.

Plenty of opportunities just now for real go-getters. Manufacturers in the direct-selling field are making strong efforts to interest the right type of men. More premium offers will be used than ever. Premium lists feature items for the wife, the kiddies and yourself. A new system of credits for each sale is being worked out. Credits are awarded according to the size of the transaction. Each credit can be applied to the acquisition of a premium. You can use the credits for yourself or you can hand them on to your customers. Latter plan is a good repeat business builder.

A shirt manufacturer offers a special reduced price for the customer who buys more than three shirts. I am told that this is helping salesmen obtain larger volume from each transaction and adds substantially to their daily earnings.

Route men are developing a new technique for introducing new items to increase sales. When making deliveries they include a sample of the new product together with a full-sized package of it. Customer is asked to test the sample and if he likes it to continue with the full-sized package. The latter will be charged for at the next delivery or can be returned at the customer's option. This works well with food novelties and generally opens an additional outlet.

Personal hand-written letters are used by one direct salesman to announce his visit to a new customer. These letters are written a few days ahead of the call and briefly state the writer's business and the time he will call. The salesman handles a household novelty costing several dollars and he calls on better homes only.

Bob Singer dropped into the office. He says he is tired of big-city selling and is going back to the sticks where men are men and housewives have time to listen to a salesman with an interesting message. He adds that he has read in the papers that the average farmer has \$1,200 to spend each year and that he will try to help him spend it wisely.

"Making my first call," says Anna-belle, "I always hand my business card to the person opening the door. While my prospect reads the card I have a chance to size her up and see what sort of a person she is. A printed card always creates confidence. The card is a small expense and it certainly is paying dividends for me."

What's your method of approaching a new customer? If you have any favorite one or have tried something new with success let's hear about it.

Jep Jepsen, super salesman, says: "Know when to keep your mouth shut. You are a salesman and not a politician."

Plenty of showmanship in direct selling. A girl friend of mine selling hosiery uses a flashlight to demonstrate the sheerness of the texture. The word "invisible" is written upon the lens of the flashlight. When demonstrating another pair she quickly changes the flashlight, using one with the words "only 95 cents."

SVENGALI MAGIC DECKS

Here is the Great Svengali Deck ever manufactured. Made of new cards, bridge size, all die cut. Dozen, \$3.25; Gross, \$38.50. Sample, Postpaid, 35 Cents. Catalog of 300 Magic, Joke Novelties, Party Goods Free.

S. S. ADAMS CO., Aubury Park, N. J.

Taking The Country By Storm!

KAL-KLOK
THE CALENDAR ALARM CLOCK!

The newest salesboard and premium item of the year . . . and already the fastest seller we have ever seen! Just think of a time-teller, a calendar and an alarm . . . all 3 in a case of striking beauty!

KAL-KLOK employs the famous rotary principle, combined with a simple, fool-proof calendar. Heavy cast metal case (net 150). Size 5 1/2 x 5 1/2 inches. Weight, 3 lbs. 30-hour guaranteed movement with ALARM.

Write Quick for Prices and Folder. Send 10c for Sample Push-Card and Plan.

SILVER MFG. CO., Inc., 2868 ELSTON AVENUE, Dept. K-109, CHICAGO, ILL.

WHY NOT

GET STARTED TODAY!

Genius Ventriloquist Dummy, the Fastest Moving Board Item Ever Brought Out to Date.

YOU CAN'T MISS WITH "WILLIE TALK"

Fully Dressed in an Attractive Sport Suit, Shirt and Necktie. Very simple to control. 34 Inches High. 80-Hole Push Cards. \$1.00 Gross.

No. 7450 Each, \$5.25. Each (10 Doz. Lots) **\$3.00**

WISCONSIN DELUXE CORPORATION
 1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

REMINGTON
PENS • PENCILS • COMBOS



ZIP! ONE PULL—IT'S FULL!
JOHN F. SULLIVAN
452 Broadway, NEW YORK CITY.

RINGS
Gamed and Whitestone, Highest Grade Freedom and Gold Finish, Band \$2 for 20. Samples of popular styles, OLYMPIA HEAD CO., 307 7th Ave., New York. Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Band \$2.00 for Line No. 24 of Pendants, Crosses, Bracelets and Items for Engraving.



UNDERWOOD



PLUNGERS—Special \$18.00 PER GRO.
PENS • PENCILS • COMBOS
236 Broadway, New York City.

GRODIN PEN CO.,
236 Broadway, New York City.

JOBBERS DEALERS IN NOTIONS, NOVELTIES & GIFTS. We make a direct buying source for you. Write for "World's Best Values", write at once for latest price list.

MONARCH IMPORT CORPORATION
874 Broadway, New York, N. Y.

ARGO PEN-PENCIL CO., Inc.
220 Broadway, NEW YORK CITY.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE
Write us your needs.

ELGIN & WALTHAM
WRIST WATCHES \$3.95
In New Cases.

Send for Circular, showing the Elgin's Best in Retail Watches and unexcelled Diamonds in the country.

H. SPARBER & CO.
100 North 7th Street, St. Louis, Mo.

The only Pen that like a Banker, is another Banker. THE PEN THAT SENDS YOU TO THE BANK. PLUNGERS — COMBINATIONS — SETS



JAS. KELLEY, The Fountain Pen King, 467 B'way, N. Y.; CHICAGO, 190 W. Adams St. 784 Mission St., San Francisco, Calif.



EZ WAY STROPPER, Sample 35c
SEE OUR NEW ITEMS.
RADIO STROPPER CO., SANDWICH, ILL.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.
Manufacturers Since 1919.

16 N. Union St., Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.



Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Home Workers always have thought and when you tell people about them, you are made for the Goodrich Co., Est. 1884, they buy with confidence. Pitchmen, Window Workers, Dicta, write for low 95¢ prices. Best season ahead. Sample 10c.

GOODRICH, 1800 West Madison, Dept. 89-1, Chicago.

Big Profits!
Own your own business, stamping 5¢ or 7¢ Charles, Social Security Tags, N.A.A.C.P. Plates, Samples, with name and address, 25 cents.

HART MFG. CO.
311 Deane Street, Brooklyn, New York.

Send your correspondence to advertisers by mentioning The Billboard.

For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

Not a Break, But a Chance

By ROBERT R. DOEPKER

The pitchman is the prototype of the early American trader who wandered over the marts of the world to offer his merchandise for sale. Often these Yankee traders encountered seemingly insurmountable difficulties and opposition. Undaunted, however, they never faltered and the search for sales went persistently forward throughout the generations until today we have become a race of enterprising, aggressive traders.

The early American trader has since become a traditional and honorable part of our national history, but while his conquest of the foreign markets progressed with increasing zest and élan, a contingent of land traders or pitchmen sprang into existence in this country. This group pursued with equal skill the art of leaving a home port and cruising from town to town extolling to the natives the merits of and benefits which could be derived from the goods they offered for sale. Like the early American traders they grew until at present they are numbered by the thousands.

And like their predecessors, pitchmen of today meet with opposition. Sea traders were confronted by unusually high tariffs and various types of adverse propaganda. While the pitchman is not annoyed by high tariffs, he is confronted by its counterpart in various licenses and readers designed to make pitching unprofitable and keep it that way. As to propaganda, he is possibly a worse victim than was the old world trader.

Essentially there is little difference between the pitchman and the modern world trader. Both are part and parcel of our national life. Both create a market for the goods turned out by our factories. What a fallacy it would be if we were to ask our exporters to stay in port and to desist in trying to market goods outside the boundaries of these United States. Not only would it be wrong, but it would be working against all the age-old traditions of our country.

We wonder when the shallow-minded civic officials who by invoking unreasonable licenses and similar hindrances against the pitchman, thus robbing him of his inalienable right to earn a living, will come to their senses and see the light. How long will it be before they realize that their system is unwise and alien to constitutional rights. A reasonable tax to aid in supporting local expenses is good government in any man's town; to make the pitchman's trade impossible to pursue is contrary to the teachings set forth in the Constitution of the United States.

Pitchmen ask no one for a break. What they are striving for is to be permitted to pursue their profession under the favorable conditions which they as American citizens have a right to expect.

TEX BLAKE . . . is reported to be working rad at Yazoo City, Miss.

BARNEY OLDFIELD is working bones in Natchez, Miss.

"AM SPENDING THE WINTER . . . and last summer's bank roll in this neck of the woods," scribes James L. Osborne from Mississippi. "The cotton belt is no bargain this year. Am making the court week in Waynesboro and have it all to myself, not even a sheet-writer has put in an appearance. Will positively beat the bluebirds north this year."

DO YOUR BEST to make the pitch profession progressively popular in 1938.

B. E. (FRENCHY) THIBAUT . . . tells from Madison, Ind., under date of January 5: "Working the tobacco markets here with mineral crystals, oil and snive to fair results and advise anyone going thru here to look the spot over. Town can be worked for \$2.50 per day on a fair corner. Spent the holidays in Indianapolis. The Hoosier capital is n. g. Almost all of the factories are operating with a skeleton force only and doorways are a blank. Factories at Anderson, Ind., will resume operations about January 15. Would like to see pipes from Joe Morris, Jim Miller, Jim Wells and a lot more of you fellows. So lumber up and shoot one in to Ode Bill."

MORRIS KAHNTROFF . . . info: that he is still enjoying the sunny confines of Orlando, Fla.

RONALD GABLE . . . is reported to be making spots in Orlando, Fla.

THINGS WE NEVER HEAR: "We are ever cognizant of the fact that we are in truth a nation of pitchmen. When pitchmen work our town we treat them as brothers."

DOC GEORGE M. REED . . . comes thru with a "do you remember" from Columbus, O. Says the doc: "Jimmie Reid, do you remember the Elmira, N. Y. Fair in 1926 and the bally we all had. Do you recall that you had a monkey; Ed Reid, a gila monster, and J. an alligator, and we all worked within 50 yards of each other? Those were the

good old days and I'd certainly like to see more like them." Doc adds that he and Walter Byers have closed their store in Columbus and plan to open a mall order business soon. He also queries as to the whereabouts of Ned House, Jimmie Reid, George Lytel, Shorty McDonald, Bill Sachs, Wayne Garrison and Ray Pierce and wonders why they don't come thru with some pipes."

LET'S ALL MAKE 1938 a newy year.

DUKE DOEMBER . . . is reported to have worked blades and watches on a parking lot in Longview, Tex., to a good business during Christmas week.

BOB POSEY . . . tells from San Antonio under date of January 4: "Am down here with Jimmy Davis and we have already begun framing a big platform store which we expect to take on lots in April. We plan to work the valley towns that are open and I'll pipe in later about the conditions. I missed Christmas and New Year's work all because I didn't order enough stock to last and didn't have enough time to get more. Would like to read pipes from Jim Osborne, Al West, Glen Bernann, Al Decker and Alex McCord."

DON'T LET YOUR pitch stores become a meeting place for hangers-on to talk shop. Stock your counters properly and put efficient clerks behind them and you'll find that the dough will come rolling in.

RECENT REPORTS . . . of increased employment in automotive and steel centers have not only hyped the hopes of dependent industries but have proved in part at least that some of our prominent industrialists were not handing out the old malarkey when they asserted the recession would be short-lived. Altho the reports received are from several of the larger cities only, the improvement is expected to be reflected in all parts of the country. We believe the following industrial notes warrant the attention of everyone in Pitchdom:

DETROIT—Production lines in auto factories here began to speed up as two manufacturers last week summoned more than 60,000 men to work. Re-hiring of 35,000 Ford Motor Company employees will begin as soon as business conditions warrant, according to Harry

THAT POPULAR MAN "DUMMY DAN"

The Vestiboult Man.



The vestiboult sensation of recent history. Operators, here is your chance to cash in. America has a 90 million man about "Dummy Dan."

As pictured, fully dressed complete with, back on vestiboult.

The tremendous demand for Dummy Dan is now being stepped up production by the biggest doll factory in the world has made it possible for us to announce these drastic price reductions.

Now, you now can obtain the 21" Dummy Dan for only

\$1.80 PER DOZ.

Sample—\$1.75, The 32" Size, \$3.00 per doz. Sample \$3.00, 100 Hole Push Card with Picture of Dummy Dan and printed with 100 per cent, only \$1.50 per doz.

ANOTHER HIT
BANK OF JAR DEAL
1600 Tickets at 5c. Take in \$80.00. Average Payoff, \$54.50. Average Profit, \$25.50. Deal complete, 1600 Tickets, Large Fancy Jar, Attractively Colored Die, Out Label and the most Beautifully Artistic Die Set Colored Snap-Up Display Card with metal, sturdy, attractive Holder—only

\$2.85
per complete deal

In Lots of 5 — \$2.60 Each
In Lots of 10 — 2.40 Each

HERE'S A SALES DEAL WITH REAL PULL!



Everybody goes for Trading Post because everybody draws a prize. There's no blanks . . . 100 Pull Tabs on front of carton, numbered on back of each Tab to correspond to numbers on 100 sealed packages of merchandise in back of carton gives everyone a prize for their money. Deal takes in \$19.00. Your price complete.

\$6.45

One FREE with Every 10 Ordered. TERMS: 1/3 Deposit with Order, Balance C. O. D. NOTE—You can see C. O. D. charges if you send full amount with order.

LEE MANUFACTURING CO.
754 W. Adams St. Chicago

COST 5c (In 100 LOTS) SELL 25c
Up to 400% Profit—Silverite Signs—Sparkles, Brilliant, 8 1/2" x 1 1/2" . . . Order by mail at the Amazingly low price. 100 signs cost \$5.00. 50 signs \$3.00. 16 signs \$1.00, none free. Postpaid in U. S. A. Best M. O. only (no cash for U.S. No. 69—We thank you. No. 634—Floating You can sign. Keep Us in Business.

Send for Free Slogan List Today
Silverite Signs, 417-N. So. Dearborn St., Chicago, Ill.

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. New! Great Flash Cover, Prizes of Constitution. Everybody must have one. Will Rogers' Latest Joke, 5c. Flashy Armistice Day Closing Check, 5c. Veterans' Magazine, Holiday Flash, 5c. Veterans' Job Book, 2c. St. Patrick's Calendar, Hot Season, 7c. Samples, 10c. **VETERANS' SERVICE MAGAZINE, 137 Leonard Street, New York.**

MED. MEN OPPORTUNITY
Use G.P.L. Quality Preparations. A complete medicine show, private label and Office Special line. Immediate service. Reasonable prices. Wholesale orders on credit.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
127 E. Spring St., Columbus, O.

ONE STROKE PLUNGER
WRITES 2 WAYS

Thick
Thin

See the Point!
 Standard-Flexible
 on Its Face
 Manifold-Carbon
 Work on Its Back

Ink Gauge Tells When To Refill

LUSTROUS PEARLS

\$24.00 Gr.
 3 Different Samples

Pen-Pencil Sets Boxed
\$21.00 GROSS

JACKWIN PEN
 50 West 28th St., New York, N. Y. Prepaid. 50c

until the season opens. Had a swell location in Miami, but there's no money there. Many of the people I met were job hunters, with plenty of them putting the touch on one for a scoff. If you work Texas you must have Texas plates on your car, as you are given only a four-day permit. Their tags are not as high as in some other States, however."

ALL MEN ENGAGED in making an honest living in these recession days should be respected as never before, no matter what the means of that livelihood may be.

PAT GRAHAM . . . and Bobby Biddle pipe from Tampa, Fla., that they are working coils to good business in the land of sunshine. "But," they add, "don't let this information mislead you. Any good town here requires a soldier's reader, a citizenship and you must also pay an enormous license which is around \$75. Then they sneer at you and ask you to pull off your wooden leg and then politely ask you to leave as soon as possible. But as usual, this can be surmounted. They don't stop you at the State line, but they do stop you at the license bureau. "If you come down, bring plenty of cash with you," is a good motto."

JEFF FARMER . . . blasts from Petersburg, Va., that the \$5-per-week city reader in Richmond, Va., is n. g. unless a person also purchases a State reader at \$18.50 per year. He adds that he worked the market there for years with impunity, but was sloughed and fined two days before Christmas.

ENOUGH CREDIT cannot be tendered those who think and act to meet the ever-changing conditions.

BEN (HOBO) BENSON . . . scribbles from New York that the boys working the metropolis enjoyed some swell takes during the holidays. He adds that his takes with the sheet were swell and that the weather there is so nice that he will forego his annual trek to Florida this year.

SIDNEY STARNES . . . comes thru from Texarkana, Tex., to add his bit to the discussion which was inaugurated several weeks ago as to who is the fashion plate of the profession. "I agree with Mrs. Tom J. Butler, of Hammond, Ind., that George Holt deserves the honor," writes Starnes. "I met George for the first time some 30 years ago when he and his brother, Skeet, now deceased, played Texarkana with a med show from Houston. The last time I saw him was about eight years ago when he played Crockett, Tex. He was dressed in the height of fashion."

WHAT ARE YOU doing this winter? Resting, working or both?

AL DECKER, ATTENTION! . . . Babe Keating pens from Birmingham that the Texas Drifter has found your dog, Snaky, thru his appeal via the radio. The Drifter requests that you contact him immediately at the radio station if you want your pooch back.

D. W. GANTRELL . . . jam pitchman, is now in Dallas after an extended tour of West Texas, where he says he found some pre-holiday business and many closed towns. He adds that he recently enjoyed a visit with Doc James Hamiter.

W. P. DANKER . . . and Old Bill Ellis scribe from Louisville: "Have just been informed by Doc Pulton of the death of Charley Winchester, known to pitchmen as Charles (Soapy) Williams, in Nashville. Certainly sorry to learn of his passing and we offer our sympathy to his widow."

KEN AND GRETA REYNOLDS . . . gold wire artists, pen from Miami that they have been working to good biz in that neck of the woods.

NOW IS THE TIME to plan some line of action which will be most beneficial to you in 1938.

ONCE AGAIN . . . we ask that you watch the Letter List in The Billboard each week and have your mail forwarded promptly. You can aid the Mail Forwarding Department greatly by sending in your permanent winter address now.

AL O'DAY . . . paperman, after a long silence, pipes from down Texas way under date of January 3: "I have seen the turkey (See PIPES on opposite page

BACK TO LIFE
 A NATURAL IF THERE EVER WAS ONE.
THE FAMOUS "CACKLING HEN"

Made In U. S. A.
 Mechanically Perfect—
 Realistic Cackling Sound—
 Guaranteed Quality.
 Tube Made of Heavy Cardboard, Beautifully Lithographed in Six Colors of Farm Scenes. Hand Made of Composition with Painted Red Back.

DOZEN \$1.25
 Sample, Postpaid, 25c.
 25% Deposit, Balance C. O. D.

GROSS \$14.40
 20 W. 23rd St.,
GOLDFARB NOV. CO.
 New York City.

WORK JEWELRY SALES—THEY'RE BIG

A promoter's dream come true! that's how tremendous fine takes and gross proceeds make the right move. Write for Catalog No. 21 showing newest styles in:

- CROSSES
- WHITESTONE RINGS
- CAMEO RINGS
- ENGRAVING ITEMS

HARRY PAKULA & COMPANY
 5 No. Wabash Ave.,
 CHICAGO, ILL.

OUR SLOGAN FOR OVER 22 YEARS

We Are "NEVER UNDERSOLD"

... has given us a tremendous following . . . NOW . . . We challenge every Buyer . . . so make us prove it.

Get our 108-page Catalog free. Exceptional Values in Razor Blades, Toilet Brushes, Newsletters, Gifts, Salesboards and More. Send All ORDERS to NEW YORK Only.

MILLS SALES CO.
 Our Only Mailing Address
 701 BROADWAY, New York, N. Y.
 WORLD'S LOWEST PRICED WHOLESALE

Bennett, personnel head. At the Chrysler Corporation plants 55,000 men, laid off during the Christmas holidays, returned to work last week. The plants are slated to continue on a 24-hour week, however. **CLEVELAND**—Wovenright Knitting Company, closed since November 19, resumed business in full last Monday, with about 150 workers being rehired. The remainder of the full complement of 300 will be added as soon as possible. **NEW YORK**—The New York World-Telegram reported last week the re-employment of 70,000 workers in the steel industry generally, identifying the heaviest gains with Pittsburgh and Birmingham. Report also traced advances to Youngstown, O., and Johnstown and Bethlehem, Pa.

LIFE IS ALWAYS a gamble, but there is inspiration in looking forward to the new opportunities which the new year is likely to present.

E. L. BLYSTONE . . . "By the Rice Writer," comes thru with the following effusion from Texas: "Have been working Louisiana and Texas since leaving Miami. Weather thus far has been bad and I'm making only the small towns, as worth-while locations have been difficult to obtain. Have been doing okah, despite conditions, however. Have met plenty of sheeties and they info that conditions are plenty tough. Things are slow in this section, however, as the rice crop has not been sold and the cane crop in Louisiana was late, due to inclement weather. I plan to return there in a few weeks. In my line of work I haven't had to pay a reader thus far. However, in some spots I work the streets and in other towns I have to work in doorways or on vacant lots. In almost every town worked I have seen mug layouts. They aren't getting big money, but enough

Next Issue LIST NUMBER

Will Feature the Following Lists:

- WINTER FAIRS
- CONVENTIONS
- COMING EVENTS
- POULTRY SHOWS

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

PLUNGER PENS, \$20.00 PER GROSS.
 Don't Buy Your Pens Until You See Our Samples.

- No. 4—MOTTLED PLUNGER . . . \$20.00
- No. 4—PEARL PLUNGER . . . \$20.00
- No. 6—MARBLE CORN PLUNGER . . . \$15.00
- No. 6—PEARL PLUNGER . . . \$20.00

All 4 Samples, Prepaid, 75c.

BENSON PEN CO. 347 Plymouth Bldg.,
 Minneapolis, Minn.

BIG PROFITS! AMAZING NEW BUSINESS

Free Book

Sell Stores Nationally Advertised Goods.

Get into a business of your own without capital. Large profits, possible right away. Show merchants plan that increases sales, profits. Handle Nationally Advertised Line 50-100 goods. Put up on self-help Counter Displays, 100 daily necessities. Included is Larsson's Agency—approved by Good Housekeeping, Hiresco—and famous Twenty Great Blades. Get free book which tells how you can build big-pay store route.

Free Book

Chance to DRIVE SERVICE CAR Like this

World's Products Co., Dept. 185-A, Spencer, Ind.

FUR COATS \$10.00

All Sizes to 44. \$2.00 deposit, Balance C. O. D. Money returned within 5 days if not satisfied.

AGENTS MAKE MONEY SELLING. Very Popular Single Prices.

WAYNE FUR CO.
 8701 Linwood Ave., Detroit.

SPECIAL OFFER

COWBOY SONGS, \$1.00 Per 100.
 16 Pages, 8 1/2 x 11, Words and Music.
 HOBNO NEWS, \$1.00 Per 100.
 16 Pages, 3 1/2 x 11.

SAMPLES, 5c.

THE HOBNO NEWS
 44 West 37th Street, New York, N. Y.

PITCHMEN

Here is the winter item that you need. Sell "I. C." Eyeglass Cleaner, the new liquid cleaner that not only cleans the glasses, but leaves a protective film that prevents fogging and steaming.

Get Started on This Now.
 Price, \$7.20 Per Gross; Sample, 10c.

GOLD MEDAL PRODUCTS CO.
 133 E. Pearl St., Cincinnati, Ohio.

50% TO DISTRIBUTORS - 50%
 Sell Guaranteed MASTERLITE LAMPs, American made. Fully guaranteed for 1000 hours.

Write at once for catalog and proposition.

THE MASTERLITE CO.
 Dept. 600
 110 East 23rd St., New York.

FUR COATS

Buy from well known N.Y. Manufacturers. WIEDED SEAL DYED CONEY V-SHAPE. LATEST STYLE. FINE FINISH. Sizes 14-42.

\$11.00

Each \$1.50 Deposit — Bal. C.O.D. Send for free price list of Popular Line of Fur Coats.

SNIPPER & SCHWARTZ
 Manufacturing Furriers
 158 West 27th St., Dept. B-12, New York City.

BLUE CROSS

Absorbent Cotton, Adhesive Plaster, First Aid Bandage, Gauze Bandages, Corn, Callous and Bunion Pads.

WE SELL WHOLESALE ONLY

HAMPTON MFG. CO.
 Carlstadt, N. J.

AGENTS

BIRTHDAY AND CONVALESCENT GREETING CARDS
 In Boxed Assortments.
 Very liberal commissions. Write for particulars.

DOROTHEA ANTEL
 226 West 72d Street, New York, N. Y.

ELGIN & WALTHAM WATCHES \$1.75

7 Jewel, 18 Size in Engraved Cases \$1.75

Send for Price List. Money Back If Not Satisfied.

CRESCENT CITY SMELTING CO.
 113 N. Broadway, St. Louis, Mo.

ACE BLADES

FACTORY PRICES. FREE DELIVERY. Details FREE. (Samples 10c).

ACE BLADE CO.
 37 South Avenue, Dept. 1-U, Rochester, N. Y.

It Helps You, the Paper and Advertiser to Watch The Billboard.



Hartmann's Broadcast

VOICING arguments along the lines of those in this pillar in January 8 issue about politics and lack of showmanship in the Golden Gate International Exposition, Arthur Caylor in his column, Behind the News, in The San Francisco News of December 30, said that an explosion in the organization's staff is not unlikely as a result of lack of progress caused thru an abundance of red tape.

"The calendar shouts more violently than any human voice that within the next six or eight months the fair must be fashioned into a success or a flop," said Caylor. "True, it's 14 months until the opening. But the show is supposed to be complete on opening day. Long before that time it will be too late to go forth and get exhibitors. And a lot of exhibitor getting remains to be done. If the fair starts off half finished, it's sunk. Everybody will go to New York."

Granting that the New York show has been accepted by the world as THE world's fair of 1939, Caylor opined that San Francisco could still provide a more colorful and entertaining show than New York's by going for an exposition of the Western world, including the romantic countries of the Pacific.

"At least," he said, "that's what exposition insiders tell our men. The question is whether that can be done with the present organization set-up. The gloomier staff people insist it can't be done without an administrative dictator with complete yes-and-no authority."

"The people around exposition headquarters," Caylor continued, "are developing the acute jitters. Some of the big shots are muttering about getting the hell out before all is lost, including reputation. Others are working on influential outside citizens with the completely sub rosa refrain, 'For God's sake, get them to do something.'"

"Actually it's no wonder there is red tape which has red tape crawling on its back. There are really three fairs in one—those of the State, the federal government and the exposition company. The latter two have double staff committee organizations. Result: Nothing can be done except in the most orderly manner—with everybody oking everything. In fact, things are so orderly the calendars have to show the date in triplicate. Order takes time—and there's no time left."

"The managing committee has tried to limit its work to matters of policy. Its three busy members can't listen to everybody. So they listen only to the chairmen of the departmental committee and to the two ranking members of the staff. A lot of things they don't hear about. They don't hear staff executives—the so-called experts—growling that they've become stooges of the committeemen, unable to turn a hand. But our men report they're beginning to suspect plenty, to look for soreheads, jammers, saboteurs—and to hear the clock tick as time grows shorter . . . shorter."

IN OUR issue of January 1 we quoted and commented upon an editorial that appeared in The Jackson (Miss.) Daily News. The newspaper editorial

told about Emery Smith, a carnival employee, being badly burned and internally injured when a truck overturned while "a cheap carnival show was journeying into Greenwood." It then went on to tell how the carnival employee was picked up, carried to a hospital at Greenwood, given the best medical treatment possible and that he had no money in his purse and no relatives so far as papers on his person could show. Also, that after an article about the carnival employee's condition was printed in a Greenwood paper, 30 people went to the hospital willing to submit to blood transfusions even tho he was a stranger to them.

We commented at the time that whether the editorial was written out of prejudice or not, it would do untold harm to the carnival industry, and that while only one carnival was concerned still the editorial indirectly reflected upon the whole industry from the standpoint of charity. "And everybody knows, or should know," we said further, "that showfolk are the most charitable people on earth, both during war and peace times. We can hardly believe that the injured employee was given little or no attention by the carnival company concerned, as the editorial would indicate. Probably the management has something to say about this."

The management does have something to say, and not only that a letter also comes from Vemo Valencia, wife of Valencia, who does a sensational aerial rope act. Roy Goldstone, general manager of Royal Midway Shows, Inc., feels that the article was misleading to their many friends, and Vemo Valencia defends the editor of the paper that carried the editorial. We shall now dispose of the matter by passing their letters on to our readers (with a word to Vemo Valencia that The Billboard does not function as a collection agency).

Says Roy Goldstone:
"In the January 1 issue of The Billboard I read your article regarding one Emery Smith, employee of a carnival in Mississippi last fall, who was injured fatally in a truck accident near Greenwood. I noted the quoted editorial from The Jackson (Miss.) Daily News mentioned the accident occurred while en route to Greenwood."

"Now as the McClellan Shows (now the Royal Midway Shows, Inc.) were the only show to play Greenwood last fall, this article will prove no doubt misleading to our many friends. I believe a slight correction in regards to this will be in line. I am sure you are aware of the identity of the carnival the accident occurred on."

"The staff connected with our show is at all times prepared to take care of employees in case of accident, death or sickness. We are also interested in the welfare of other carnival people. We did not learn of the said Emery Smith's plight until too late."

"Also, it was NOT a cheap carnival that the accident occurred on."

"We thank you for any attention given our letter, and with every good wish for the ensuing year, we are."

And Vemo Valencia says:
"I just finished reading your article in the January 1 issue regarding the editorial in The Jackson (Miss.) Daily News. Both my husband and I know the editor, George Lemon Sugg, personally, and I know the many show people that he has befriended will agree with me when I say he is one of the grandest men I have ever known, a Christian and a true gentleman. And I feel certain he did not mean to reflect on anyone. He was merely using this way of telling that there are still charitable people in the world. If you knew Mr. Sugg as we know him you would thank him instead of criticizing him. He is the showman's friend and is always ready and willing to do all he can to help those in need. I speak from experience. Not that I have ever needed financial aid from him, but he aided us only this spring on passing thru his State when we were compelled to buy a Mississippi license to cross the State. It was he who gave us time and space in his paper to print about the injustice of this law. I sent a letter to The Billboard at the time telling about this, which you printed. I believe it was in the May 1 issue. Mr. Sugg has a very dear

friend, one that worked for him at one time, who is now secretary to the governor. This former trouper, Jack Hancock, too, has not forgotten his friends of the road."

"It is true that show people are charitable—we all know that—but there are exceptions in all things. Let me cite you one. About six weeks ago we were with an indoor circus. The manager of said circus was a showman, had been in the business for years, yet he gets a show together on nothing, engages people from all ends of the country, then when business is not what he expected he grabs all he can and skips out, leaving most of the people flat broke, no place to go and nothing to eat. Is that charitable, I ask you? You also had a letter to The Billboard regarding this, but was it printed in its entirety? It was not. You know why, so do I, even tho it was signed by the performers and the committee. And a couple of weeks later this same man's name was in an ad wanting him to go out and do some more dirty work. That does not reflect on show business, does it?"

"We both know there are hundreds of thousands of good show people in the world, but there are many bad ones also, so why take exception to this editorial unless you know the true facts? Please ask Doc Waddell or Guy or Mel Dodson what kind of a man Mr. Sugg is. They will tell you the same as I. His only aim is to do all the good he can."

"There is no offense intended in this letter and I hope you will accept it in the light in which it is written."

PIPES

(Continued from opposite page)
trot and heard of the bulls running, but down here this winter you can see the sheet writers walk. They are here from far and near and as far as I can ascertain the only absentee is Hot-Shot Austin. Business on The Coppers' Protective Service continues good, however. Would like to see some pipes from Eastern papermen."

THE LIVE WIRE pitchmen is quick to take advantage of an opportunity.

WHAT'S ON YOUR . . . mind? Why not tell Bill about it?

YES, SIR! SPRING . . . will soon be here and that means that warmer weather is in the offing. The writer wouldn't suggest changing to light undies just yet, however.

SEVERAL PERSONS . . . who sent in pipes last week will doubtless be disappointed at not seeing them in print. It's too bad they were not signed, because they were good ones. Unsigned communications are not worth the time spent in writing them. So don't be reticent with your John Henrys, fellows.

WHO EVER HEARD anyone accuse a successful pitchman of being indifferent to his lip?

"THE NEW YEAR . . . caught up with me down here, where I, together with a company of 22 people which I am heading, played a string of small houses and a few large ones." rambles Red (Juggling) Kerry from Burlington, N. C. "As far as business is concerned, we can't complain. The Old South has been good to us. Met Barney Mills while passing thru Graham, N. C., recently. Come on, you fellows in the West and Middle West, shoot in some pipes and let Bill pass it on for all of us to read."

DR. JERRY COATES . . . gives the following information from Youngstown, O.: "Business here," says the doc, "is slow due principally to the usual post-holiday slump. Played Akron for three and a half months to fair business despite the layoffs there. I had eight concessions going during the holidays on pens, ties and shades, and realized a living wage. I do, however, look forward to a pick-up in business in Youngstown by next pay day, as there has been a 25 per cent increase in

steel workers returning to work. Have been working corn punk and a herb remedy in a local store to fair play. Akron as present is open to p. a. systems to no reader. Would like to read pipes from Bob Artman, George Hess, Eddie Gillespie, Jimmie Ryan, Joe Burns, Jack Mahoney, Pearl Regal and Marie Mitchell."

TRIP OD PININIS: Sometimes a pitchman cuts into a retailer's business because he is aggressive, wide awake and never quits trying when business is in front of him.

"AM OUT HERE . . . and have seen the sun twice in about two weeks," pens Blacky Cummings from Eureka. "Left Ft. Worth, Tex., about six weeks ago in a snowstorm after working San Antonio, El Paso, Tex., and Phoenix, Ariz., to a none-too-fortie business. Plan to return to Texas soon, where they at least greet you with a smile. My advice to the boys is to stay away from Southwestern Texas, Southern New Mexico and Arizona."

SAY YOU, CANADIAN . . . pitchfolk, what's going on in your ballwick this winter?

IT'S ABOUT TIME . . . some of you New York, Philadelphia, Chicago, Los Angeles, St. Louis pipesters are reporting, isn't it?

MEMORIES: Remember when Eddie St. Mathew and Earl Crumley tramped together and Ed was accompanied by his trained bulldog, Woodrow? How long ago was that, Ed?

Pitchdom Five Years Ago

The Stella Pomeroy Show, under the guiding hand of Tom Waters, was still going along, meeting all conditions, good and bad, in Pennsylvania. . . . Buffalo Cody wasn't finding much money in Chicago. . . . The Hictons left the Midwest and were off on the long trek to Florida, beginning the eighth of their 16-week vacation. . . . Roy Graham was hibernating in Miami for the winter. . . . Calculator Hubbard, in a new role at Jim Goldie's cigar pitch store in New York, was garnering plenty of lucre with the smokes. . . . D. F. McFarland was making store window demonstrations in Waterloo, Ia., via the public-address system to some swell business. . . . Old Bill Hills, George LeVanway and Peebles Smithy were still holding down entrances on North Calhoun street, Ft. Wayne, Ind. . . . The Christmas holidays weren't so hot for the boys working Washington, was the word from Jimmie Williams. . . . High street in Columbus, O., was devoid of pitchmen, according to Doc George M. Reed. . . . Harry Miter was spending the winter in New York. . . . Earl V. Johnstone was just waiting for Old Man Winter to close his show before hitting loose and trying it again in 1938. . . . Tex Dabney quit the lead to conduct a hotel in Tampa, Fla. . . . Buddy Russell, window demonstrator, was working poke sets in New York to good results. . . . Phil Babecek was in the restaurant business in Miami. . . . Among the pitch contingent hibernating in Nanticoke, Pa., were Joe Garfunkle, Al Speich, Ruth Crawford, Mrs. Count Golden and Slim Siltz. . . . Tom Sigourney was working to fair-to-middlin' business in Los Angeles. . . . Escorted at Long Beach, Calif., for the winter were Mary Ragan, Doc McKay, Paul Hunt and Doc Howard. . . . Doc J. H. Wahl and Bill Rish were working to good business in their newly framed store on Olive street, St. Louis. . . . Doc Gilbert and Mike Orr were still holding down Doc Broad's store in Chicago's Loop to good returns. . . . That's all.

PAPERMEN

Attractive farm paper proposition. For good Southern territory write C. L. DOBSON, Raleigh, N. C., or E. W. TAYLOR, Cotton Exchange Bldg., Memphis, Tenn.

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.

Start a POTATO CHIP BUSINESS

IN YOUR KITCHEN and MAKE MONEY!



Buy Potatoes for 2c A POUND

Sell Them as Vite-Sealed Chips for 35c a POUND

THERE'S big money in Potato Chips for any man or woman who wants a business capable of paying big daily profits from the very start. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and sack a sensational new kind of "Greaseloss" Potato Chips—and let the stores sell them for you. Only \$2.50 invested in raw materials brings back \$10.00 in cash.

EVERYTHING FURNISHED—You don't have to have a lot of money to start the business. A small investment in the machine puts you in a big profit business of your own. I send you everything including specializer cooker, oil-extractor (for making new "GREASELESS" chips), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make your first day's profits, pictures and complete plans will be sent free for the asking.

DON'T BUY ANYTHING—Just send your name and address on a postcard for my 16c Free Information, including the "Secret of Making Greaseless Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Greaseloss" Chips. Address your card to G. H. HARDY, 325 W. Huron St., Dept. D-1212, Chicago, Ill.

Out in the Open

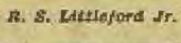


Roger Littleford Jr.

The Circus Prepares

NEW YORK, Jan. 15.—Gathering circus news is always a headache. For some reason or other those who make the news in the big top world seem to get particular glee out of making the trade papers labor long and hard over confirmation of rumors and the assembling of details of a supposedly closed deal. Just why they take that attitude has always been one of the mysteries to editors. And from all appearances the mystery will continue to exist as long as there are shows on the road.

The year 1938 has been no exception so far, and from present indications even promises to hold much more than usual in store for the inquiring reporter. Following Johnny North's recent announcement that George W. Smith, one-time assistant to Ringling-Barnum's Carl Hathaway, had been appointed general manager of the Al O. Barnes-Sells-Photo show, it was natural to assume that S. L. Cronin was headed for the management of the new Tim McCoy Show. But there have been no announcements to that effect until this week.



R. S. Littleford Jr.

And there have been very few statements emanating from Cole Bros.' front office. Apparently conditions are still away up in the air and will remain so for a few more weeks. This column predicted several weeks ago that if and when Jess Adkins and Zack Terrell bring out show No. 2 it would bear the Ringling-controlled John Robinson title if Adkins and Terrell had anything to say about it.

That still remains as the straight dope. According to what the birds say, Adkins will be with the new unit the majority of the time while partner Terrell takes care of the Cole contingent. Jake Newman has been named general agent for Cole, and Floyd King is supposed to fill a similar capacity on the Robinson Show.

Curly Stewart, late of Ringling-Barnum, where he assisted Hathaway and did a little 24-hour work, will 24-hour the Cole unit this season.

Adkins and Terrell are still considering a New York opening again this spring and chances are that before long we will learn that Beatty and company will be back at the Hippodrome on March 1. The Bronx Coliseum, much the better from a capacity standpoint but rather weak geographically speaking, seems to be out.

Others Active

Charlie Sparks continues to remain on the silent side as he negotiates with Ringling officials for his own title. The Pat Casey office of this city is allegedly behind Sparks and whether he obtains the Sparks title or not it seems evident that he will be out with a railroad show.

The activities of Howard Y. Bary and the Hagenbeck-Wallace Circus remain as mysterious as Jesse Klugman, altho it has been said that the future of H-W depends to a great extent on Bary's fulfillment of obligations incurred last season to the Ringling-Barnum corporation and others.

As always, the Big Show continues to roll along in its own quiet, unassuming way. Internally, things are not supposed to be so quiet. That demon internal friction has made its appearance around Sarasota. The wise boys say, altho all concerned have done a masterful job of confining troubles to themselves.

Carl T. Hathaway already has proved to be no more of a news dispenser than his predecessor, Sam Gumpertz. John North is not much better, and Roland Butler has been too busy preparing stories and art work to think of trade news.

Frank Braden, who turned aside an exceptional offer from Tim McCoy, is Sarasota bound as this is being written

and will join the winter press workers this week. And Sam Gumpertz, out of the circus wars and glad of it, remains as tight-mouthed as ever. 'Tis rumored that the ex-circus manager will take over the reins at Coney Island's Luna Park in 1938. He will definitely be back at the Island to supervise his many interests there.

Missouri Show Women's Club

ST. LOUIS, Jan. 15.—President Norma Lang presided at the last meeting of the old year December 23. All other officers were present excepting Vice-President Gertrude Lang, who was incapacitated by a severe cold. Elizabeth Anderson, a long-absent member, was present. She spent a few days of the holiday season with Mrs. Grace Goss. An encouraging letter from Mrs. Rolly Castle, of Los Angeles, who is a member of the Pacific Coast Ladies' Auxiliary, was read. Christmas gifts were exchanged and greetings were sent to sick members. Arrangements for the new clubrooms are progressing rapidly.

The first meeting of 1938 was held January 6 with President Norma Lang presiding and Grace Goss acting as secretary in the absence of Clea Jacobson.

Three out-of-town members, Judith Solomon, Virginia Laughlin and Mabel Pierson, were present. Reports of hospitality on the part of the Heart of America Showmen's Club and the Ladies' Auxiliary were made by those who returned from Kansas City. Grace Goss collected a good amount of dues from members in Kansas City and also the application for membership of Mrs. Margaret Pugh. Mrs. Judith Solomon presented Mrs. Ruby Heyde for membership. Nell Allen donated a five-pound box of candy to the raffle, which added quite a sum to the treasury. Florence Parker won the candy.

A committee was appointed to arrange for the club's eighth anniversary banquet January 19. Several members from Los Angeles, Kansas City and Chicago clubs will attend. Reported by Kathleen Riebe.

ROUTES

(Continued from page 38)

You Can't Take It With You: (Hippodrome) Terre Haute, Ind., 19; (Strand) Middletown, O., 20; (Municipal Aud.) Louisville, Ky., 21-22.

HIRST CIRCUIT SHOWS

- (Week of January 16)
- Bare Facts: (Orpheum) Reading, Pa., 18.
 - Billyboo: (Howard) Boston.
 - Big Revue: (Gayety) Baltimore.
 - Dixie Dames: (Empire) Newark, N. J.
 - Fun Parade: (Crossroads) Phila.
 - Jazz Babes: (Rialto) Chi.
 - Legs and Laughter: (Garrick) St. Louis.
 - Merry-Go-Round: (Gayety) Washington, D. C.
 - Moonlight Maids: (Gayety) Detroit.
 - Night Owls: (Gayety) Buffalo.
 - Scout Set: (Cassino) Pittsburgh.
 - Shanghai Beauties: (Gayety) Cincinnati.
 - Snyder, Bono: (Cassino) Toronto, Can.
 - Vanity Fair: (Roxey) Cleveland.
 - Wild of Girls: (Hudson) Union City, N. J.

CARNIVAL

- (Routes are for current week when no are given. In some instances possibly mailing points are listed.)
- Boss Ridge: (Mitchell & Ft. Hill sta.) Macon, Ga.
 - Desire: Obar, S. C.
 - Dyer's Greater: Chukky, Miss.
 - Lewis, Art: Palmto, Fla.
 - Royal American: (Fla. Orange Festival) Winter Haven, Fla.; (Fair) Tampa 25-Feb. 5.
 - Royal Palm: LaBelle, Fla.
 - Southern Attrs.: Fridgen, Ga. (P. O., Broomton, Ga.).

CIRCUS AND WILD WEST

- Davenport, Orrin: Lansing, Mich., 24-29.
- Folack Bros.: Albuquerque, N. M., 17-22; El Paso, Tex., 24-29.
- Royal Palm: (Bronx Coliseum) New York, N. Y., 22-23; 29-30.

MISCELLANEOUS

- Along Came Juliet: Brookings, S. D., 19; Red Oak, Ia., 20; Britt, Ia., Omaha, Neb., 22-23.
- Arthur, Magician: Bedford, Ala., 18-20.
- Bell, Lillian, Show: Eden, Ga., 17-22.
- Birch, Magician: Henderson, N. C., 19; Weldon, 20; Portsmouth, Va., 21; Emporia, 22; Turboton, N. C., 23; Farmville, Va., 25; Harrisonburg, N. C., 26; Durham, 27; Raleigh, 28.
- Brown, Evans, Magician: Ontario, Wis., 24; Tomah, 25; Taylor, 26; Arcadia, 27; La Crosse, 28.
- Crowley Show: Ellenton, Ga., 17-22.
- Daniel, Magician: Logansport, Ind., 18-20; Paoli, 21; Mitchell, 22; Huntington, 24; Dresden's Circus Capers: Pensacola, Fla., 19; Chipley, 20.

Your Wit Parade

By W. ROY MILLER

MUSICALLY RECLINED

Telegram Boy: "Telegram for the thin man!"

Freak: "You'll find him in the next room."

Telegram Boy (after brief absence): "There's no thin man in there! There's nothing but a flute."

Freak: "I know it—bo's IN the flute."

STRANGE FOLKS

The Indian from the Wild West show who was scalping tickets on the roller coaster.

AIRING HER TROUBLES

Wife: "To me, you're just like the China Clipper!"

Balloon Man: "But, darling, the China Clipper is an airplane."

Wife: "And you're just PLAIN AIR!"

FLEAS-BY-NIGHT

Bearded Lady (cooly): "No, I'm not doing anything tonight. Why?"

Professor Flaw: "Fine! Do you mind if I leave my flea circus in your beard while I step out?"

A FITTING CHANGE

Sidewalk Sydney: "—and with every dress you get absolutely free one gallon of perfume!"

Cop: "Yesterday you were selling combs—today it's dresses. How come?"

Sidewalk Sydney: "You know that old saying, 'HAIR today — GOWN tomorrow.'"

THE LIMBIT

Ticket Taker: "That's the last trip for the Ferris Wheel tonight. Sorry you missed it."

Disappointed: "So'm I—my foot's caught on it."

HE MAKES NO BONES ABOUT IT

Reporter: "And what do you do during the winter months?"

Human Skeleton: "I work as a hat-rack in a night club."

GOOD OPENING FOR A FRESH MULE

The mule was very weary after pulling load after load of pleasure seekers all day. With head hanging low he stopped suddenly at the mouth of a tunnel and sighed: "I don't think I'll pull thru."

TEAM WORK

Agent: "What kind of an act have you two fellows got?"

One: "Oh, we're acrobats."

Other: "Yeh—I stand on his head and he wiggles my toes."

NOT BEARING UP SO WELL

The Girl (as wheel comes off skate): "Where am I?"

The Boy (falling): "I don't know—I've lost MY bearings, too."

- Fisher's Indoor Circus & Expo: Spartanburg, S. C., 17-22.
- Fra Diavolo, Magician: Winchester, Ky., 19.
- Oyenthams 20; Frankfort 21; Shelbyville 22; Bloomfield 24; Bardonia 25; Lawrenceburg 26; Mt. Sterling 27; Morningside 28; Mayville 29.
- Korte's World's Fair Museum: Minneapolis, Minn., 17-Feb. 5.
- LaVell Show: Ellenton, Ga., 17-22.
- LeVant Show: Cobb, Ark., 17-22.
- Long, Leon, Minister: Bessemer, Ala., 18-20; Birmingham 21-28.
- Marquis Co.: Pigeon, Mich., 19; Elkton 20; Sandusky 21; Marietta 22; Caro 24; North Branch 25; Vassar 26; Mayville 27; Brown City 28-29.
- Miller, Al H.: Show: Leary, Ga., 17-22.
- Oddities on Parade: High Point, N. C., 17-22.
- Riston's Show: Nahunta, Ga., 17-19; Hoboken 20-22; Bristol 24-26; Merdon 27-29.
- Walker Family Show: Haylow, Ga., 17-22.
- Wilson, Edna Marie: (Green Hills Night Club) St. Joseph, Mo., 17-21.
- World's Fair Museum: Mobile, Ala., 17-20.

WANTED AT ONCE

Experienced Builder and Scenic Artist. Want to hear from Earl Meyers and John T. Hutchins. Can place clean Shows and Rides not confined. All address

SAM LAWRENCE SHOWS

Waycross, Ga., Winter Quarters.

WANTED GOOD CIRCUIS ACTS

Blackface Comedy Team for Indoor Circus, Carriozzo, N. M., January 16 to 23. Acts close by preferred. Out all winter and summer. Also legitimate Concessions.

THOMAS CASPER.

MASTER OF CEREMONIES AND MAGICIANS

Send \$1.00. I will send a brand new to four shows. Sure fire. Clean.

JAMES FOOTE

120 E. Baltimore Street, Baltimore, Md. Also 10 Erie-Pitt Cops, \$1.00.

WANTED FOR SEASON 1938

Athletic Show, Elf Show, Pit Show, or any good show with own outfit. 25% plus State Tax. Concessions all open except Cookhouse. Show opens April 2, Ft. Smith, Ark. Will book or buy Merry-Go-Round if price is right. Address

K. G. AMUSEMENT SHOWS

FT. SMITH, ARK.

WANTED

Concessions, Ball Games, Pitch-Till-Win, Cigarettes and Loose Range Games, High Striker, Devil's Bowling Alley — Bats, Whisks, Refreshments booked.

NIKE ZEIGLER, Milner Hotel, 32nd and Chestnut, Philadelphia, Pa.

SELLS BROS. INDOOR CIRCUS

WANTS for 6 Police Dates, Concessions, Telephone Men, Program and Banner Men. All Regs., Scatterers, Book Holes, or any good Producing Banner Men, showmen, Hotel Shows, Shelbyville, Ind.

G. H. TOTHILL ATTRACTIONS

NOW BOOKING SEASON 1938 Shows, Rides and Concessions not conflicting. BX sold on Cookhouse, Bingo, Popcorn, Milk Bottles, Fair Secretaries and Committees wanting Cheat Outdoor Attractions get in touch with

G. H. TOTHILL, 167 Washburn St., Lockport, N. Y.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS. Showmen's Insurance Men.

CHARLES A. LENZ

Winter Quarters: General Delivery, St. Petersburg, Fla.

Permanent Address: 440 Insurance Exchange Bldg., Chicago, Ill.

TILLEY SHOWS

New looking Shows with or without outfits. Concessions, Bats, Hops, Scatterers. South please write. Address BOK 207, Ladd, Ill.

Notes From the Crossroads

By NAT GREEN

THE remarkable strides made by the Showmen's League of America during 1937 will be more than duplicated in 1938 if the splendid start already made is any criterion. And to the fair men of Wisconsin goes the honor of inaugurating a move which is expected to bring hundreds of fair men thruout the



NAT GREEN

country into the League fold. For years a number of prominent fair managers and secretaries have been members of the League, but until recently there had been no concerted move to enroll fair men. At a recent meeting of the League a resolution was adopted to allow fair associations to become members of the League. The Wisconsin Association of Fairs had the honor of being the first association to become a member and several individual fairs also became members. This is looked upon as merely a beginning. It is expected that during 1938 many other fairs will become members. As their interests are practically identical with those of showmen, their membership will be a fine thing for the League.

Joe C. Donahoe, of the Ringling-Barnum Circus, returned last Tuesday from Sarasota and left the same night for St. Louis, from where he planned to go to Hot Springs to take the baths. His wife has been at the springs for several weeks. . . . Walter P. Driver, who has been confined to American Hospital for some time, is showing marked improvement. . . . Robert Ringling, now at his home in Evanston, plans to leave for Hot Springs shortly. . . . Barney Kern, Vincennes photographer and showman, is back in the show game. . . . Coincident with Barney's visit to Chicago last week it was announced he had been signed as car manager for the Col. Tim McCoy Wild West. . . . For seven years Barney was with the 101 Ranch Wild West and later with a whale unit when the whales were going good. . . . Chicago was a rendezvous for many of the carnival boys last week. . . . Bob Lehman, Jimmie Simpson, Max Goodman, Larry Hogan, Noble C. Parry and Phil Little, Dennie Howard and others spent several days around the Magic Carpet before departing for St. Paul and Winnipeg. . . . The Canestrelly Troupe is playing the State-Lake Theater, Chicago, this week. . . . R. O. Scatterday back at work after having been laid up by illness for several days. . . . Harry Bert, of the Barnes show, off for California. . . . Justus Edwards, publicity man of Russell Bros. Circus, in Chi from his home in Oquawka, Ill., and soon will be heading south for some indoor dates. . . . We're still hearing reverberations of the Louis and Ned Tort party in Milwaukee—by far the swiftest affair they have put on since the Royal Order of Bucketeers was informally organized.

The Frank Buck animal show which played a Chicago department store thru the holidays was a sensational success. "I guess it's the only departure in animal shows made since the days of Barnum," said T. A. Loveland, who had charge of the show. "It caused quite a sensation and we have had offers from practically every showman of any size in the country for something similar." The show opened in Chicago November 13 expecting to stay three weeks. At the end of that time it was contracted for three more weeks and then for an additional week. It occupied a space of 8,000 square feet and had the appearance of a Malayan village. There was no odor from the animals and the store officials said they had not received a single complaint. It looks as if Buck and Loveland have an attraction that should achieve unlimited popularity.

15 Years Ago

(From The Billboard Dated January 13, 1923)

Fire swept J. P. Murphy Shows' winter quarters at the Old Union Stock Yards, Norfolk, Va., January 4, and destroyed the show paraphernalia in storage there. Show train, with exception of three flats, was saved, however. . . . More than 300 members of the League and Ladies' Auxiliary, the largest gathering for any similar event since 1919, attended the Showmen's League of America New Year's Eve party in the clubrooms at Chicago. . . . Work in winter quarters of the Great White Way Shows at Chicago was rapidly progressing. . . . One of the largest crowds of the season attended the Heart of America Showmen's Club New Year's party December 31 at the Coates House, Kansas City, Mo.

J. C. Bartlett was again hibernating in Chicago for the winter. . . . Victor D. Levitt started the New Year and a trip back to Portland, Ore., coincidentally. . . . Joseph Galler, widely known in carnival circles, took a lease on the Mifflin Theater, Coco, W. Va. . . . Leo Blondin, well-known showman, was operating the Palace Theater in Oklahoma City. . . . Charles E. Lane was wintering in Miami. . . . W. C. Fleming was successfully staging indoor shows in his home town, Buffalo. . . . More than 800 showfolk attended the first annual ball of the Pacific Coast Showmen's Association in the Ivory Room of the Alexandria Hotel, Los Angeles, December 27.

Mr. and Mrs. Rubin Gruberg blew into New York and immediately opened headquarters for the Rubin & Cherry Shows in the Woodstock Hotel there. Harry Smith, past season with Rubin & Cherry Shows, was confined in the General Hospital, Kansas City, Mo., with pneumonia. . . . H. C. Walcott, who operated a high striker at three of the A Circuit of Canadian fairs with Johnny J. Jones and five of the B Circuit with Snapp Bros.' Shows, returned to his home in Alberta Province for the winter. . . . O. A. Baker, concessioner, was wintering in Louisville, Ky. . . . Ray E. (Curly) Johnson, strait-jacket escapes and side-show utility man, arrived in Cincinnati from the East and located in Newport, Ky., for the winter. . . . Charles Robinson, concessioner, was connected with the subscription soliciting forces of The Evening Post, Louisville.

Prosecution Soon In R-B Tax Case

NEW YORK, Jan. 15.—Federal officials revealed today that after more than three years of intensive investigation into the corporate affairs of Ringling Brothers-Barnum & Bailey Combined Shows, Inc., which resulted in the indictment of several individuals on charges of attempt to defraud the government and income tax evasion, the government is planning to prosecute as speedily as possible. Intelligence unit of the Department of Treasury has completed its investigation, it was learned, and is preparing for court action. Total evasion amounts to \$3,359,116. The inquiry was brought about several years ago when it was alleged that Ringling-controlled circuses had been writing off depreciation on property that in many cases did not exist. Other errors in income tax returns were found, but chief fault has been centered around nearly \$2,000,000 in spectacles and animals that had not been actively used as a part of a circus, since 1919, although depreciation on those items had been deducted from taxable income from 1917 to 1925, it is claimed. Cost of upkeep of animals and equipment that did not exist, it was said, also had been deducted from income and operating expenses.

First indictments were issued to attorneys and agents of the circus corporation and members of the Federal Department of Revenue on July 14, 1934. Those indicted at that time and released on bail when they pleaded not guilty included John M. Kelly, New York City, attorney for the show; Ralph D. Sullivan, Chillicothe, O.; Nat F. Rabner, Washington, D. C.; Charles D. M. Greer, Sarasota, Fla.; Richard Pucha, Brooklyn, and William Blum, Tomkinsville, Md.

Additional indictments were returned January 12 by the Federal Grand Jury

New Novel Different

WHITE CITY SHOWS, INC.

8 days in heart of city 8 nights

Opening San Fernando, Calif. — Saturday, February 19

WANT

Rides Shows Concessions
Two Sensational Free Acts Also Small Brass Band

40 Weeks' Tour in 9 Western States

BOX 355, VENICE, CALIF.

F. C. COREY, MGR.

HOUSTON'S FAT STOCK SHOW and LIVE STOCK EXPOSITION

MERCHANTS SPRING TRADE WEEK AND \$25,000 MAMMOTH RODEO AND HORSE SHOW!

presented in NEW \$2,000,000 COLISEUM IN HEART OF CITY
9 — BIG DAYS — 9 FEBRUARY 26-MARCH 6 9 — BIG DAYS — 9

NOW BOOKING:

CONCESSIONS EXHIBIT SPACE

WANTED: Novelties, Pflchmen, Scales, Cookhouse, Candy Floss, Legitimate Concessions, all types. TEDDY GOLDSTEIN—WRITE, W. D. COX, Secy., Houston Fat Stock Show & Live Stock Exposition, CHAMBER OF COMMERCE, HOUSTON, TEXAS. 150,000 ATTENDANCE! TREMENDOUS ADVANCE SALE.

WANT FOR BOY SCOUTS INDOOR AMUSEMENTS

JANUARY 24 TO FEBRUARY 5, 1938.

Organized MENSTREL SHOW with BAND OR ORCHESTRA; Side Shows, Gack, one Member, Illusion, Freaks. WANT Legitimate Concessions, Shooting Gallery, Mini Casino, Hoop-La, and others. Corn Game and others already booked. Good Contest Man wanted. Heated buildings. Open spots to follow. Pay your dues; I'll pay mine. Communicate quick. MRS. N. R. SCOTT, Manager. JACK RABBIT INDOOR AMUSEMENTS, Hall of Ashboro Recreation Center, Ashboro, N. C.

against William E. Weigel and Gordon C. Marlowe, who with Greer and Rabner, are former internal revenue agents. Kelly's official association with the Ringling-Barnum corporation terminates April 1, it is understood. Marlowe is believed to be a brother of Ray Marlowe, in charge of the front door on the Ringling show for the past two seasons.

St. Louis

ST. LOUIS, Jan. 15.—J. C. McCaffrey, general agent Beckmann & Grety Shows, was among The Billboard office visitors Monday when in the city in the interest of the shows. He departed Tuesday for the Minnesota fair meeting, St. Paul.

Morris Lipsky, of Johnny J. Jones Exposition, left this week for points south, after spending the holidays here with his relatives.

James W. Laughlin and Bruce Barham, of the West Bros.' Shows, passed thru Sunday en route to St. Paul, where they will attend the Minnesota fair meeting. Dee Lang and Elmer Brown, of the Dee Lang Shows, departed that day for the same point.

Joseph Scholibo is in the city, having been called here two weeks ago account of the serious illness of Mrs. Scholibo, who was here visiting her relatives over the holidays. During a visit to The Billboard office Wednesday Scholibo reported that Mrs. Scholibo had gotten over her major operation in fine shape and was recovering in the hospital here.

L. S. (Larry) Hogan, general agent of the Rubin & Cherry Exposition, is in the city. He will head for points north and east next week.

Mr. and Mrs. James C. Simpson, after spending the holidays with relatives here, departed last week. Mrs. Simpson going to Birmingham, Ala., for the winter, while he headed for the North to attend several state fair meetings.

Vernon Korhn and Mel Dodson Jr. returned to the city last week, after

spending several weeks in Defiance, O., home of Korhn.

Mr. and Mrs. W. B. Wecker, the latter professionally known as Bee Kylo, are located in their home in St. Louis County for the winter months.

Ray Swanner, of the Elman Amusement Company, returned to his home today, after attending the Wisconsin fair meeting in Milwaukee, Wis., last week, where he was successful in securing several contracts for his show. He will remain here until the Illinois fair meeting in Springfield, Ill., February 3 and 4, where he will go in the interest of the show.

Miami

MIAMI, Jan. 15.—M. W. Billingsley, of Hopt Indian fame, ran into an old friend he had not seen in 20 years. He was Johnnie Galvin, an old trouser who quit the show business and is now running a gas station near Coral Gables, Fla.

Johnnie Harrison and Tom Allen, of the Johnnie J. Jones Exposition, departed for Augusta, Ga.

George Reinhardt dropped in for a visit with the showmen here. George opened a new restaurant in Atlanta. Bob Morton, who will produce the police circus here in February, will fly north on business, but will return soon to open offices.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

The Final Curtain

ABEND—Mrs. Jennie, wife of Sam Abend, officer of the Variety Club and vice-president and secretary of the Exhibitors' Film Delivery Service, Kansas City, Mo., January 5 at her home in that city. Survived by husband and daughter, Martha. Services January 6 and burial in Sheffield Cemetery, Kansas City.

ADAMS—Mrs. Elizabeth, formerly Cincinnati theatrical costumer, in that city January 3 after a long illness. Survived by her husband, John P. Adams, and a son, James G. Services from St. Francis Church, and burial in St. Joseph New Cemetery, Cincinnati, January 5.

ASCHER—Max, 74, piano and choral instructor, December 31 in City Hospital, Boston. His home was in Jamaica Plain, Mass. He was a member of the New York German Choral Directors' Society and the St. John Masonic Lodge, Boston. Survived by his widow, a daughter, Mrs. Harry Eaton, of Wakefield, Mass., and a son, Henry. Services January 3 in Wakefield.

ATWELL—Joseph A., 64, brother of Roy Atwell, comedian, at Couse-Ingling Hospital, Syracuse, N. Y., January 6. Services January 8 and burial in Oakwood Cemetery, Syracuse.

BASSFORD—Homer, 67, film critic for The St. Louis Star-Times, recently in that city. Services and burial January 12 in St. Louis.

BAST—Charles, 61, proprietor of the Rathskeller, Canton, O., and brother of John Bast, for many years identified with Meyers Lake Park, Canton, and recently with Chippewa Lake Park, Medina, O., at his home in Canton January 11 after a long illness. His widow and two sons survive. Services and burial in Canton.

BINGHAM—Albert John, 53, for 30 years projectionist at the Palace Theater, Superior, Wis., January 4 at his home in that city. He was a member of the Stagehands and Motion Picture Operators' Union No. 457. Survived by his widow and daughter, three sisters and a brother.

BODE—Milton, 78, producer and theater operator, January 10 at his home in Mapleburgh, near Reading, England. Before his retirement six years ago Bode had owned and operated many theaters in the English provinces, was part owner of the Bristol Theater Royal and a director of the Theaters Mutual Insurance Company. For many years he had managed provincial tours of successful London plays and also produced more than 100 pantomimes. Among his hits were *The Belle of Megfair*, *The Great Millionaire*, *Orlando Drudo* and *Gentleman Joe*. A lover of animals, Bode refused to permit performing beasts in his productions.

BRISSAC—Dary, French comedian, in Paris January 1.

BULL—John C., 75, formerly assistant treasurer of the Metropolitan Opera House, New York, January 12 in Meadowbrook Hospital, East Hempstead, L. I., N. Y.

CONWAY—Mrs. Ida, professionally known as We-Chock-Be, the original Indian girl of vaudeville, recently at her home in Syracuse. Born in Monroe, Mich., she went on the stage in the late '80s with an Indian act and toured the major circuits for 25 years, retiring in 1915. Mrs. Conway had written and published two songs, *Bathing* and *The Seelyn Walfie*. Survived by her daughter, Mrs. Carla Paturis, of New York.

CUNNINGHAM—Mrs. Anna B., 47, wife of Eddon H. Cunningham, employee of the Newman Theater, Kansas City, Mo., January 4 at her home in that city after an illness of two years. Survived by her husband and father, three brothers and seven sisters.

DAVIS—Harlow M., 52, father of screen actress Bette Davis, January 1 in Belmont, Mass., following a heart attack.

DE STEFANI—Mrs. Helen Keers, 58, former light opera prima donna, at her home in Hollywood January 7. She was seen in *Florodora*, *Land of Nod* and *See Top* 25 years ago. Survived by her husband, Joseph de Stefan.

DENNIS—William Frederick (Pop), 53, for 30 years a Mobile (Ala.) projectionist and recently employed at Mobile's Crown Theater in that city, January 6. A native of Waverly, Ill., he was a member of Local No. 519, IATSE. Survived by his widow, Frances O'Connor Dennis, three sons, William F. Jr., Frank and Jack, and a daughter, Margaret. Services at Church of the Little Flower January 6 and burial in Catholic Cemetery, Mobile.

DIFFENDERFER—Mrs. Laura, of Reading, Pa., wife of Francis Diffenderfer, president of the Pennsylvania Conference of the American Federation of Musicians, killed January 11 in an

automobile accident in Springfield, N. J. She was en route to New York with her husband to confer on union matters with John N. Weber, national president of the musicians' union.

DUBINSKY—Vladimir, 58, Russian-born cellist, who had played with most of the leading symphony orchestras in this country, in Syracuse, N. Y., January 10 of a heart attack. Dubinsky was stricken while rehearsing with the Syracuse Symphony Orchestra. Survived by his widow, Ida.

EKMAN—Ooesta, 48, Swedish producer and star of stage and screen, died in Stockholm January 12. He was a veteran of silent films and created a number of theatrical parts. Prior to Greta Garbo's American debut he was seen with her in films. His last picture was *Intermezzo*. Born December 29, 1890, he was first seen at the Oscar Theater, Stockholm, in 1906. After three years of travel he played at the Nya Teatern, Gothenburg, for two years, and for the next 12 years appeared at the Svenska Teatern, Stockholm. In 1926, with his actress-wife, Pauline Brunius, and John Brunius, actor, he took over the management of the Oscar Theater, remaining in that post until 1931, when he became manager of his own stage. During his career he appeared frequently in Shakespearean roles.

FELDSER—Ralph, 38, secretary and business agent of the Pennsylvania Conference of the National Musicians' Union and secretary of the Harrisburg Musical Association, January 11 in Overlook Hospital, Summit, N. J., from injuries sustained in an automobile accident in Springfield, N. J. He was en route to New York to confer on union matters with John N. Weber, national president of the musicians' union.

PELIX—Mrs. Edith Arietta, mother of Otto Felix, conductor of the Don Felix Orchestra, recently in Bridgeport, Conn., after a short illness.

GILBERT—Max, Flint (Mich.) night club owner, killed January 7 when struck by an automobile.

HOEFFER—Mrs. Blanche, 52, mother of Norman Foster, director for 20th Century-Fox, January 3 at her home in Sunland, Calif.

HUMPHREYS—Mrs. Desmond, 79, author and playwright well known years ago under the pen name of Rita, in Combe Down, England, January 1 as a result of injuries sustained in a fall last November. She studied in Sydney, Australia, where she went as a child with her parents, later returning to England.

KINNEAR—George, 30, burlesque straight man, January 11 in Polyclinic Hospital, New York, of a heart ailment. He was a member of the Burlesque Actors' Association.

LAPORE—Mrs. Pauline, 54, former carnival showwoman, in Houston recently after being struck by an automobile. Over a period of years she and her husband, Louis LaPorte, tramped with the L. Clifton Kelley, Frank D. Corey Little Giant, Curley Vernon, Brown's International, John Francis, Mighty Doris and Snapp Bros. shows. Since 1925 they had operated a printing business in Houston. Survived by her husband; two brothers, E. R. Wickham, of Houston, and Harry Wickham, of Des Moines, Ia., and two sisters, Mrs. P. J. King, of Osceola, Ia., and Mrs. Grace Miller, of Greenville, Ia.

LANDY—Mrs. George G., 47, formerly a well-known musical comedy actress, January 10 of a heart ailment in Meadowbrook Hospital, East Hempstead, L. I., N. Y. She had appeared with three sisters, known as the Four Merrill Sisters, in several productions, including *Little Johnny Jones*, *A Prince There Was* and *The Tailor-Made Man*. Survived by a daughter, Mary, and five sisters, Mrs. George M. Cohan, of New York; Mrs. Helen Fuller, of Great Neck, L. I.; Mrs. George Holland, of Brookline, Mass., and Mrs. Frank Leland, of Hollywood, Calif. Requiem mass was held January 13 in New York.

LAPRADO—M. L., father-in-law of H. M. Kilpatrick, at one time with the advance department of the Sparks, Downie Bros. and Ringling-Barnum circuses and for the past three seasons with Cole Bros.' advertising car No. 1, killed December 27 in Roanoke, Va. Survived by his daughter, Mrs. H. M. Kilpatrick.

LE SUEUR—Thomas E., 70, father of Joan Crawford, film actress, in Abilene, Tex., January 1 of a cerebral hemorrhage. Survived by his daughter and a

son, Hal Hayes Le Sueur, also connected with the film business.

MCPARLAND—John, special investigator for the American Society of Composers, Authors and Publishers, January 10 in Chicago. He had been with ASCAP for 15 years. A sister survives him. Burial in Chicago.

McSWEENEY—Mrs. Mae, 37, wife of the former engineer in the Detroit Film Exchange Building and mother of Harold MacSweeney, formerly with the Favorite Film Exchange, Detroit, in that city December 27 of pulmonary embolism. Burial in Wauzata, Mich.

MANNIX—John H., 67, father of Edward J. Mannix, MGM executive, January 12 at his home in Fort Lee, N. J., following a heart attack. Also survived by his widow, Mrs. Elizabeth Mannix, and Mrs. W. S. Van Dyke II, his granddaughter, wife of W. S. Van Dyke II, film director.

MAST—Charles, 58, for several years stage manager for Florenz Ziegfeld, January 4 in an automobile accident near Fair Haven, N. J.

MASTIN—James Powell, identified with the Central Kentucky Film Service, Lexington, Ky., recently in St. Joseph Hospital, that city, from injuries sustained in an automobile accident January 7.

MEYERS—Mrs. Anna, 63, wife of the late Rev. William Meyers and sister of Mrs. Daisy Reeves and Mrs. John Megahan, concessioners of Tampa, Fla., and Pittsburgh, respectively, in Tampa January 8.

MOORE—Mrs. Stella J., 76, mother of Tom Moore, Kansas City (Mo.) musician, at her home in that city January 9. Services January 11 at the Redemptorist Catholic Church and burial in Mt. Moriah Cemetery, Kansas City. Survived by a daughter, Clara, and two sisters, Mrs. T. B. Gillis, of Houston, Tex., and Mrs. N. R. Blount, of New York.

MOORE—Tom, 52, musician in Kansas City, Mo., for 30 years, in St. Mary's Hospital, that city, January 5. For several years he played with the Midland Theater orchestra and was cello soloist with the Kansas City Philharmonic Orchestra. Moore also played in other theater orchestras in Kansas City after moving there in 1907 from his birthplace, Topeka, Kan. Survived by his mother, Mrs. Stella Moore, and a sister, Clara, both of Kansas City, and two daughters, Treasa and Louise, of Santa Barbara, Calif. Services January 8 at the Redemptorist Catholic Church and burial in Mt. Moriah Cemetery, Kansas City.

MOORE—Mrs. Eppie, 70, former operator of a theatrical hotel in Delphos, O., and well known to showfolk, recently in that city. Burial in Delphos.

MULLIGAN—L. A., father of the Lane Sisters, Lola, Rosemary and Priscilla, of radio and screen, January 10 at his home in Indianola, Ia., of a heart attack. Survived by two daughters, Leota, of New York, and Mrs. Maxwell Edwards, of Urbana, Ill.

MUNTE—Suzanne, well-known French actress, in Paris January 3.

MURRAY—Lottie O., 68, for 30 years stagehand at the Grand Theater, Terre Haute, Ind., and member of the stagehands' union, December 8 at his home in that city after an illness of 10 years. Survived by his widow, Minnie; a son, Erwin L., and a daughter, Mrs. Lester Pratt. Services at the home January 10 and burial in Highland Lawn Cemetery, Terre Haute.

RAHNES—Balbena, 80, mother of Mrs. Harry Houdini, in Brooklyn January 3. Funeral services and burial in Brooklyn January 6.

RAND—George, 50, radio and stage actor, January 8 in Alameda County Hospital, Oakland, Calif., from poison. He was widely known on the Pacific Coast as the Old Ranger in *Death Valley Days* radio dramas. Survived by his widow, Shirley Davis Rand, and a daughter, Georgia. Burial in Oakland.

RIEMAN—Otto J., father of Willa Lovolo, of the team of Pat and Willa Lovolo, and the Riegan Sisters, December 29 at his home in Indianapolis. Burial in Crown Hill Cemetery, Indianapolis, January 1.

RILEY—Jean, cashier at the Windsor Theater, Chicago, recently in Hennrich Hospital, that city, as a result of a bullet wound sustained during a holdup of the theater.

ROE—Grace, 22, member of the Buckeye Revelers Radio Gang, killed in Hicksville, O., recently when the auto-

mobile in which she was riding was struck by a train. Burial in Hicksville.

ROUCLERE—Mrs. Mildred, wife of Harry Rouclere, former well-known magician, January 7 at her home in Ridge-wood, N. J. Entering the profession at the age of 9, she became well known as a song and dance artist. After her marriage to Rouclere in 1890 they became known as Mildred and Rouclere and for a number of years toured the country with their mental and magic act. They retired about 10 years ago. Survived by a daughter, Mrs. Raymond Yull, of Ridge-wood, and a son, Harold, of Had-denfield, N. J.

SHIVE—Mrs. H. B., 39, wife of H. B. Shive, circus and carnival agent and former co-owner of the Shive & Christ Circus, recently at the home of her parents in Bowling Green, Ky. She had been ill two years. Survived by her husband; her parents, Mr. and Mrs. Frank W. Fox; three sisters, Mrs. Roy Phillips, of Bowling Green; Mrs. Martin Caldwell, of Olney, Ill., and Lucille Fox, of Louisville, and a brother, Thomas, of Lexington, Ky. Burial in Fairview Cemetery, Bowling Green.

SKLOWER—David, 54, well-known outdoor showman, January 12 in Miami after a lingering illness. Over a period of years he had been identified with the Sklow Greater, Nat. Rejas, Wise & Sklower, World at Home and Harry Copping shows. Survived by his widow, Julia, and three sisters. Burial in Graceland Memorial Cemetery, Miami.

SOLOMON—Mrs. Sarah, mother of Eddie Solomon, publicity director for Balaban & Katz, Chicago, recently in Michael Reese Hospital, that city. Survived by seven children. Burial in Forest Home Cemetery, Chicago.

SPEARMAN—Frank H., 78, author of Western novels, including *Whispering Smith*, which was twice adapted for films, recently in a Los Angeles hospital of a stomach ailment. He wrote the screen serial *The Girl and the Game* in 1915.

SPRINGER—Clyde A., 26, December 28 at his home in Albemarle, N. C., of a lung ailment. At the age of 3 he appeared in a vaudeville act with the Jethro Almond Show and later was electrician for the J. George Loos and W. H. James shows and co-conductor with the John Francis Shows. Survived by his widow; his father, identified with the Almond Show, and his mother, with the P. H. Bee Shows. Burial in Fairview Cemetery, Albemarle.

STEDMAN—Myrtle, 50, character actress, January 8 in Hollywood of a heart attack. She began her career in light opera and musical comedy in Chicago, her home town, and made her first screen appearance in 1913 with Wallace Reid and Sessue Hayakawa. Later she appeared with Tom Mix for the old Selig Company. She was seen in *Flaming Youth*, *Valley of the Moon*, *The Dangerous Age* and *The Famous Mrs. Fair* for Famous Players-Lasky and Metro-Goldwyn-Mayer. Retiring in 1931 after making Lumox for United Artists, she returned to the screen last year for Warner Bros. and appeared in *Green Light*. She was last seen in *Hollywood Hotel*. Survived by her husband, Marshall Stedman, drama school conductor; a son, Lincoln; a brother, Willis L. Lincoln, of Chicago, and a sister, Mrs. Matthew Kussell, of Hollywood.

STEVERLE—Joseph L., 62, for many years identified with the film business thru his connection with the Baxter Amusement Company, Broadway Amusement Company and the Fourth Avenue Amusement Company, Louisville, Ky., January 7 at his home in that city after a long illness.

VAN DE WALLE—French menagerie owner, working street fairs in France, recently in Besiers, France.

WYNN-JONES—Fredrick, formerly foreign representative for United Artists, former representative for Ufa of Berlin and president of Ufa Films, Ltd., January 9 in Manhattan State Hospital, Wards Island, N. Y. Survived by his widow, Mrs. Elsie Wynne-Jones, and two sisters living in Australia.

Marriages

CHANEY-BECK—Lon Chaney Jr., actor-son of the late film star, and Patsy Beck, nonpro, in Colton, San Bernardino County, Calif., October 1.

CHURCH-ORAY—David Church, manager of the Colonial Theater, Norfolk, Va., and Iris Elizabeth Gray recently.

GREY-LEE—Jimmy Grey, civil engineer, Cleveland, and Deanne Lee, dancer

with Cupid's Carnival, a first show, in Cleveland January 8.

HART-LUBOW—Teddy Hart, actor in *Room Service*, now appearing at the Cort Theater, New York, and Dorothy T. Lubow, writer, in the chapel of the Municipal Building, New York, January 10.

LONG-SILVERTHORNE—Harland M. Long, musician, and Ina M. Silverthorne in Orfordville, Wis., December 30.

MacGOWAN-WYMAN—Jack MacGowan, producer and playwright, and Betty Wyman, model, in Elkton, Md., recently.

MADAGAN-OATES—Aubrey Madagan, Winchester, Va., and Elizabeth Oates, cashier at the Winchester Theater, in that city recently.

MARTIN-COX—William Terry Martin, business manager of America's Modern Midway Shows, and Jennie Elizabeth Cox in Newcastle, Ind., December 6.

MARTYN-IMMERMAN—Bobby Martyn, owner of La Conga, New York night club, and Marjorie Immerman, daughter of Connie Immerman, owner of the Cotton Club, New York, in that city January 10.

SPECIAL-OHLEN—Johnny Special, radio and vaude performer, and Betty Ohlen, nonpro, of Columbus, O., in Valparaiso, Ind., January 7.

TROST-BACON—Russell G. Trost, assistant casting director, and Frances Bacon, daughter of film director Lloyd Bacon, in Los Angeles January 8.

WILLS-BROWN—Bob Wills, Tulsa (Okla.) band leader, and Mary Helen Brown, former orchestra singer, in Ft. Worth, Tex., last week.

Coming Marriages

Allen Franklin, heard over Station WLW, Cincinnati, as Dr. Ken-Rad, news commentator, and Betty Lee Arnold, of the WLW dramatic staff, at the Ohio Country Club, Columbus, O., January 20.

Daniel Polsky, nephew of the late Ben Krause, carnival owner, and Edna Fishman in the near future.

Bob Millar, orchestra leader, and Judy Janis, singer, in the spring.

Mildred Reuter, secretary to D. F. Dickson, of NBC in Pittsburgh, and Paul Skoane, engineer at Station KDKA, Pittsburgh, in the near future.

Frank W. Leman, Boston musician, and Eleanor L. Smith, Plymouth, Mass., nonpro, soon.

Cecilia De Mille, daughter of Cecil B. De Mille, motion picture producer, and Joseph W. Harper, of the Harper publishing firm in California, in Kansas City, Mo., January 21.

R. D. (Duke) Molesworth, for the past several years publicity director of Missouri State Fair, Sedalia, Mo., and new secretary of North Iowa District Fair, Mason City, Ia., and Catherine Norris, nonpro, of Sedalia, in the near future.

John Leventhal, musician, and Bertha Seznick, nonpro, both of Boston, soon.

Sid Rogell, RKO studio manager, Hollywood, and June Clayworth, film actress, soon.

Pinky Tomlin, songwriter and film actor, and Joanne Alcorn, bathing beauty, Ponca City, Okla., February 18.

Births

A daughter to Mr. and Mrs. Frank Mathers, operators of the Doc and Ma Shows, December 28. Parents are better known as Frank and Myrtle, comedian and ingenue.

A seven-pound son to Mr. and Mrs. R. Neirhausen in Minneapolis recently. Mother (Mickey Moran) is a former walkathon participant.

An 8½-pound daughter, Roxanne, to Mr. and Mrs. "Kip" Frazer in Traverse City, Mich., January 7. Father is an orchestra leader.

A son, George W. Jr., to Mr. and Mrs. George W. Putnam in Dahville, Ill., December 31. Father is a writer and manager of the Colonial Theater, that city.

An eight-pound daughter to Mr. and Mrs. Frank Prevost, of the Magic Exposition Shows, December 29.

A daughter to Mr. and Mrs. Paul Huntzinger in Des Moines January 3. Father is chief engineer at Station KSO and KRNT.

An 11-pound 10½-ounce daughter, Frances Ann, to Mr. and Mrs. Austin Floyd in Chester, W. Va., January 1.

A seven-pound son to Mr. and Mrs. Albert L. Adler in Trinity Lutheran Hospital, Kansas City, Mo., December 20.

Father is booker at Kansas City office at Metro-Goldwyn-Mayer.

A daughter to Mr. and Mrs. Paul Olson in Chicago January 8. Father is with the Conklin Shows.

Divorces

Henry Garat, French film star, from Betty Rowe, formerly of the Rowe Sisters, vaude team, in Paris December 21.

D. W. Cantrell, pitchman, from Evelyn Cantrell in Corsicana, Tex., January 5.

Josephine Martin from Jerry D. Martin, aerial contortionist, in Peru, Ind., recently.

Peggy McCray Gray, nonpro, from Alexander Gray, radio singer, in Fayetteville, Ark., December 31.

Frances K. Saunders from Russ Saunders, assistant film director, in Hollywood December 24.

Edna Dyer Jennings, Southport, Conn., from Erwin S. Jennings, of that city, last week. Mrs. Jennings was formerly pianist in the Bijou Theater, New Haven, Conn.

Pearline Earl Sutton from Ollie Sutton in California last spring. It has just been learned. Sutton is a cowboy.

El Paso

EL PASO, Tex., Jan. 15.—Verne Newcombe, director of amusements and concessions, is ill at his home here. He has been under a doctor's care.

The Drinkard, William J. Collins production, which was a Sun Carnival indoor attraction, moved from its first location to Hotel Paso del Norte.

S. L. Cronin and wife, of the circus, were visitors en route from Hot Springs, Ark., to Los Angeles.

Harry Phelps has re-signed as secretary of the T. J. Tidwell Shows. Tidwell visited the Sun Carnival midway en route from Los Angeles to Sweetwater, Tex.

J. George Looa, of the Greater United Shows, was in El Paso booking attractions for the Laredo (Tex.) Washington's Birthday celebration.

Arky Reiser, of the Reiser Shows, his wife and their daughter, Barbara Ann, stopped over en route from a vacation in Tennessee and Arkansas to Phoenix, Ariz.

State Fair Shows, owned by Mel H. Vaught, will leave quarters here with major rides, kiddie rides, shows and free acts. Opening date is to be played here in February.

Vaught said \$20,000 has been spent on new attractions for the shows this winter. New additions, either purchased or planned, include a funhouse, a new Merry-Go-Round and a Scooter.

The show will make a trip from quarters to play the Tucson, Ariz., Rodeo and Fair again this year. Trucks will leave February 12 for the date and return for the El Paso opening.

Sborly Wells, who has been in charge of quarters, has nearly completed repainting rides and show fronts.

Heth Bros.

Florida, Ala. Week ended December 18. Auspices, American Legion. Location, downtown lot. No gate. Weather, rain and cold. Business, none.

Best moment of this spot was the fire in a Palace travel coach, living trailer, on the lot Friday p.m. while all were at the movies. Too cold to open the show. Fire was caused from a stove burning charcoal. Damage about \$200, no insurance. Midget, 15-year-old toy rat terrier, and her pup, Slippers, were nearly suffocated.

Samson, Ala. Week ended December 25. Auspices, City Christmas Fund. Location, downtown. No gate. Weather, fair and warm. Business, okay.

Thanks to the untiring efforts of Harry King and wife, of Walter L. Main Circus, who live here and promoted the week's celebration; cash prizes and children's parades really made the engagement equal to a week in June, and the weather man agreed likewise. Lot Superintendent Ben F. Toss left for his home in Tennessee to be with his family for the holidays.

Hartford, Ala. Week ended January 8. Auspices, American Legion. Location, downtown. Weather, cold and some rain. Business, okay. Free gate.

Turtles Sordeliet left to visit friends in North Carolina. Slim Davis, of funhouse fame, holding his own. Lyle Barrett, lot superintendent, added a ball game to his concessions. Mrs. Barrett sick with a bad cold, but improving fast. General Agent T. L. Dedrick

working out plans and contests for the spring opening at Enterprise, Ala. Mr. and Mrs. Stratman's long-range shooting gallery holding nightly contests at the gallery and giving a turkey or box of cigars to the high scorer. Mrs. Albert and L. E. Heth report a very enjoyable trip to Florida with Mrs. Heth's sister, Mrs. Ida Broege, of Jamesville, Wis. Mr. and Mrs. Paul Critzer doing okay with their penny pitch. FLOYD R. HETH.

Alfredo & Logsdon

GREENVILLE, Ala., Jan. 15.—This museum was held over here week of December 19 at the Hill street store-room location and played to good business under American Legion auspices. All pitch acts received fair play and the annex showed to near capacity at each performance. Clyde Purdue, of rep show fame, was a daily caller, this being his home. David "Electro" was a guest at Clyde's home during the Christmas holidays. Writer spent the holidays in Nashville with Manager Bob Sickle and also arranged a four weeks' stand for the museum there.

LOUIS LOUISE LOGSDON.

The Hilderbrands Give A New Year Party

LOS ANGELES, Jan. 15.—Mr. and Mrs. O. H. Hilderbrand gave a party and kept open house in this city New Year's Day. Guests came by invitation, and it was voted a splendid affair.

On the receiving line were Mr. and Mrs. E. W. Coe, John B. Castle, Mrs. Rely Castle, Mr. and Mrs. Claude Barie, Mr. and Mrs. Jack Schiller and Mr. and Mrs. Fred Stewart.

Buffet lunch was served along with about every known kind of liquid refreshment. Games and dancing provided the other diversions. The game "Putting Away Provender" had many entrants, but the "Gonfalon" went to Al Fisher, who was an easy winner.

Wilson and Watts Get Married in Covington

COVINGTON, Ky., Jan. 17.—E. G. Wilson, of the Wilson Shows, and Katherine Watts, secretary of the shows last season, were married here yesterday morning. They came here with Mrs. Gardner, mother of the now Mrs. Wilson, and left yesterday afternoon for Grand Rapids, Mich. The show is in quarters here and work of getting ready for the 1938 season will start following a brief honeymoon trip by the newlyweds.

AUX. FORMED

(Continued from page 3) organization. Thereafter attendance will be restricted to members only.

Title Not Official Yet

Title, National Showmen's Association, was not officially adopted at the meeting, altho it is expected to be accepted at the February 3 meeting, provided a better name is not suggested by that time.

Clubrooms will be limited to members and their guests when credentials are distributed to members. Cemetery, hospitalization and membership committees reported various degrees of progress with further developments to follow shortly. Art Lewis announced that on February 22, Washington's Birthday, his carnival would conduct the first official benefit for the club's cemetery fund at the Sarasota, Fla., Fair. Lewis is anticipating assistance from the Ringling-Barnum Circus, which is wintering in that city.

Among the leaders in show business who addressed the January 13 meeting were Rubin Gruberg, Rubin & Chery Exposition; Harry C. Baker, New York amusement device builder and operator and president of the National Association of Amusement Parks, Pools and Beaches; Irving Rosenthal, Palisades Park; Cy Bond, Dodgson Corporation; George P. Smith Jr., New York World's Fair; Lew Dufour, Dufour & Rogers' Attractions, and Fred Phillips, New York.

MICH. SHOWMEN

(Continued from page 3) members of the association last month to make the inauguration possible on January 17.

The close contest for presidency resulted in the partisans of the defeated candidate threatening to challenge the legality of the election, reliable sources state. A special meeting was called and

upon the advice of Leonard Simons, association attorney, agreed with above interpretation, altho holding a new election is considered excessively legalistic.

A vote was taken to elect again January 17 with same candidates as before. It is reported that Louis J. Berger has declined to run again, but this is unconfirmed.

N. Y. STAGEHAND

(Continued from page 3)

they gave up only one. This is apportioned so that the men on relief draw three shows a week. Under last year's system the unemployed got their three shows every second week.

As employment decreases, tho, the relief apportionment necessarily takes a dive, with the unemployed being able to get their three shows only every third or fourth week at the season's lowest ebb.

These figures are in line with those prepared by the theatrical unions last July, when a delegation went to Washington to protest against WPA Federal Theater cuts. At that time the unions estimated the needy at 250,000, and figured the entire show biz field to take in about 500,000.

ACTORS SEEK

(Continued from page 3)

those lines. Meredith already has conferred with Krinsky.

Ralph Whitehead, executive secretary of the American Federation of Actors, is set to contact fair officials on the same matter. AFA chief a year ago submitted to City Hall a request that the fair officials employ union workmen.

It's likely that almost every sister union of the Associated Actors and Artistes of America will have its jurisdiction represented at the fair, with the possibility that variety talent will be numerically more important than the others. Four A's has indicated it would seek closed-shop conditions for its affiliates.

AEA CONTRACT

(Continued from page 3)

day morning. Equity officials said the survey might take three or four weeks, after which the report would be submitted to council for action. Burgess Meredith, Equity executive officer, will make no changes until the data is compiled.

AGRICULTURAL

(Continued from page 52)

during the first part of 1938 to make up foreign shortages in commodities which are in larger supply in the United States. But these products will move at lower average prices than in 1937. During the past year there have been reductions in foreign import duties and charges, and in several countries a relaxing of quantitative control of imports. Some further relaxation of trade barriers is in prospect during 1938-39.

FAIRM INCOME HIGHER

Despite declining prices farm income from marketings in October was \$91,000,000 more than in September. It was \$25,000,000 more than in October a year ago. But the gain from September to October compares with an advance of \$130,000,000 in the corresponding period of 1936. Lower prices restricted volume of marketings this fall, especially of grains, cotton and some of the meat animals. Despite a record cotton crop receipts of cotton at the 10 principal spot markets were slightly less this October than last.

Compared with a year ago the larger October income was due chiefly to increases from tobacco, corn, wheat and apples. Income from cotton was less and reduced marketings of all classes of meat animals and of dairy products more than offset higher prices on these items. Cash income from sales of farm products the first 10 months of this year totaled \$6,732,000,000. This compared with \$6,104,000,000 in the corresponding period of 1936. The increase of 10 per cent was due to higher average prices of products, since volume of marketings was slightly less. And producers of crops shared more in the gains than producers of live stock and of live-stock products. Farmers received in addition \$355,000,000 of government payments, compared with \$232,000,000 in 1936.

Income from marketings in November last year was \$749,000,000. Income this November may have been less, since prices of farm products declined early in the month and marketings of some major commodities were light.

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.

A REAL NEED

THE COIN CHUTE LEAGUE is designed to meet a real need for a comprehensive organization that embraces a few basic ideas underlying the coin-operated machine industry.

The history of organization in the coin-operated machine industry has been filled with many worth-while movements, associations and objectives, and yet each effort in the direction of organization has inevitably run up against certain well-known obstacles. The Coin Chute League has been developed from years of study of these organizations and movements and its purpose is simply to bridge a gap no other organization has ever been able to cross.



WALTER W. HURD

The utility of the Coin Chute League is shown by the fact that it will not in any way compete or come into conflict with any organization within the industry. All organizations that have developed heretofore eventually meet certain barriers, due to diverse interests within the industry itself. That is, it has never been possible to frame an organization that would establish a few basic ideas in which every person connected with industry would be interested. The Coin Chute League sets up certain objectives which appeal to all members of the industry, from manufacturer to the smallest operator, and make it possible for him to give his whole-hearted support to the entire program.

Instead of there being competition between the Coin Chute League and other organizations in the industry, it is apparent that the more organized groups there are in the industry working for the advancement of any particular group or division of the trade, the greater will be the need and the support of the Coin Chute League. It would hardly be possible for any worth-while organization in the ranks of the industry to fail to co-operate in fostering the objectives of the League.

The League itself would by its very nature lend full co-operation and encourage organization within the industry. In fact, the League could hardly reach its full objectives unless there were many well-organized groups within the industry to lend moral support to the worthy purposes of the League itself. The League will attain its greatest usefulness by working with and thru any and all duly constituted organizations that represent the coin-operated machine industry.

Thus providing a way for complete unity upon a few basic principles, the Coin Chute League is simply an organization for the expression of a few ideas which the industry contributes to modern business life. These have been designated as Amusement, Convenience, Employment and Charity. Amusement is the contribution of the varied types of games, amusement devices and music machines to modern life. Convenience is the term that best expresses the real usefulness of vending and service machines to the world. The giving of employment to as many people as possible is a contribution which the industry as whole seeks to make and also pleads for consideration on that basis. Charity is an objective in which the industry, in all of its branches, unites to make some extra contribution to the betterment of the modern world for those who may be unfortunate. Every member of the industry can subscribe to a program like that, regardless of the types of machines he uses or his personal prejudices.

The object of the Coin Chute League is to enlist the members of the coin-operated machine industry and its friends in establishing such a program and then to tell the world about it thru well-devised publicity. The industry has suffered much from adverse publicity thru the years. The industry must admit before the world that much of this adverse publicity has been its own fault. Partly because it has never presented anything better for the world to see and to discuss.

One of the greatest specific needs of the industry for years has been some agency devoted to the work of developing and placing favorable publicity, where such material may develop good will, correct misunderstandings, counteract unfair attacks and in general popularize the coin chute. The League will devote its work mainly to developing and scattering favorable publicity for the coin-operated machine industry.

While other organizations within the industry may also engage in publicity work, it is inevitable that such organizations must give much effort to maintaining standards, meeting competitive forces and adjusting differences. So that the definite uses of publicity have been neglected thru all the years of coin machine history.

The Coin Chute League has no standards to maintain other than the simple objectives to which all can agree. It has no code of ethics or rules of membership and conduct which may lead to involvements of settling disputes and correcting abuses. Such work must be left to the various organizations that represent specific groups or causes within the industry. The League must always be free from such details to continue an aggressive program for building up the good name of the industry.

The Coin Chute League defends the good name of the coin-operated machine industry as an industry comparable in ethics and standards to other lines of modern industry. The League works on the basis that few lines of industry today are so free from abuses, unfair practices and ruthless competition that they can point a finger at the coin-operated machine industry. The League also sets up for the industry certain worthy objectives, such as employment and charity, which merit favorable consideration from all who appreciate the economic and social problems of the times.

With malice toward none and with desire to avoid all antagonism, these ideals can be upheld as reflecting the higher moral values which the members of the coin-operated machine industry seek to attain. The reaction of these ideals upon the coin machine industry itself is wholesome, and we can point them out to the world as something to be proud of.

The immediate work of the Coin Chute League is to secure the enlistment of every person connected with the coin-operated machine industry under the emblem of the League. Membership must be voluntary, without subscribing to any rules or obligations, and solely for the purpose of promoting the good name of the industry thru the League. Organizations now at work can conveniently enroll their membership in the League or any member of the industry may enroll as an individual according to plans of enrollment to be announced.

Preliminary announcement of the Coin Chute League was made in *The Billboard* October 30, 1937. Copy may be had by addressing the Coin Chute League, 400 Woods Building, Chicago, Ill.

Live and Let Live

By LE ROY B. STEIN

Manager, Cigaret Merchandisers' Association of New Jersey, 60 Park Place, Newark, N. J.

If you are not a member of an operators' association, or if you are a member and feel that you are too big for your association and can afford to drop out of it at will, then this article should be of interest to you.

A successful trade association manager says: "Without an association it is impossible to meet on an equal footing with a competitor, to learn his methods of doing business and to benefit from his experience. Those who are not members of their trade associations are paying heavily as a result of suspicion, distrust, jealousy and ill feeling which members of an association do not have to contend with. The maintenance of trade relations among competitors is an important function of a trade association. There is little ground for unkind feelings to creep in if one really knows the other fellow in his industry."

A publisher of a successful trade magazine says: "Misunderstanding is the cause of much of the trouble in an industry. Many times a proprietor of a business, ignorant of certain policies, refrains from asking questions because he is afraid he will appear ignorant. The result is that he does remain ignorant of something which would help him in the management of his business. Those in an industry must stop fighting each other and combine their strength in order to survive. Blaming it on the other fellow and refusing to co-operate is the downfall of many in an industry."

If you were a member of an association you would never be in the dark as to the policies to be pursued in the maintenance of a profitable operation. You could not remain ignorant of the trends in the business because you would meet frequently with your competitors. You would have an opportunity to discuss impartially factors which affect the profitable management of your route.

Benefits Without Paying

No doubt you have been requested to join an operators' association. The fact that you have not yet responded to the request proves conclusively (and will continue to prove so until you join) that you are one who desires to receive the benefits of association work without paying for it. This is a bold statement but a true one. It is based on the benefits you have already received from the thousands of dollars and the many hours of time and effort which the officers of associations have spent so that you might continue to earn a profit in your business. Associations have been able to "kill" legislation which would have imposed an unbearable tax on your machines. To aid the associations you have so far contributed nothing. Associations have engaged in educational campaigns to place your operation on a high level in the industry and, although you have benefited from such campaigns, you have done nothing. The mere existence of an association in your locality has had a salutary effect on the manufacturers of machines from which you have benefited and from which you still benefit. Yet you have done nothing about it except to continue to enjoy the benefits of the association.

This is a day of organization and is contrasted to the days long past when you as an operator hardly dared have lunch in the same restaurant with your competitor. Association members sometimes wonder whether you on the outside appreciate how much you get from association work which is carried on and paid for by those who are members of it. There are no doubt many good and worth-while operators who are disassociated from trade organization work who would really make good members for any organization, but for some reason they desire to ride free. If an organization is worth anything to those who belong to it and who are working

for the uplift of the industry and incidentally for the selfish profit of its members it ought to be good enough for those operators who have seen fit to go along looking thru knotholes and from the tops of telegraph poles and from the roofs of adjacent buildings watching the game being played by member operators at no expense to them at all.

Many Excuses

No one will disagree with the statement that an operators' association is sorely needed in every territory. Competition is keener both within and without the industry. Government is increasingly becoming a part of the business picture. Organization never stands still; it either goes out of business or goes forward. Granted the needs of an organization and the necessity for going forward, it rests upon the shoulders of every honest operator in the automatic vending business to do his part in achieving association success. Obviously the first way you as a non-member can help is by joining immediately. Too often the remark is heard: "I'll join when my operation becomes large enough to warrant joining or when I get 25, 50 or 100 machines." These non-members little realize that their trade association is making their business better now and by joining now each operator actively does something to help make business even better.

For a member of an association the situation is a bit different. He knows the need of an association. He believes in its objectives. He is backing his knowledge and beliefs with dues and that is a good start but it is only a start. He must continue to remain a member. He must continue to believe in its purposes and he must continue to give the best of his experience and his financial support. Of course, in territories where there are no local associations operators must band themselves together to correct the abuses of the industry which they themselves have maliciously or perhaps inadvertently created. Where local conditions and geographical locations sometimes make membership difficult it is the duty of every operator to overcome these obstacles and to form a county organization or a regional association or a State body, even if meetings are to be held infrequently.

Any association is better than no association. Among the well organized groups, such as the Cigaret Merchandisers' Association of New Jersey, of which I have the privilege to be its secretary and manager, the motto is: "I can always get another location, but I can't get another association." This truism is the moving power in our association and has thus far been of invaluable aid in promulgating the fine spirit which premeates our undertakings.

Two Can Unite

There should be a functioning organization in every locality in the United States in which more than one operator is doing business. Considering the results which are now being secured by these organizations now in operation—direct, tangible results that can be measured in dollars and cents—the wonder is that there is not a similar co-operative group in every metropolitan center. One thing that I have observed is that operators located in cities where no organization exists are very skeptical about the success attending co-operative efforts in another locality. Never having had an opportunity to observe similar results in their own community they simply can't believe that these results can be attained elsewhere. They judge the other fellow by their own standards and cannot visualize a condi-

(See LIVE AND LET on page 81)

Keeney's

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of New and Current Games

SAT. TO SAT. (SUN. INCLUDED)
JANUARY 15th to 22nd
 OPEN FROM 10 A.M. TO 5 P.M.

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 operators, jobbers and
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Keeney Games will not be displayed at the Coin Machine Show of the same dates

Program of Diversification

By H. F. REVES, Detroit

Choosing the kind of machines to place on a route is one of the chief problems of the average operator. It faces him when he starts in business and it confronts him constantly as long as he remains an operator. There are only two classes of answers—specialization and diversification.

There is a great deal to be said for specializing in this business, as in many others. The operator with a single kind of machines has all his service and collection problems more or less alike. His mechanical department need be familiar with the problems of only one kind of machine and his reserve stock of replacement parts and machines can be accordingly simplified.

But there is another side to this type of operating. The business is dependent entirely upon the accidents which may beset one particular type of machine. Some slight legal change may wipe out the returns from certain kinds of amusement games entirely for a while, as the ideas of what is and what is not legal change frequently.

General economic conditions may change so much as to make a particular type of machine relatively unprofitable. It is obvious that there is little excuse for keeping antiquated machines in operation and expecting to make a big profit from them. But there is some happy medium. In the music field, for instance, sweeping changes about three years ago made some of the most expensive coin machines on the market obsolete. New streamlined designs suddenly came into demand and the older model machines were forced out. The specialist must be prepared to meet these sudden shifts in conditions and take them as part of the business risk.

Diversification, on the other hand, is no insurance against the probability of change. Changes of taste and laws will go on whether the operator has one or a dozen kinds of machines. But the man who has the several kinds of machines will find difficulty in only one portion of his operations at a time. If it should be necessary to close down some machines entirely for a while this can go on in business at a merely decreased profit and arrange at leisure to meet the situation.

A Diversified Program

The next question that arises is what kind of a diversified program should the operator adopt provided he is really planning his work? Careful foresight into

the future is necessary and to overlook it is suicidal. It is true that the blue-prints should not be too rigidly followed. The operator must remember to watch for new machines which he can adopt from time to time and must be prepared to give up established types when they definitely begin to prove unpopular. But he must have a general plan which can serve as the background of all such modifications if he is going to try to travel the systematic route to success.

Merchandising machines seem to offer the most solid foundation for a well-laid-out route. Products sold must depend upon local tastes, the type of location used and seasonal variations. High-priced merchandising venders are not necessary. The low-cost nut, candy and gun venders are among the most profitable machines on location today. This takes into consideration the relative investment in machines and products and the very low rate of depreciation. Such machines require servicing, it is true, but a very large route can be established by means of a small investment. They will give, if properly managed, a steady income for many years and furnish the basic "nest egg" on which the operator can rely while he builds his business in other departments.

Music Machines

To make a big jump from the smallest to the largest machines—and proportionately, too, in the investment required—music machines offer the best substantial promise of a permanent income. There are not as many potential locations for the big music machines as for the small penny and nickel venders, but there are still tens of thousands of locations available.

A study of sales reports for the past year indicates that plenty of individual operators agree with the diagnosis—that there is money to be made in music machines. Hundreds of men who formerly had only amusement games, for instance, have added music boxes to their line—some started in with two or three machines, while others started off with several dozen machines.

Changes in popular taste affect music machines closely, but it is the records rather than the machines that are affected, aside from the long-range change in general machine design. The cost of an individual machine, say \$200 up, is high in comparison with almost any type of machine on the market today, aside from the more expensive types of slot machines. But, music devices have always been proportionately high—it is believed that the highest priced coin machine ever made on a production basis was a \$3,000 violin-piano combination that was placed upon the market before the depression.

These machines are good for a long period of time, like the small penny or nickel venders, and can often be placed in the same locations as well. Their returns are slow—if one judges by the pinball operator who may expect 100 per cent on his machine in the first month or two—but they keep on coming in, month after month, with little depreciation on the investment.

With a judiciously balanced route of these two basic classes of machines the operator is prepared to go farther afield. Little has been said so far about quantities of machines and for a good reason. The amount of capital each operator has varies immensely. The part-time operator does not want a large route and will scarcely be able to go very far with diversification. Because of his limited investment and time it may even be better for him to stick to one class of machine with which he is thoroughly familiar, to avoid the genuine problems—with their compensating rewards—of diversified operation.

Full-Time Route

But the full-time operator must have enough machines to keep him reasonably busy five or six days a week, and perhaps some nights when service calls,

and promotional work with prospective new location owners require it. The width of his territory is an important determining factor here. In small towns there may be a definite numerical limitation by the available locations, and the operator can do nothing about it. Other operators, serving several smaller communities, can handle a larger route, but they must make their number of machines smaller than would be handled by a single operator in one city, because of the greater time required in traveling between locations.

The practical route for a vending machine operator is probably 25 to 500 machines—depending on type, location and frequency of service calls. The practical maximum in music machines for a one-man route is about 25, by the concurrence of many operators in this field based upon their own experiences. By combining these factors and deciding whether the business is to remain one man or not, the individual operator planning a diversified route program can determine about what his own goal in numbers should be. In any case the same principles apply in selecting machines, whether the total route is 50 or 5,000.

Amusement Games

Amusement machines logically follow music machines as the next choice for the operator. They can usually be placed in the same locations that use the other two types and important factors in economy of operation are involved here—servicing is much easier where several machines are under one roof, obviously.

Here previous experience with venders and music machines isn't great value. Fashions change in the amusement field more swiftly than anywhere else. Four or five years ago pinball was an unheard-of thing and suddenly they swept the country. Two years ago or thereabouts it was the bowling alley type of game which sprang into fame and later it was the electric-eye rifle game. An imaginative genius could have plenty of exercise guessing what new type of game will next become the rage.

By the very fact that these games come into popularity so suddenly, however, it follows that they are likely to lose their profit qualities very quickly. Consequently, they must return a good rate of profit for a short time right from the start. Guessing right on local tastes is very important and the operator must do this by the aid of every means possible. Study of manufacturers' announcements and of reports in the trade press about experience of other operators is vitally important. "Shopping" locations operated by other men will help, too. Buyers for large department stores customarily observe the activities of their competitors, and the operator can profitably study the reactions of the public when confronted by new types of machines which may be operated by competitors. This is not a plea for malicious competition—the operator should make no effort to take away a location from another, but should confine his activity to a silent investigation of what he can learn by watching the other man's method of operation and its results. He may find his rival has installed a new game, and watching how the public reacts to it will show whether it is likely to be a wow or a dud in his own town.

The amusement machines should not be confined to one type of machine alone—the demand of novelty requires constant shift of machine between locations, and the operator who can keep on supplying new machines as soon as demand warrants can keep his locations well pleased and the money rolling in from the player. Suppose a route of 50 machines, which is a fair minimum for an operator well established in the business. Five machines of each of 10 different models would be a fairly good spread. If he buys five new ones a week and keeps each machine about

10 weeks the investment, plus a profit, should be returned by the end of that time. (All figures cited in this article are approximations and tend to reflect an average of operating conditions among full-time operators.) By this program he could readily satisfy the demands of his patrons for new machines and keep them rotating and still have few old machines on hand except the most popular models.

These three departments—small venders, music machines and amusement games—provide the bulk of familiar machine operation and the bulk, too, of our program for diversification. Some operators will want to stop here, and there is plenty of work for one man in this schedule. Applied to a larger business, the proportions may be used as a general guide toward plans for expansion. On the other hand, the smaller operator, particularly one operating in a small community, should find the same general proportions a guide to his own investment on a reduced scale.

Size of Investment

Let us see what this average actually means in terms of investment. Prices used are somewhat below average for music and amusement machines and somewhat above for many small venders, but they reflect actual conditions, inasmuch as many higher priced venders are used. On the other hand, many operators buy their music and amusement machines at lower prices than those quoted, either buying older models at sacrifice prices or securing special discounts that bring down list prices.

Small venders, 200 at \$10... \$ 2,000
Music machines, 25 at \$200... 5,000
Amusement games, 50 at \$50... 2,500

\$9,500

Service equipment (car, etc.)

----- \$ 1,000

\$10,500

That is a sizable investment and should convince anyone, inside the business or out, that coin machines are a real business.

One Thing More

I would suggest one further step for the operator after this well-spread minimum stage has been reached. This is only for the man who is in the business to stay on a fairly large scale. That suggestion is specialization. This isn't a contradiction of everything said in this article, but rather, however, paradoxical it seems, a confirmation. When an individual has laid an assured foundation for his business in soundly conceived and executed diversification, it is time for him to think of the advantages in the other way of operating and profit from both principles.

Let him select one single type of machine and go into it on a reasonably large scale. The investment should be about one-fourth to one-third of his diversified investment only, making four reasonably equal departments of the business. This may be any one of the other types of machines—service machines are an idea, but will appeal to few operators. The man who handles the steady income washroom service machines, for instance, do not usually have other interests in the business, but this is still a likely field. But there are the more spectacular machines, the large modern pop-corn venders, large selective cigaret machines, for instance, to choose from. One of these types will prove an interesting diversion and almost a personal hobby to the operator. And if it leads him ultimately to choose to specialize solely in that one machine, the step is not to be regretted. He will have had his taste of diversified operation first and knows its advantages, and he will have had enough experience with the one machine he chooses to know that he is willing to stake his whole business career upon it.

There is one type of machine purposely neglected in this article, represented by the omnipresent weighing machines. They are among the best steady money-makers in the industry and form an admirable addition to any operator's route when well placed. They are likely to work well with the small vending ma-

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Rock 'N' Neck 5.00	East & West 15.00
Lights Out... 7.50	Padlock
Hold 'Em... 8.50	(Ticket) ... 20.00
Ricochet... 10.00	Grand Stand
Bumper... 10.00	(Jennings) 22.50
Reel Spot... 10.00	Turf
Horns Run... 10.00	Change... 35.00

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chines, because both can share the same locations. In planning a program for selecting machines they may be substituted in smaller quantities because of average higher prices for the small vending machines or even included with them.

There are plenty of other types of machines not specifically mentioned, but the general classes have been indicated. Each individual operator can substitute his personal favorites in the various classes and work out his own plans, using the figures suggested as general guide posts rather than rigid rules. Blind following of predetermined rules of this type would deprive the operator of that initiative which is his most valuable characteristic as an independent business operator.

LIVE AND LET

(Continued from page 79)

tion different from that under which they operate.

Of course, there have been instances where local associations have failed to function after being launched. But that is because too much was expected of them in the beginning. It is now generally understood by operators that co-operation is a plant of slow growth and that it requires plenty of careful gardening, pruning and abundant sunshine of business experience—that success must be the result of a gradual adjustment of activities to the needs of its members. Organizations to be successful must be built around the personality of its members. It is a mistake to try to make its members conform to the organization. Most operators feel that an organization cannot be a success if it does not embrace every operator in the community. But that is an impossible achievement.

No Perfect Groups

Not one of the 2,400 national or nearly 100,000 local trade associations has a 100 per cent membership. It is enough for a successful functioning organization to embrace within its membership those operators who believe in self-help and are willing to give and take due interest to advance the welfare of the organization. The chiseler or so-called "wise guy" will soon see the error of his ways and learn to live and let live by joining the association as soon as the organization is successful in its undertaking with those operators whom they can induce to join. It is my opinion that local organization can be built by starting with a small membership. Even if only two or three operators get together and have an understanding of their mutual problems and respect for their confidences in each other they can outline a program of activities which is within their ability to execute. From that point they should go forward slowly, taking on new and further activities as they put into effect those already started. Membership should be built by taking on new members who are sold on the organization because of the things it is doing and not because of hopes of what it will do. It is a truism that two

men working together will accomplish more than either can do singly. Three will do more than two, four more than three and so on, but it is essential that two get together and these two can get three and the three, four and so on. The essential thing is to start.

Charles W. Cradick, the dynamic manager of the California Amusement Machine Operators' Association, recently said: "A nonmember must have some ulterior motive for remaining outside. Unquestionably he intends to conduct his business in such a manner that would violate all rules of an association. The merchant with whom he does business can well feel that such an operator will not hesitate to cheat him because such an operator has no one to whom to answer." Operators who refuse to live and let live will soon find themselves faced with the necessity of working together instead of being continually suspicious of each other; not for the good of a special favored few but for the good of all—small operators and large operators alike—and there are many reasons for this. More reasons now than ever before.

Cultivate Friendship

First, operators need to cultivate a greater bond of friendship among themselves. They need to understand each other and their mutual difficulties and problems better. We live in a world fast moving toward the organization idea in all successful lines of business and it can be plainly seen that operators must utilize their organizations for mutual helpfulness.

Secondly, the government (whether it be city, county, State or federal) is constantly increasing the heavy tax burden to be borne by every operator and indications are that there will be further tax increases. Many outside influences are working against the operator to reduce any mite of profit he might make from his operations. Practically no laws are enacted for his welfare, while many are presented which prove harmful. No operator can as an individual spend his time tracking down these legislative measures, nor has he the time and ability to devote to the necessary study. But, a local association with a disinterested attorney and a capable manager can get this information for him and usually does. This information is available at any time with recommendations from those who have given the matter thought and study especially from a legal point of view. Every operator must realize that the customers or locations are working against him, playing one operator against another to the detriment of all.

Third, by his membership in a trade association, a member has a peace of mind, the value of which is unmeasured in dollars and cents—a stability in his business—a protection of his locations—an opportunity to look into the future with some degree of certainty.

Meet Competitors

Fourth, as an association member the operator has the opportunity of meeting his fellow competitors on an equal footing. He has access to an arbitration board to iron out any difficulty that may have arisen and the right to shape the policy and enact such laws as will inure to his selfish benefit, as well as to the good welfare of those in the association.

As an operator, you will no doubt admit the truth of all this and deplore loudly the present condition of things, but without the local or State organization you are powerless to remedy them.

You are always being played off against another operator and you are intentionally kept in the dark about the unfair struggle you are waging. Progressive operators have well-organized associations, doing everything possible to bring its membership successfully thru existing economic disorders and trying situations. If you can realize the true value and assistance these associations could be to you, you would unhesitatingly lend your personal efforts and contribute freely for the protection of all.

There is strength in unity, whether constructive or destructive, and the success of any effort depends upon the

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strength and force behind it. Make your efforts constructive thru unified organization.

Be fair to yourself and ask yourself the following question: "My business—is its future secure?" If you are not a member of your local association, the answer must be in the negative. Remember that as an individual you are not as big as the industry of which you are a part, and in this day of almost universal organization of every phase of our lives, it is more urgent than ever that every operator support an association which is working for the best interests of the industry as a whole—even if it be for no other reason than self-preservation. Join your association, support it financially and with your services. Remember that it is wiser in business today to live and let live!

Detroit

DETROIT, Jan. 15.—The newly announced Pop Corn Robot Company was in full production this week. Distribution plans are reported to be almost complete. Practically the entire executive staff of the company is planning to be at the Chicago show, where the first public display of this new modern popcorn tender will be made.

One of Detroit's best known operating organizations, the S. B. Novelty Company, has just been dissolved and the business taken over independently by each of the two partners, E. C. Bourden and Clyde Swager. Bourden is well known here as the president of the Skill Games Operators' Association. He will continue to operate from headquarters on Leisure Avenue, while Swager is operat-

ing from his own home. Both men have extensive routes of amusement games.

E. C. Starr, operating the Starr Vending Company, is planning to become more active in the coin machine business. He has been in the game for over 15 years and formerly was a salesman for machines in Northern Ohio. At the present time he operates a route of gum vendors and also a few other types of machines.

John D. Palmer is now operating a small amusement park and beach at Loom Lake. Palmer is a veteran operator who now makes his headquarters in the Pacific territory.

Martin Flowers is one of Detroit's youngest ops. He has started his business career by entering the coin machine business with some other friends of his own age.

Charles Thomas is another oldtimer who is planning a comeback in the coin machine business. Thomas still owns his own machines but has had them managed for him by Erwood (Buster) Williams, of Northville, Mich., who operates both in Northville and in Detroit. Thomas reports that he is planning to place a number of machines at Walled Lake Amusement Park next summer.

Beg Your Pardon

The following listing was omitted from The Buyer's Guide published in the issue of last week:

ELECTRICAL PRODUCTS COMPANY, 2535 Russell street, Detroit. Make Electropaks, Adaptopaks, Cheron Electro-Timer, Epoo Bell Lock, Electrolok and Epoo Pase Eliminator.



JOE HUBER, convention manager, on the job at the 1938 Coin Machine Show. He is the man who delivers in "dipper" and better coin machine shows.

Physicians --- Service Men to You

By PHIL MUTH, New Orleans

Every industry these days is credited with possessing within its operations so-called "Forgotten Men"; those who are "cogs in the wheel," but who are so busy doing their part in keeping the gears smoothly operating that they are easily overlooked when the credit is spread around.

How often a friend or a civic leader receives congratulations for complete recovery from a serious illness or a nervous breakdown when, after all, the true credit should go to the physician who so thoughtfully prescribed the pills and injected the serum which restored the man to "working order."

And so within the confines of the gigantic growing coin machine industry there is a forgotten individual generally

known to us as the service man. In many ways he is just like the doctor who is called for when things go wrong and correction of ills is necessary.

How many hours does your service man work? You can't easily give such figures because after all he has no definite hours. His duties come at any time. Often he works late into the night so that a machine built by one group of men, distributed by others and operated by still others can perform at all.

Now it is not my purpose to extol this physician of the coin machine industry to the extent that he is the whole works, but only to ask you, the distributor, the manufacturer and the operator, to hesitate and think of how much credit for the smooth operation of your business should go to the service man.

In constant contact with distributors and operators in the New Orleans territory, I have suddenly realized that there exists a distinct pride among ops in the ability of their service directors to do a good job. "I am the operator who has the best service man in town," is often the curt reply to a suggestion that perhaps this or that firm boasts of the best service department.

Proud of Them

So you see, coin machine men are unconsciously prouder of the man who corrects the ills of their equipment than they are apt to admit at first thought. And right they should be, for after all, a good man in the service department is just as necessary, if not more so, than the necessity of having good equipment to start with.

Now break up the New Orleans circle of service men and see just what kind of people are these doctors of the industry, what they think about the industry and what they are doing to better it.

Over at the C. and Sales Company, P. W. King is fortunate to have a great service chap by the name of Amor E. North, married, a native boy and for 18 years connected with one coin machine firm or another in Louisiana, Arkansas and the Mississippi Gulf Coast. Eighteen years in one industry ought to qualify him as a good service man. North, known over a wide area of the South as an inventor of several useful devices in conjunction with coin machine operations, began as a service man during the days of the World War with G. D. Walton, a Chicagoan who had come south to operate all kinds of coin devices, including scales, slots, coin pianos and other equipment. Thus, he was at least in a position where a variety of machines were available to learn several branches of the service field. Like a true physician he never fails to stop and credit his first operator boss, Walton, for his successful apprenticeship. Leaving New Orleans early in the '20s, North started a career with the Texas Novelty Company that won him his spurs. For it was while he was servicing for this pioneer Texas firm that he was the co-inventor with Glenn D. Fleak, another Louisiana service man, of a combination slot and piano which rendered music and paid off in checks.

Trade Will Last

That was in 1922 and South Texas saw its first "reform" movement given a severe jolt because players were putting in coins for music and "closed" territories were once more opened. Approximately a dozen years with the Texas firm and likewise working as field service man for the Mills Novelty Company in Texas, Louisiana and part of Mississippi

put on the finishing touches for a good service man who eventually came back to New Orleans to stay.

"Coin-operated machines will last as long as there are people on earth to breathe the air," North predicts. "I have seen sad days and always have noted that the saddest are those just preceding the biggest booms in the industry. The coin machine industry, I deem, has bettered itself by each thrust of bad times and as a proof of this deduction is the fact that there are today more successful manufacturers and operators in the game than when I began."

His advice to the would-be service man is to take interest in the man for whom he works.

"Improve upon all machines on which you work," he instructs, "whenever possible. Forget about the number of hours you have to work, for I can remember the times that I have put in as much as 36 hours without rest, but I have enjoyed every hour of it. When my work day is over I spend my spare time in my workshop at home in the hope that I may continue to contribute my share to the industry."

Anthony Virgilio is head service man for the Dixie Novelty Company, Louisiana distributor for such famous lines as Bally, Keeney, Evans, Mills slots and Face slots, Chicago Coin Corporation and a few others. In fact, enough for any 10-fingered service man in the country.

One Hand Does It

But here is the big catch. Virgilio is only a five-fingered man, for his left hand has no fingers. But don't let that fool you or start you to sympathizing with him. He doesn't need it nor does he want it, for Virgilio can out-service many a so-called good service man by a city block and still have something to spare. Yes, his boss, Julius Pace, president of local operators, will testify that he has often been forced to loan him out to help others out of seemingly impossible jams.

"How do you manage to keep up with the ever-changing ideas of so many makes of machines," he is asked.

"They are all easy when you make up your mind to know how they operate," he quickly springs back, "and it is my code to never leave a machine until every part is working to perfection. The play must go on without a hitch even if you must lose money on the job correcting every hitch."

If anybody will deny Ernest Petrowsky, service man for the Great Southern Novelty Company, credit for being the best phonograph service man in the city, he will at least be granted credit for being the "biggest" man on any job in town. For he stands 6 foot 3 in his socks. His wife says so and she ought to know, she darns them. And also she works side by side with him as the firm's stenographer. Not so long around the service room as the two men previously mentioned, Petrowsky has seen his share.

Granting this, thought perhaps it might be interesting to hear of his funniest experience while on a service call.

Funniest Incident

"Well, it had rained for 30 hours on a stretch and the town was flooded with a few inches to as much as five and six feet of water in back-town low spots," he related. "We had been working steadily for at least 15 hours when we received a call that water was close to the level where one of our phonographs was on location. Impossible to reach within a block of the spot, we waded in toward the restaurant to see what could be done about saving the

machine. We heard music when a couple of hundred feet away and figured that something sure had gone haywire already. As we walked thru two feet of water into the front door we saw a skiff had 'sailed' into the place and in it were resting two couples.

"They had grown tired of dancing about in two feet of water and had left three or four other couples 'hitting it up' as our marooned phonograph played on, high and dry, on a piling of four beer kegs. Satisfied that we were making money in spite of a deluge, we laughingly went back to make our report."

Stephen Asprodites is head service man for the Jerry Germents Novelty Company, territory distributor of Wurlitzers. Starting with Germents back in 1934, this phonograph repair man figures that he is now working on his 6,000th phonograph. He very determinately shouts out that phonographs are in a class by themselves, that they are not complicated to keep in repair and therefore "deserve little credit for keeping such finely made instruments in good order."

And these are only four of at least two dozen or more good service men in New Orleans, and surely there must be so many others in every operator's home town, be it Chicago, Detroit, Boston, New York, Los Angeles, Houston or Seattle. For nowhere can coin machines be operated without them, the physicians.

Let's name a few others who do good work in New Orleans and let it go at that. There is, for instance, Everett Hood, Wurlitzers; Gus Lamana, of Crescent Novelty Company, coin machines; George Baker, Louisiana Amusement Company, Rock-Olas; O. C. Marshall, of Star Amusement Company, coin machines; Leonard Librano, Pipitone and Pace, coin machines.

Alphonse Martins, of the Automatic Music Box Service, phonographs; Elmore Abten, John Clark, Luke Elliott and Mike Lubrano, with Herby Mills' interests, coin machines and phonographs; Raymond Martin, of Dixie Company; Louis Sihuc, of Great Southern, phonographs, and Raymond Duteau, North's assistant.

Injunction Suit Filed by N. O. Op

NEW ORLEANS, Jan. 15.—Into the federal courts this week went the tense coin machine situation at New Orleans. Protection of the court in the way of an injunction was sought in a suit filed early in the week by J. S. Pickell, Nor-elites Company, operators of new-type slots which made their first appearance in the city last Monday and were later destroyed or seized under orders of officials. A few minutes after the filing of the injunction petition United States Judge Wayne G. Borah signed an order instructing the mayor and police chief George Reyer to show cause at 2 p. m. January 19 "why they should not be permanently enjoined from interfering with operation of automatic vendors designed to aid in sale of confections."

Pickell has filed his petition as a confectioner, claiming that insofar as his slots pay off in slugs marked, "For Amusement Only" and also give out free ball gum to the player, his machines are legal. "These machines which the police have seized are not gambling devices and are not slot machines," Pickell said in his petition. "They violate no law or ordinance and police have no right to seize them. They are designed to aid in the sale of confections."

The machines in question have the routine Bell reels with an additional phrase over each symbol, the combinations giving funny results in three phrases on the reels. Each bore the inscription, "For Amusement Only." The confection paid off is candy manufactured in New York and weighing about three ounces each. Of the machines seized all but two were taken from a warehouse before they could be put on location. The other two were destroyed.

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A Service of Radio Corporation of America

Distributors Called To Form Baseball League

Suggested name would be Amusement Baseball League—Paul Gerber to lead in making plans—would popularize industry and support charity

CHICAGO, Jan. 15.—Paul Gerber and Max Glass, of the Gerber & Glass combination, plan to mobilize the distributors of the United States in an effort to take initial steps in forming the Amusement Baseball League during the 1938 annual convention of the coin-operated machine industry meeting at the Hotel Sherman. Paul Gerber announced the purpose of the movement this week and said that announcement of the time and place of meeting would be posted on the convention bulletin board. The Amusement Baseball League will be formed, Gerber said, in order to get a first-class baseball team organized as soon as possible, then other teams will be organized later if the movement succeeds.

According to Gerber, the idea is to encourage the great interest of the distributors and operators in sports. To a man the members of the industry are great lovers of all the sports, he said, and this fact alone should be good reason for having a team sponsored by the industry.

Gerber's plan is to go all the way in having a team composed of first-class talent. He knows of possible material already, he says, players that are known to the sport-loving world. Distributors of coin machines should be able to secure plenty of talent once the movement is started. Full details of what can be done, and what may be the possibilities in the future, will be explained to distributors at the called meeting.

Gerber said that in addition to encouraging the love of sports the team sponsored by the Amusement Baseball League would be able also to support some worthy charity and in that way contribute to the good name of the industry.

"The very fact that we have a team, a team that can really play ball, will also get some favorable mention for our industry," Gerber said. "And everybody knows that we sure do need some favorable mention. The place to get it is on the sports pages and the only way to get there will be by having a first-class team representing the coin-operated machine industry."

Gerber is well qualified to speak on baseball thru his long association with the Chicago Cubs.

Legal Games Are Exhibit Feature

CHICAGO, Jan. 15.—"New operators in territories that have been closed to the ordinary type of coin machine have a real opportunity to get back into the big money again," said Leo J. Kelly, of the Exhibit Supply Company, "because we are bringing out a new floor machine which will be a feature of the Coin Machine Show and will be welcomed by operators everywhere. This new game, which we call Hi-Ball is 7 feet high. Even tho it is 7 feet high, it is easily located because it only takes up a floor space of 20 by 36 inches. It has a large playing field and we use sponge rubber balls that are 2 1/2 inches in diameter.

"This new game, Hi-Ball," continued Mr. Kelly, "is an innovation because balls are catapulted with a lever high into the air into the playing field and the object of the game is to place the large rubber balls into a series of rings which protrude thru the playing field. Even tho this is a massive machine, it will sell at a price below \$100 and will find a ready welcome in every location.

"While the game was designed for closed territory operation, it will be used in a great many open territories as well. "Our three counter amusement games will appeal to everybody because of the low price and the fact that there is not much now on the market that is suitable for counter operation in closed territory. These counter amusement devices are entirely new in every way and the fact that we have three of them enables an operator to keep rotating his machines in locations where he would not have room to install all three.

"It is our intention to continue to bring out a full line of skill amusement devices suitable for closed territory operation and all during the year 1938 we will continue to give the operators new and different types of this equipment."

Ben Nagel Joins Ranks of Distribs

CLEVELAND, Jan. 15.—Following the opening of distributing offices here recently under the name of Eureka Novelty Sales Company, Ben Nagel reports that business has been very satisfactory. Offices and warehouse are located at 3906-3908 Carnegie avenue.

Nagel has had long experience in the trade and can trade yarns with the real oldtimers, having been a member of the coin machine fraternity for about 10 years. Nagel made a recent trip to Chicago to arrange distributorship on a number of machines, and he will make frequent trips, he says, to the "coin machine capital of the world" to keep in touch with the latest offerings in machines. His aim is to carry a diversified line so that all customers' needs can be supplied. He added that he did not like the so-called exclusive distributorships and that manufacturers are finding them unsatisfactory, he thinks.

Building on his long experience as an operator, Nagel has given special attention to service ideas. One service point stressed is that his firm offers free delivery to operators on machines purchased. This is a service of which operators quickly showed their appreciation, he stated. Expert repair service is also a big part of the Eureka layout.

Nagel says that he is able to offer personal counsel to operators in many cases where difficulty is encountered in operating machines. Business has been good in the Cleveland area, he says, even if there are some worries now and then.

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All During the Convention
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BE THE FIRST TO OPEN

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E. B. Amusement Supply Co.

4932 Lake Park Ave.,
Chicago, Ill.



Devlin Is Crack Publicity Seeker

NEW YORK, Jan. 15.—Jack Devlin, sales manager for John A. Fitzgibbons, has been given the title of "Fitzgibbons' Press Agent." The boys around the office claim that Devlin will go to any extreme to get the name of Fitzgibbons in print. Recently Devlin went to the hospital for a few weeks because of illness and it was so recorded in *The Billboard*. Having nothing to say in the last few weeks and having no way to crash into the publication, Devlin went out and got himself a beautiful black eye. When your correspondent dropped in to see the Fitzgibbons bunch the "shiner" was called to our attention. Devlin said, "Get this in the paper and don't forget to put Fitzgibbons' name in with it."

Devlin certainly is a martyr to the Fitzgibbons organization.

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| Golden Wheel \$45.00 | Outboard ... \$22.95 |
| Classic ... 29.50 | Daytons ... 29.50 |
| Garage ... 39.50 | Dani B. B. ... 12.50 |
| Jumbo ... 10.00 | Wald 'Em ... 8.50 |
| Polky ... 15.00 | Round World ... 19.50 |
| Preahnest ... 49.50 | Holo ... 5.00 |
| Phantom ... 31.50 | Enc. Sc. Bd. ... 12.50 |
| Mazons ... 27.50 | Bally Booster ... 12.50 |

3 Seaburg Selectophones, 1936 Mod. \$65.00
1 Exhibit Shoot-A-Lie ... 49.50
5 Exhibit Rotary Merchandisers ... 59.50
TERMS—1/3 Cash with Order, Bal. C.O.D.

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123 N. W. 5th St., Evansville, Ind.

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| AIRWAY ... \$39.50 | OUTBOARD ... \$15.00 | BALL FAN ... \$ 5.00 |
| BEAMLITE ... 39.50 | CHICO DERBY ... 14.00 | WIZARD ... 8.00 |
| RACES FLASH ... 39.50 | SPRINT ... 13.00 | SCOREBOARD ... 7.00 |
| RACES (Stone) ... 37.50 | SKOOKY ... 12.00 | SEQUENCE ... 7.00 |
| '37 FOOTBALL ... 37.50 | BALLY BOOSTER ... 10.00 | HAPPY DAYS ... 6.00 |
| MERCURY ... 25.00 | GROSS LINE ... 10.00 | GOLDEN HARVEST ... 7.00 |
| TOURNAMENT ... 22.50 | EAST & WEST ... 11.00 | SUNSHINE BASEBALL ... 5.00 |
| AROUND THE WORLD ... 20.00 | BUMPER ... 11.00 | SUNSHINE DERBY ... 5.00 |
| AUTO DERBY ... 20.00 | DAVAL'S BASEBALL ... 10.00 | JUMBO ... 10.00 |
| HOME STRETCH ... 20.00 | DOUBLE ACTION ... 10.00 | TURF CHAMPS ... 35.00 |
| HIT 'N RUN ... 20.00 | HOOPSHOT ... 10.00 | |
| BOO HOO ... 15.00 | HOME RUN ... 9.00 | |

Wurlitzer Size Ball Alley (14 ft.) ... \$40.00
Target Balls & Holsters (9 ft.) ... 30.00
A.S.T. Target 15 Shots for 1c ... 7.00
A.S.T. Target 50 ... 17.50

500 Battery Game; Stock Exchange, Top Hat, Torpedo, Relay, Excel, Split Fan, Tackle, Travel, Tricks, Glider, Rapid Transit, Neck & Neck, Banknote — \$2.00 and up. Detailed price list on request.
PERRY ARCADE MACHINES and SUPPLIES: Microscope, Punching Bags, Fortune Telling Electric, Library, BASEBALLS; RIFLES — Electric, Radio 1c and 5c, Ray. Illustrated price list on request.

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POLISHED ALUMINUM SLOT GUARD COMPLETE
WITH SCREWS, **\$1.00** EACH
CENTRAL DISTRIBUTING CO.
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EXHIBIT SUPPLY CO.

For 37 years this good old name has been a guarantee of coin machine quality . . .

For 37 years Exhibit products have consistently made money for Exhibit customers.

EXHIBIT PRODUCTS WILL LEAD AGAIN IN 1938

See Exhibit's full line of money-makers at the Coin Machine Show.

BOOTH-60
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Regardless of territory conditions, Exhibit has a machine you can operate profitably.

AMUSEMENT MACHINES, ARCADE EQUIPMENT, PIN GAMES, COUNTER GAMES, DIGGERS, NOVELTY CANDY VENDERS, SKILL GAMES, POST CARD VENDERS, ETC

Write for Advance Information Now!

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO, ILL.

The Distributor's Position

By M. M. MARCUS
President, The Markepp Company

What is the future of the distributor in the coin machine industry? That is the question distributors ask when they meet and which they discuss thru correspondence. It is a question manufacturers are also discussing among themselves.

As one of the leading distributors in the country, also one of the first, I have to shrug my shoulders and say, "Time will tell." But I must say to my many friends in the industry that right now the distributor's position isn't a very happy one at all. Because the operator today looks at the price before buying. He thinks a machine at a low price is a bargain. But nothing is a bargain if he doesn't get his money's worth. In our business unless the operator makes money with the equipment it's no bar-

4. Distributors offer expert repairs. Here the same thing is true as with parts the distributors carry. It is this service that enables the operator to keep his machines going, making money for him.

5. The most important function of the distributor is to act as a trading post. Operators know that it is not an easy matter to get rid of their used equipment direct. They depend upon their distributor to help them in this. Operators get a better price selling to distributors than trying to make a deal themselves, especially when it is necessary to prepare and crate a game for shipment.

Think about these services, Mr. Operator! Especially when you are tempted to buy a machine in another territory simply because you believe you can get it cheaper than from your local distributor.

Unless distributors get the support of operators they will be forced to do away with some of these services. In fact, many distributing firms are turning some of their efforts to other fields. You see them advertising and distributing motor bikes, bazzer equipment, radios, electrical appliances, etc. They don't do this for profit but because they are forced to do it. Their first love is coin machines.

Distributors Want

So what does the distributor want? He isn't unreasonable at all. He simply wants:

1. A definite territory with protection in this territory against price cutting.

2. Protection on prices so that he can make a profit and render a real service to operators.

Distributors would respect each other's territories if they could have the manufacturers' co-operation. The time is ripe to put the coin machine industry upon a legitimate merchandise basis, the same as other industries. It will make a healthier condition, everyone will make money again, and the operator will find out that he is far better off than under the present plan where his purchases depend not on how much money he can make with his equipment, but how cheaply he can buy it.



M. M. MARCUS

gain regardless of the price. So this buying of price, and price alone, hasn't been assisting anyone along the line.

Ask the manufacturer if he has increased his profits. Ask the operator if he is as well off as in the days of 1935. The answer is "no." Just the other day an operator came to me and asked for a machine on credit. I asked what he needed credit for, because I had heard he was doing well. He admitted he had been doing well, but all the money he had been taking in was going for new equipment. As a result he was short on cash. He told me of one route he had on which he spent \$2,000 for new equipment in the last few months and only had \$65 in cash to show for his investment. "What is worse," he said, "is that the locations were already asking for new games."

His case, it seems to me, is typical of many operators. I don't think it is any secret that the operator isn't making any real money. I know very well that the distributor isn't. Is the manufacturer?

Distributors Necessary

It is sound economics that a manufacturer can only make money if the firms to which he sells make a profit, too. These firms in turn can only make a profit if their customers get value for their money. The same thing is true in this industry. Operators can only buy games if they make money with their games. This is why I feel confident that in the future the distributor will play an even more important part in the coin machine industry than he has in the past. Operators have learned that they need their distributors because:

1. Distributors keep territory open. They organize the operators and furnish leadership necessary to combat legal opposition.

2. Distributors carry samples of new machines. In this way operators can play the machines and determine before buying whether the equipment will go in their location. In this business, the same as any other, a bargain is not a bargain unless it is worth the money. A game is not worth the money if it does not make a profit for the operator.

3. Distributors carry parts for games. Without this service operators would have to depend on the factories and when their machines are lying idle for two weeks while parts come from the manufacturer the money they lose is hundreds of times that of any profit a distributor makes for maintaining a parts service.

ONE-BALL AUTOMATICS		NOVELTY PIN GAMES	
Post Time . . . \$47.50	Foto Finish . . . \$47.50	Sequence . . . \$14.50	Home Run . . . \$18.50
Preview . . . 29.50	Racing Fern . . . 47.50	Bumper . . . 9.50	Head Cap . . . 5.00
Fair Grounds . . . 37.50	Western Win'r . . . 35.50	Box Hoc . . . 24.50	Swing Time . . . 17.50
Golden Wheel . . . 38.00	Royal Races . . . 24.50	Mercury . . . 23.50	Skippers . . . 18.50
Caroms . . . 22.50	Giant . . . 32.50	— SPECIALS —	
Turf Champ . . . 39.50	Railroad . . . 39.50	SNACKS, Vendors . . . \$ 12.50	
Preakness . . . 49.50	Arlington . . . 37.50	GENCO BANK ROLL (Bozell's Game) . . . 47.50	
Lafonia . . . 38.50	Challenger . . . 12.50	GALLOPING DOMINOS . . . 159.00	
		PACES RACES, Brown Cabinet, Check Separator, Serials 55,000 and Up . . . 255.00	
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1,000 OTHER BARGAINS -- WRITE FOR LIST!
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ATTENTION --- OPERATORS

USED AUTOMATIC PAYOUT GAMES

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Kentucky Derby, Pacific's Nazuma . . . 17.50	Pamco Bells, Heavyweight . . . 17.50
Racing Fern, Pacific's Centole . . . 42.50	Billy Golden Wheel . . . 30.50
Lady Luck, Turf Champ . . . 42.50	Billy Carom . . . 27.50
Flintwood . . . 105.00	Flicker . . . 22.00

USED NOVELTY GAMES

Each	Each
Battle-Up, Burning Wheel, Auto Derby . . . \$22.50	Home Stretch, Carnival . . . \$22.50
Box-Hoc, 1937 Sensation, Turf King . . . 22.50	Skippers . . . 12.50
Home Run, Diamond Mine, Cross Line . . . 17.50	Kegalling, Hot Springs . . . 17.50
Knockout, Mystic, Pamco Highway . . . 17.50	Firesucker, Billy Booster . . . 17.50
Pamco Sailer, Bull Fan, Battle . . . 17.50	Silver Flash . . . 27.50

If interested in Slots, Paces Races, Photographs, Billiard Tables, Bowling Games, or Counter Games, please write for prices.
All Used Machines Are Offered Subject to Price Sale.
ALL MACHINES SHIPPED F. O. B. ROANOKE.
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BIG HITS

1500 HOLES 5c
A VERY FLASHY NUMBER

Takes In . . . \$60.00
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and 300 Free Punches

PRICE **\$358**
Plus 10% Govt. Tax.

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Reconditioned Payout Tables

Fair Grounds	\$ 79.50
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23 W. Mt. Royal Ave., Baltimore, Md.
P. S.—Our Mr. Plissner will be at the Hotel Morrison or the LaSalle, Chicago, during the convention.

5 NEW MUTOSCOPE PHOTOMATIC MACHINES

Completely equipped. Excellent chance for locations. Los Angeles or San Francisco. Machines can be inspected at 329 Sunset Ave., Venice, Calif. Illinois prevents owner to operate. Bargain for cash or will exchange for California real estate. Write or wire N. PRELUDA, Lead, S. D.

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Sensationally
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**REAL SHOOTING
with REAL RIFLE!**

**MOVING
TARGETS!**

*Every Man,
Woman and
Child a
Player*

*Special
AMMUNITION*
SPECIALLY DEVELOPED
for **ES-KI-MO**
LOW VELOCITY • SMOKELESS
NOISELESS • ODORLESS
NO MUSS

100% SKILL 100% SAFE

Enormous Player Appeal! 3 Shots for 5¢!

Everybody likes to shoot. ES-KI-MO appeals to man, woman and child. Not only the vast number of hunters, trap and skeet shooters, but millions of others who have never had the opportunity before. A beautiful machine, finished in Chinese Red or brilliant Black—with chromium trim. Striking Arctic scene in tunnel.

Everybody can shoot ES-KI-MO. Shooting galleries everywhere attract crowds at 3 shots for a dime. ES-KI-MO offers the same sport for half.

Profits Galore!

ES-KI-MO has been tested and proved for many months on location. The "take" will surprise you. Play is fast. It's a novelty. "Payouts" are unnecessary, although if desired, "payout" units can easily be attached. ES-KI-MO requires no more room than ordinary pin ball game; only 6½ ft. long, 30" wide, 72" high at front.

100% Automatic!

Deposit 5c and three rounds of special ammunition are vended; moving target starts; scores are recorded electrically. **NO ATTENDANT IS NEEDED.** Ammunition is smokeless, noiseless, odorless. Empty cartridges are disposed of through special arrangement. No empties on the floor.

100% Safe! 100% Skill!

Gun cannot be removed; cannot be discharged in any direction except toward target in armored tunnel. Special rifle takes only special low-velocity ammunition.

Never Loses Appeal!

ES-KI-MO will immediately secure you the best existing locations. It also opens new hot spots that would never consider other types of equipment. And its appeal never wears out. Shooting has been a pastime through the ages. Its popularity is constantly increasing. . . . more hunters every year . . . rapidly growing skeet and gun clubs.

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THE REAL SHOW is RIGHT HERE



STOP & SHOP

THE WORLD'S LOWEST PRICED QUALITY TRIPLE VENDOR. CAPACITY 7½ TO 9 LBS. SAMPLE . . .

\$16.75



CHIEF

FOR ITS PURPOSE THE OUTSTANDING SINGLE UNIT VENDOR OF THIS ERA. CAPACITY 2½ TO 3 LBS. NO WALL BRACKETS NECESSARY. SAMPLE

\$5.75



UNIVERSAL

STILL THE BEST. SAMPLE

\$6.95

Beautiful Tancrine Porcelain Enamel Finish, \$1.00 Extra. 1/3 Deposit. Balance C. O. D. STOP & SHOP and CHIEF on private showing at factory for BONA-FIDE Operators ONLY. January 17, 18, 19, 20.

VICTOR VENDING CORP.
4203 FULLERTON AVE.,
CHICAGO, ILL., U. S. A.

MERCHANDISE MACHINES

Latest Popmatic Vender Described

ST. LOUIS, Jan. 15.—In pointing out the many features which the new model No. 24-A Popmatic automatic corn-popping vender now boasts, President Ralph Greenbaum stated: "The new mystery Popmatic is the result of nearly four years of designing and engineering research by men who have had years of experience in the production of quality coin-operated machines. As a result of their research and the constant quest of Popmatic officials for new ideas and improvements, our new machine, we believe, is the ideal machine from the standpoint of the operator. It's sturdy, reliable, easier to keep clean and the essence of simplicity.

"Our machine has no highly mechanical parts to get out of order," he went on. "From raw material to the finished product, Popmatics are quality built for long, dependable service. Only the best of materials go into the making of this machine.

"The latest model which we intend to show for the first time at the coin machine convention," Greenbaum continued, "has a frame and stand of stamped and welded construction which insures strength and durability beneath the beautifully modernistic finish. This same model also introduces a new oil-leveling arrangement which minimizes the use of oil and delivers a more delicious serving of pop corn to the customer. There are many other features on this model, too," Greenbaum concluded, "which we are sure will attract loads of ops to our booth at the coming show."

Bingo Ball Gum Opens Newark Plant

NEW YORK, Jan. 15.—Officials of the Bingo Ball Gum Manufacturing Corporation here report they are opening their factory in Newark to increase production of their ball gum. Sales headquarters will remain here, it is believed, and all business will be conducted from their offices at 1123 Broadway.

"We held Bingo Ball Gum from quantity production until it was fully pro-

duced by law," officials stated. "Now that that important matter has been taken care of we are really getting under way. This gum is the best idea that has hit the coin machine business in the past 25 years. It gives operators the opportunity to shoot their weekly take from ball gum venders sky high because it gives the purchaser the chance to actually play bingo with ball gum. Kiddies and grown-ups too are taking to the gum everywhere and like the profit-sharing plan back of it."

New Penny Gum Vender Due Soon

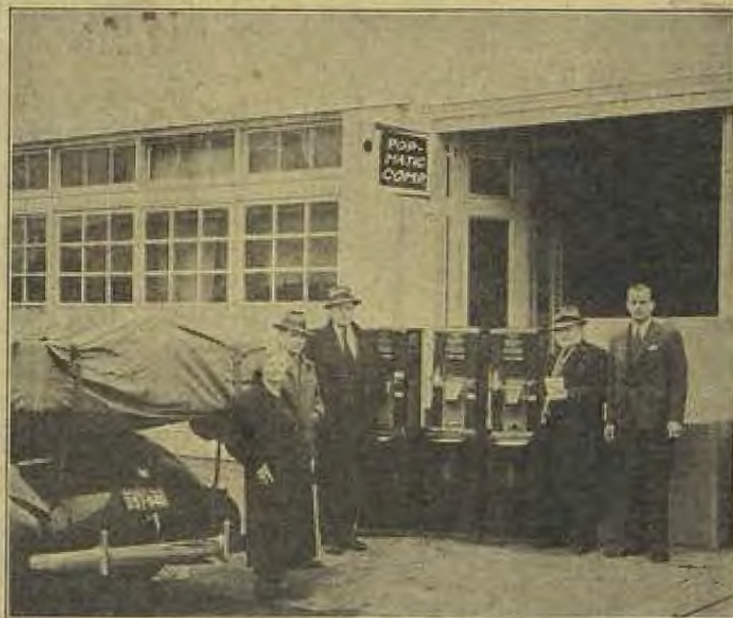
NEWARK, N. J., Jan. 15.—A new penny gum merchandiser is reported to be under construction here. Said to be for one of the experienced ops formerly connected with Camco. Organization which has been formed to merchandise the machine will be announced shortly, and the machine is expected to appear on the market in the near future.

Machine is reported to be finished in chrome, featuring tabs of gum in a circular column somewhat similar to the old Hoff gum vender. New vender is supposed to be fully selective and manufacturers are predicting that it will be one of the hits of 1938.

CMA of N. J. Gives Dates of Exhibit

NEWARK, N. J., Jan. 15.—Cigarette Merchandisers' Association of New Jersey announces that its first annual banquet and historical exhibit of the evolution of the cigaret vending machine will be held in the Hotel Douglas here on Saturday, February 19.

Hundreds of visitors from all the States on the Eastern Seaboard are expected to attend this unusual showing. Operators of vending machines are reported to be evidencing great interest in the exhibit already. Others in allied industries are said to be getting their reservations in early for the banquet which will be held in conjunction with the exhibit. Officials of the association are reported to be working hard lining up an interesting show and planning a big time at the banquet for all.



HERE'S HARRIS & SILLBERG, of Vancouver, accepting the first part of the 50 Popmatics they ordered from the Northwestern Popmatic Company, Portland, Ore. Left to right: Mrs. Lister, office manager; Jim Harris, Sherman Hall, Mr. Sillberg and F. L. (Frits) Hall, manager of Northwestern Popmatic.

IF YOU WANT THE BIG MONEY IN BULK VENDING BUY Northwestern TRISELECTOR



The ideal merchandising unit. A combination penny and nickel all-product Merchandiser. A machine packed with every feature—beautiful appearance, sturdy mechanism, attractive merchandise display are just a few of the outstanding features that, when combined with Northwestern proven dependability, bring forth a machine truly sensational.

Northwestern DELUXE



The world's finest most modern single unit Merchandiser. A machine so vastly superior in design, construction and performance all similar equipment is antiquated by its appearance. Expect the best when you buy Deluxe, for that is what you will get.

SOLD TO OPERATORS ONLY

THE NORTHWESTERN CORPORATION
185 EAST ARMSTRONG ST.
MORRIS, ILLINOIS

ASSURE YOURSELF A STEADY INCOME WITH U-POP-IT

The trend is toward popcorn! More and more operators are now establishing themselves in this profitable, pleasant, and LEGITIMATE operating business. It means financial independence and security for the future! Now, with RANEL'S U-POP-IT, your opportunities to realize dependable and steadily increasing income are greater than ever! Hot popcorn—the U-POP-IT way—is so delicious, and so appetizing, that the more they eat, the more they want! Hundreds upon hundreds of locations are available in YOUR OWN VICINITY!

OUTSTANDING FEATURES

A. B. T. SLUG REJECTOR—ELIMINATES SLUG EVILS

PATENTED HEAT-CONTROL GOVERNOR, EXCLUSIVE WITH U-POP-IT, PREVENTS BURNING OF CORN

HEATING ELEMENT IS PERMANENTLY IMMERSSED IN OIL TO PREVENT BURNING OUT

COOKING OIL CONTAINER HOLDS ONLY A FEW OUNCES OF OIL. SIMPLE GRAVITY FEED CONTINUALLY SUPPLIES FRESH OIL FROM RESERVE TANK.

CONTINUAL FLOW OF FRESH OIL PREVENTS DISINTEGRATION AND ELIMINATES ALL OBJECTIONABLE ODORS, LEAVING ONLY THE APPETIZING AROMA OF FRESH, HOT POPCORN

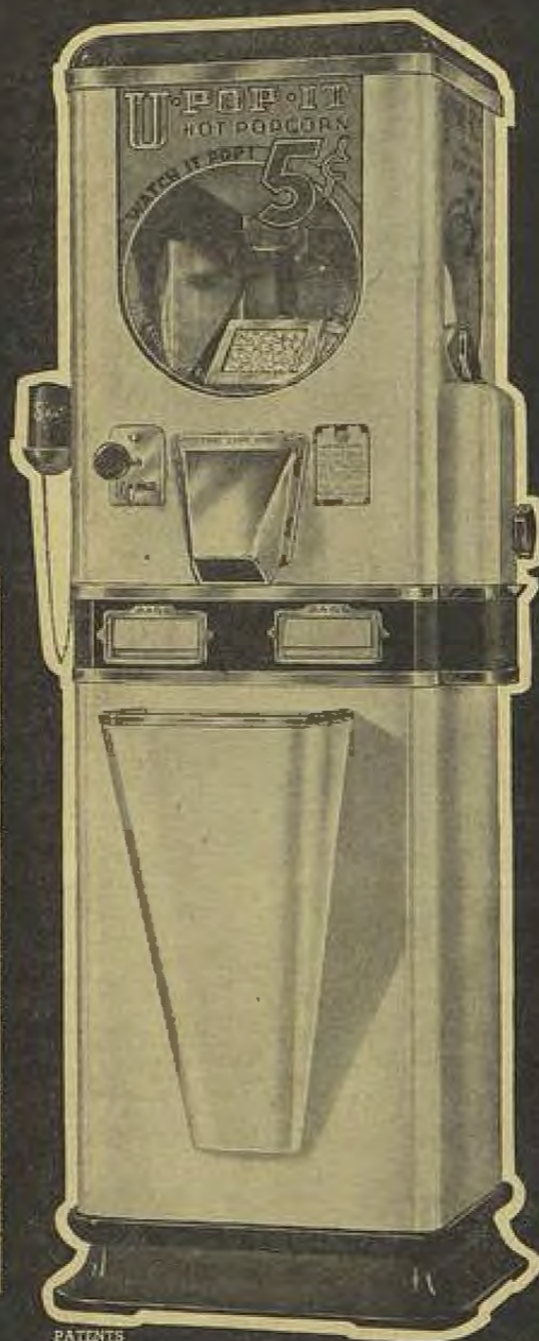
VERY SMALL QUANTITY OF OIL USED FOR POPPING THE CORN MINIMIZES COST OF ELECTRIC CURRENT

SCREENED VENT HOLES PROVIDE PROPER VENTILATION AS WELL AS COMPLETE SANITATION

SPECIAL HUMIDIFIER KEEPS THE CORN AT CORRECT MOISTURE CONDITION, INSURING UNIFORMLY GOOD POPCORN

UNIFORM QUANTITY OF CORN DELIVERED AT ALL TIMES

28-GAUGE STEEL CABINET WITH HEAVY CAST IRON BASE, BAKED ENAMEL FINISH, ATTRACTIVE LIGHTING EFFECTS, AND E-Z KLEEN REMOVABLE WASTE CONTAINER



PATENTS PENDING

YOU OWE IT TO YOURSELF
TO INVESTIGATE THIS NEW
POPCORN BUSINESS
RIGHT NOW!

U-POP-IT IS...

the ONLY thoroly perfected coin-operated automatic corn-popper and vendor!

PRECISION-BUILT BY DAVAL...

to stand up and deliver years of profitable service in thousands of locations!

GUARANTEED FOR A SOLID YEAR

A product of DAVAL, backed by 30 years of successful manufacturing experience—plus fair dealing!

OUTSTANDING FEATURES

NEW SANITARY, EASILY-REMOVABLE CORN-POPPING CONTAINER

NEW PORCELAIN-LINED COOKING RECEPTACLE—EASILY CLEANED

ATTRACTIVE NON-CLOG DELIVERY SPOUT—DESIGNED TO PROVIDE PERFECT DELIVERY OF POPPED CORN

POPCORN BAGS REMOVABLE ONE AT A TIME, ELIMINATING WASTE

ENTIRE CHASSIS REMOVABLE AS A SINGLE UNIT THROUGH BACK OF CABINET FOR QUICK SERVICING AND CLEANING

NEW COLORFUL TRANSLUCENT ETCHED GLASS PANELS

CAN BE USED ON EITHER A.C. OR D.C. CURRENT LOCATIONS

METER REGISTERS EVERY NICKEL TAKEN IN

NO TROUBLESOME MOTORS, RELAYS, TRANSFORMERS, FANS OR COMPLICATED ELECTRICAL PARTS TO GET OUT OF ORDER

SEPARATE LARGE CASH BOX WITH PICK-PROOF LOCK PERMITS BUSY LOCATIONS TO REFILL AND CLEAN MACHINE IN ABSENCE OF OPERATOR. SAVES TIME—REDUCES SERVICE COSTS

RANEL, INCORPORATED

SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS

325 N. Hoyne Ave.
CHICAGO, ILL.

Always **TOP MONEY** Position!

Operators Everywhere Are Increasing Their Profits By Increasing Their Number of

LEGAL

U-Select-IT

MACHINES

CUSTOMERS SELECT THE CANDY THEY LIKE

U-SELECT-IT is amazingly easy to service. Only one key is necessary to open three-way locking device which holds top, bottom and sides securely. Operator fills compartments from front. All compartments are made from chrome steel with satin-finished stripes, adding to the beauty of the machine. Note that the compartments allow the sale of a wide variety of merchandise other than candy bars.

Patented feature makes easy hanging. Back can be removed, and is locked on the inside of the machine. Special stands available when necessary.

U-SELECT-IT is compact, occupies minimum space—36 in. high, 8½ in. deep. Capacity is 54 bars, compartments arranged to accommodate standard bars. It is a beautiful machine, finished in chrome and crackle finished in black and special green. Simple operation is completely explained to public. Eighteen-inch plate glass display in chromium frame displays bars in original wrappers.

U-SELECT-IT machines are fully patented and the name copyrighted in the U. S. Patent offices.

SEE OUR DISPLAY AT
THE CONVENTION—BOOTH 74

COAN-SLETTELAND COMPANY

2072-84 Helena St.

Madison, Wisconsin



Simple MECHANISM

U-SELECT-IT, despite its many points of superiority, is not a complicated device. There are no moving parts to get out of order. Machines stay in order year after year without cost to the operator. This is a sturdy machine, precision-built to give years of hard service. Do not confuse it with ordinary cheap devices.

Positively SLUG-PROOF

U-SELECT-IT has the most effective slug-rejecting device ever developed. Not dependent upon magnetism or metal content of the bogus coin. It will reject slugs regardless of weight, size or metal content. Twelve hundred machines in the hands of individual operators have proven this point, as well as freedom from mechanical defects.

The Customer SATISFIED

With U-SELECT-IT, the customer chooses his bar from the wide array displayed behind the plate glass front. He turns a small wheel until the bar of his choice is shown at delivery point. Then he pulls down the delivery handle and the bar is forced out of the machine. Delivery is positive because it does not depend upon gravity.

ASK THE OPERATOR WHO HAS ONE

ROCKFORD, ILL. . . . "Our sixty U-SELECT-IT machines sell over \$2,000 worth of candy monthly."

CHICAGO, ILL. . . . "I bought twenty-five penny machines a year and a half ago. Today I own 275. My records are open to any one who cares to see them."

FORT WAYNE, IND. . . . "I have owned all types of candy machines. I placed ten U-SELECT-IT machines on location in a large farm machinery plant where I could not keep other machines because of slugs. My ten machines are averaging \$120.00 a week in sales and I haven't had a slug."

CHICAGO, ILL. . . . "I have about \$4,000 invested in U-SELECT-IT machines and the candy business I am doing, which of course is in competition to all other kinds of machines. I would not take \$10,000 cash for my business."

These above testimonials and many more are in the company's files.

CHECK THIS ONE—

We also make the famous U-SELECT-IT penny machines. This machine is the only machine available for an operator to sell a big variety of penny bars instead of just one kind of penny bar.
Now Only **\$57.50**

LUCKY CHARMS TOYS FOR VENDING MACHINES

VENDING OPERATORS!!!

Save yourself the trouble of looking for new locations for your machines. Just mix these attractive novelty charms with your candies or nuts and watch the result! Your machines will become new money makers. We carry the largest assortment of charms in the country. Over 150 Different Numbers to Choose From. 60c per gross and up. SEND FOR NEW FREE PRICE LIST No. 85600.

SEND \$1.00
For a Set of Samples.

SEND 75c
FOR OUR SPECIAL
PACK ASSORTMENT.

4 Gross (144 Pieces), 27 Different Styles, Elephants, Horses, Cones, Dogs, Roosters, Apples, Buttons, etc.

EPSTEIN NOV. CO., Inc.
114 Park Ave., New York City.

POPMATIC POPCORN MACHINES

We are the distributors for the states of Missouri, Arkansas, Oklahoma and Southern half of Illinois.

MILLER SALES CO.,
4404 Manchester Ave., St. Louis, Mo.

Duo-Vend Has Two New Venders

CHICAGO, Jan. 15.—Officials of the Duo-Vend Service Corporation, manufacturer of the Operator's Choice, two-compartment penny vender, have announced two new streamline penny venders which they will have on exhibit at the coin machine convention this coming week.

According to reports, the new numbers consist of a two and a three-column bulk merchandiser. Both new machines are said to be compact and to require little location space. Coin mechanisms have been developed to take as many as six pennies at one time, and the machines will merchandise just that many times, it is claimed.

Machines are finished in brilliant baked enamel in attractive orders, it is said, and are reported to have been unusually successful on test locations. Coinmen who have viewed the machines at the firm's headquarters are reported to be loud in their praise and to have placed sizable advance orders for these venders.

Tobacco Journal Publicizes Show

CHICAGO, Jan. 15.—In The United States Tobacco Journal of January 8 appeared the following story relative to the Coin Machine Convention: The Coin

Machine Show, which will include exhibits by all of the leading manufacturers of cigaret merchandising machines, will get under way here on Monday, January 17, running up to and including Thursday, the 20th. Preparations are being made at the Hotel Sherman, where the exhibit and show will take place, to accommodate the largest attendance that has ever participated.

Among the outstanding manufacturers of cigaret merchandising machines whose models will be on display are the Rowe Manufacturing Company, Stewart & McGuire, Inc., and U-Need-A-Pak Products Company. Candy, gum and mint machines will also be shown, and the show will include other varieties of coin machines as well. Last year thousands of operators, including the executives of many wholesale tobacco houses which operate cigaret machines, visited the show, and several million dollars' worth of orders were placed.

As part of the ballyhoo attraction at the affair an automobile, a trailer and a speedboat, as well as a number of radios, will be given away.

No Exhibit for Dave Robbins

BROOKLYN, Jan. 15.—Dave Robbins, D. Robbins & Company, Brooklyn, announces that he will not exhibit his new venders at the coin machine show this year. Altho Dave tried hard to have this new model ready for display, the factory could not turn it out in time. However, Dave will be pleased to recall his operator and jobber friends at the show.



Largest Importers of
CHARMS
We Carry an Assortment of Over
100 SUBJECTS

CZECHO GLASS DICE
6 1/2 - 8 - 10 mm.
Quantity Lots Only.
Jobbers Write.

KARL GUGGENHEIM, INC.
160 FIFTH AVE., N. Y. CITY.
Note Our New Address.

BIG APPLE \$ PROFITS \$

You operate a route of our 5¢ Apple Vendors. Easy to place in drug stores, cigar stores, pool rooms, clubs, road stands, etc. Operator's price LESS than \$5.00 each.

EXCLUSIVE TERRITORY BEING ALLOTTED.

• Write for details quickly!

D. ROBBINS & COMPANY
11-41 DEKALB AVE., BROOKLYN, N.Y.

The Newest Sensation!

QUALITY—EFFICIENCY
 The proven principle of air popping gives maximum expansion to corn thus less corn gives greater bulk.

NO OIL ODOR
 Only the pleasant aroma of fresh popping corn your best salesman.

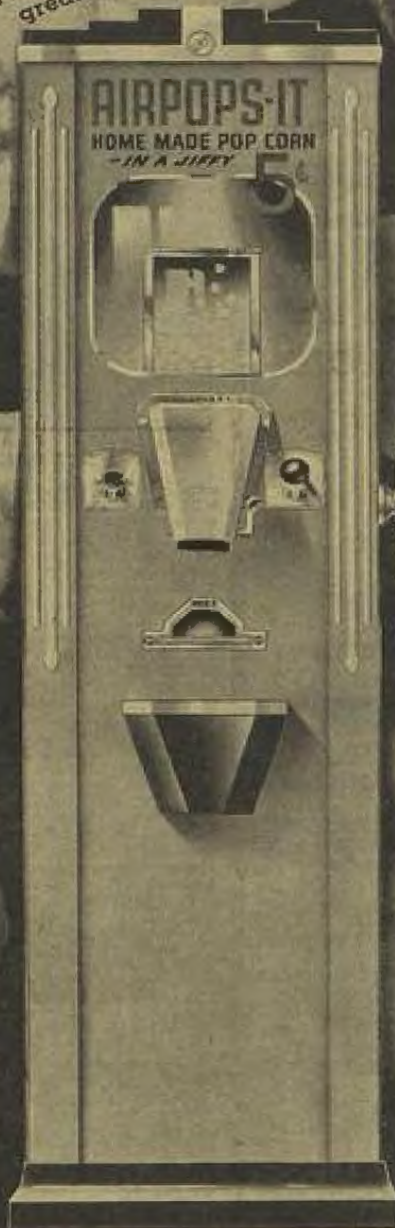
YOUR CHOICE
 Dispensed hot and fresh, like home-made popcorn—dry or seasoned to taste.

SANITARY
 Does not pop in oil no problem of greasy parts to keep clean.

LOW CURRENT COST
 The basic principle involved operates the AIRPOPS-IT on a few cents per day.

UNIFORM POPPING
 Regardless of number of sacks or outside temperatures, even popping is always assured.

FOOLPROOF
 No oil to carbonize from high temperatures proven basic engineering principles—no complicated gadgets.



Makes money with Popcorn An entirely new popping principle that bathes the corn in hot air and does everything we claim for it--- backed by years of expert engineering experience. **WRITE TODAY FOR DETAILS.**

Price \$195.00 F. O. B. CHICAGO

360 North Michigan Avenue -- CHICAGO -- CENTRAL 2340

★ See us at the Show -- Booth 209-A

AIRPOPS-IT
 INC.

CANDY

FOR VENDING MACHINES

VISIT OUR DISPLAY
BOOTH 235
COIN MACHINE
EXHIBIT

Write for Price List

PAN CONFECTION FACTORY

345 W. Erie St., (National Candy Co., Inc.) Chicago

DUO-VEND

THE OPERATOR'S CHOICE

SEE THE NEW MODELS
AT BOOTH 201

OR WRITE FOR DETAILS

THE PERFECT 1c VENDOR

DUO-VEND SERVICE CORP.
35 EAST WACKER DRIVE CHICAGO

SERVE - UR - SELF

To Better Profits With

"KELLOGG'S" SERVE-UR-SELF

Automatic Popcorn Vending Machine

Here is your opportunity to build a permanent and profitable business with this sensational profit-producing merchandiser—Kellogg's Serve-Ur-Self Vendor is absolutely the BEST buy in the automatic merchandising field today.

Note the features of the KELLOGG SERVE-UR-SELF

Allows the use of fully popped corn.
No Waste—No Waiting—No Smoke—No Fumes—No Odor.
Four Dollar Capacity each filling.
Vends a 5c package of hot seasoned corn every 3 seconds.
Can be refilled without operator calling.
Coin selector can be adjusted by operator.
Machine 62 inches high, occupies a floor space only 16x16 inches.
Attractive white baked enamel finish—electrically lighted within.
Adjustable as to quantity of corn for each operation.
Plugs in anywhere—trouble free.

Thousands of Profitable Locations Available.
Expand Your Business Out of the Rearings of

KELLOGG'S SERVE-UR-SELF AUTOMATIC VENDOR

Act Now—Be the First in Your Territory With This Sensational Money Maker.

Wire - Write - Phone for full details

CONSOLIDATED SALES CO.

Factory Representatives

706 Transportation Bldg. Cincinnati, Ohio
Phone: Main 0640.

Astrologist Lands Talkie Horoscope

CHICAGO, Jan. 17. — Professor James M. Harvey, famed astrologist, on a visit to the Rock-Ola booth at the coin machine convention reports he was amazed at the excitement being caused by the sensational Rock-Ola Talkie Horoscope, the machine that "talks" the future and gives printed horoscopes to customers.

"That machine will open a lot of eyes to a great possibility for tremendous profits," the astrologist pointed out. "Everyone is interested foremost in himself. People want to know what their lucky days are; what person would make a good business or marriage partner; in short, they want to know all about their future prospects. This new scientific machine can give them information to



JAMES M. HARVEY

amuse them and to ask them if they will follow its advice. It's not difficult to understand why this new type of machine should receive such a rousing welcome. I'll predict—and I've been predicting for a good many years—that Talkie Horoscope will go over like wild-fire when put on location."

Professor Harvey is the astrologer who is reported to have compiled the birthday readings dispensed by the Talkie Horoscope at a dime apiece. In commenting on these readings, he stated: "I was glad to be of service to Rock-Ola in this work, for I had heard about the company and was interested in the high type of equipment it has been presenting to the public. These birthday readings from the Talkie Horoscope are a splendid guide for everyday living. One reading is most helpful, but if a person secures the entire set of 10 for his own birth date, then he will have a much more complete and detailed horoscope."

In the business of casting horoscopes—which is the science of foretelling events which are destined in the stars—Professor Harvey is reported to be a past master. To date he has drawn some 20,000 personal star maps on individuals throughout the world, has traveled all over this country and has lectured before a million people and was appointed the official astrologer at Chicago's A Century of Progress, it is reported. He is said to have studied extensively under the late Evangeline Adams and under the late Charles Kirchhoff, both internationally known authorities on the science of astrology.

Detroit Vending Mfr. Remodels

DETROIT, Jan. 15.—The Four-in-One Manufacturing Company has just completed remodeling of the offices at the factory on Joy road here. Entirely enclosed and sound-proofed offices have been provided for Saul E. Gordon and Ben Osher, the owners and executives of the business, with a display room in front and separate entrance toward the plant proper. This allows the business of manufacturing to be carried on without interfering with office operation. The increased production of recent weeks has increased noise in the plant to such an extent that the separate new office was required.

A new model for 1938 is being put out by the company. Based essentially on the original Lohmüller machine which

SUNFLOWER CHARMS AND TOYS FOR BIGGER PROFITS FROM YOUR VENDING MACHINES



IN A SENSATIONAL "Get Acquainted" Offer!

Enough Charms To Mix With Any of the Following:
10 Lbs. Indian Nuts,
15 Lbs. Candy Coated Peanuts,
25 Lbs. License Lotteries.

Just Pin \$1.00

To This Ad For This Famous Pack Assortment, and MAIL TODAY!

A Complete Line of Candies, Nuts and Toys for More Profitable operation of Your Vending Machines! Write for List Now!

SUNFLOWER
VENDING MACHINE CORP.
658 W. 183rd ST., NEW YORK

PENNY CIGARETTE VENDOR



SILVER COMET is built to last indefinitely. Size, 6x6x6. Equipped with Latest Type Sing Factor. Approved by Internal Revenue Department.

SILVER COMET has opened a new and prosperous field of endeavor. It is "The Modern Method" of distributing the most universally consumed and most widely advertised product on the American market. The sale of cigarettes one at a time through **SILVER COMET** allows an attractive profit, with a minimum of overhead. **Jobbers and Operators Write for Particulars.**
REGAL PRODUCTS CO., La Crosse, Wis.



WRITE FOR LOW PRICES

On Peanut and Ball Gum Vendors.

Also Table Size Vendors.

Self-Serv Mfg. Co

5. Broad and Wickman Sts.,
Palmyra, N. J.



\$200 Weekly Profit
WITH EACH 2 IN 1
VENDOR YOU OPERATE

DAVE ROBBINS'
STIMULATION PLAN
DOES THE TRICK

D. ROBBINS & CO., MFRS.
1141 1/2 DEKALB AVE., BROOKLYN, N. Y.

is now nationally familiar, a radical change has been made in the delivery chute, which is furnished with a special protruding lip, easily seen, to simplify (See DETROIT VENDING on page 106)

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd

Fair Weather Ahead

By DAVID S. BOND

President Trimount Coin Machine Company

The signs for 1938 definitely point to "fair weather." Year 1938 will unquestionably be a merchandise year, and there is every indication that merchan-



DAVID S. BOND

dise and vending machines of all kinds will be purchased and used in increasing quantities.

Music machines have had an unusual run and seem to be enjoying a good play, and the manufacturers are undoubtedly planning to show some unusual models during the new year. Many of the game manufacturers have announced amusement machines of a new design. These games, which feature no automatic awards, will be in big demand.

The introduction of the pop-corn venter offers a new and unexploited field. The introduction of this machine is proof that manufacturers are alert to the change in operating conditions and will have machines designed to meet these changes.

Trimount will have a new model at the show and has other products in view for the immediate future.

The year 1938 will open up new fields of tremendous possibilities for the alert and courageous operator who has the confidence and the vision to take advantage of these opportunities.

Proper Commission Important to Ops

We can't say too often that you must avoid the payment of high commissions on bulk vending machines if you hope to realize a profit from your business. The accepted rate is 20 per cent, or 25 per cent on exceptional locations and no more. Many times, less than this can be paid if you are smart and tactful.

When you exceed this figure it's either a case of throwing away the profit you justly deserve or lowering the quantity and quality of the goods you vend, thereby losing business thru dissatisfied customers.

Chiselers Don't Last

It's been tried over and over again and it just doesn't work. We are in a position to know. We've heard many operators' stories and they are all the same. Of course, it's granted that in some territories competition is keen. There are many so-called cut-throats at large, but regardless of what business you may engage in you will always find some weaklings who shirk at competition. There is consolation, however, in the fact that chiselers do not remain in business long. They are simply a flash in the pan. Once they learn that they are actually losing money they either abandon the business or go at it in the proper way.

Use Salesmanship

If a proprietor tells you that he can get a higher commission from Mr. So-and-So don't offer him the same

amount. You are starting something out of which you will never be able to crawl. A mistake like this is very difficult to overcome because you will have to repeat it until you are in so deep that you find yourself going broke.

It is far better to have a talk with the proprietor and tell him that in order to make a living you have to allow for a certain margin of profit. Tell him that you aim to vend the highest quality of goods in order to keep the good will of your customers—that you know your competitor cannot do this and still pay a high commission. You can explain that your business is just like his, inasmuch as he couldn't make a living if he lowered his prices to meet every competitor who cut prices. Appeal to him by reflecting the subject on his own business and he'll likely agree with you.

If, however, he still insists on a higher pay-off, the best thing for you to do is to remove the machine. Leave him with a smile and a friendly word. After he's tried out the new operator and learned for himself there's a mighty good chance that he'll soon ask you to bring back your machine.—Courtesy the Northwestern Corporation, Morris, Ill.

Surprise Promised By Victor Vending

CHICAGO, Jan. 15.—The Victor Vending Company, of Chicago, hung out a big welcome sign this week to all operators and distributors in Chicago during the week of the 1938 Coin Machine Show to be sure to see the Victor plant. The welcome sign was made ready while finishing touches inside to make the welcome worth while were being completed.

Harold Schaefer, the young man who grew from a prominent operator in Chicago into a manufacturer before age 25, said that two new items in the vending machine field would be of special interest to operators.

"In fact, we have a surprise for operators," Schaefer said, "and that is why we are making an urgent invitation. The year 1938 is going to be a vending machine year and we are offering new ideas in this field at a price that makes it possible for the average operator to invest in enough machines to make a good income. Besides, we have features in our machines that every operator should see in order to know just what he can get for his money."

Detroit

DETROIT, Jan. 15.—Optimistic forecast for business was made this week by Clarence J. Godhardt, representative for the Norris Manufacturing Company here. "I definitely expect an upturn in the vending machine business after January," he remarked. Godhardt was formerly an operator in the Southwestern Michigan territory and has taken over his present distributorship since coming to Detroit. He is also distrib for a sanitary products dispenser, which he is now reported planning to market on a national scale. Machine is said to be in wide use thruout Michigan.

L. Warner, representative of the Kellogg Pop Corn Machine Company, of Cincinnati, was a visitor here for several days last week. He stayed at the home of his brother, where he displayed a model of the new machine to a number of interested Detroit ops. He also contacted some of the local distrib while in town.

Despite the slowing up of business in the soap vending field here, John Sills, manager of the Dispenser Soap Service, is optimistic over prospects for the future of this branch of the vending business.

Production of the new flashlight battery vending machine designed by the Automatic Distributing Company is expected to start late this spring. A. C. Wagner, head of the company, said this week. The machine itself is reported to be perfected and plans for production have been made, but actual work is being postponed pending completion of the patent process which will give firm exclusive rights on this type machine.

Michigan Vending Service reports that it received the first shipment of the new machines this past week on which it has been working. Ralph Radner, member of the firm, is very optimistic over prospects in the vending field for 1938.

SEE THE NEW MYSTERY POPMATIC

at the Coin Machine Show

You think POPMATIC's good enough now? You like its beauty and simplicity — its wonderfully-flavored popcorn — its customer-fascination — its wide and handsome margin of profit?

You've got a surprise coming!

Again POPMATIC leads the way! Three years of actual experience in thousands of locations have opened our eyes to new developments, revolutionary improvements, countless unique details that mean new operating ease — convenience — reliability!

See The New
POPMATIC
at the
Coin Machine Show
Booth 163
Hotel Sherman, Chicago
January 17, 18, 19, 20

POPOMATIC MANUFACTURING COMPANY

POPMATIC MANUFACTURING CO.
5147 NATURAL BRIDGE AVENUE ST. LOUIS, MISSOURI

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

It's Here! It's New! It's Different!

PURE BREATH "1c STICK" GUM

RELIEVES THE BREATH OF BEER, ONIONS AND OTHER ODORS.

MODERN BUSINESS CONDITIONS TODAY
DEMAND THAT THE BREATH BE FREE OF ODORS

OUR 100% EFFICIENT VENDER
IS YOUR ANSWER TO A STEADY
INCOME FOR LIFE.

1. Machine constructed of heavy cold-rolled steel, electric welded and built to last a lifetime on inside or outside locations.
2. Simple accessible fool-proof mechanism, easily attached to wall or door jamb.
3. Capacity 150 sticks of standard size stick gum, sure delivery, very easy to load and merchandise displayed.
4. Dimensions 25" x 3 1/2". Weight 7 pounds.
5. Pick-proof lock, baked enamel finish.
6. Special introductory offer, good until Jan. 31st, 1938. PURE BREATH VENDER and 300 sticks PURE BREATH GUM, \$6.95, 1/3 deposit, balance C. O. D.

15 Day Trial, Money Back GUARANTEE (Cash In On The Winner)

PEANUT & GUM
VENDING MACHINES

NEW, DIRECT FROM FACTORY

Only \$2.40 and up
Over 60,000 Sold



5/8" BALL GUM
ASSORTED—FACTORY FRESH

\$10.95 Per Case
10,000 Balls
TRANSPORTATION PAID
CASH WITH ORDER, NO C.O.D.

Avoid delays and disappointments . . . wire your order today!

ROY TORR,

2047A South 68th Street, Philadelphia, Pa.

KAY-SEE
PEANUT VENDER



FOR
BOOTH or BAR
The Ideal Machine
for Locations where
space is limited.

\$3.00
Each
1 or 100.

Complete With
Wall Hanger.

CENTRAL DISTRIBUTING CO.
105 W. Linwood Blvd., KANSAS CITY, MO.

New England

BOSTON, Jan. 15.—George J. Young, Westrock, Inc., manager, back in the Hub after a snow-ridden journey in a beach wagon to his home at Albany, N. Y. Young spent the Christmas and New Year's holidays with his folks. On the way back he stopped in to kibitz with J. V. Fitzpatrick at Bridgeport, Conn.

Tony Oliver, of the Automatic Music Company, Woonsocket, R. I., in Boston visiting the Atlas Coin Machine Company.

Robert Rice, of Burlington, Vt., in Beantown for a couple of days visiting his friends.

Frank Morrissey and Sam Gentl, of Haverhill, Mass., are reported to have purchased 10 pin games during their last visit at the Atlas Coin Machine Company.

New Orleans

NEW ORLEANS, Jan. 15.—Harry Batt, co-partner in the Dixie Coin Machine Company and operator of New Orleans' big lakeside resort, Pontchartrain Beach, is recovering rapidly after undergoing a serious operation. As complications set in Batt's condition for a while was critical, but he now appears to be well on the road to recovery. Just before his illness Batt was honored by being elected a new director of the National Beach Operators' Association at Chicago.

Glenn D. Fleak, service man for Michem and Louie, operators of Lake Charles, has contracted with a Chicago manufacturer to place his latest concession game on the market. Louie took Fleak's latest "monkey jump and grin" type of game up to the Windy City recently and it met with instant approval. This is only one of several contributions made to the entertainment field by Fleak in several years.

Burt Trammel, of Electro Ball Com-
pany, is in Dallas on a business trip,

where he is conferring with officials of the head office. The firm refuses to confirm recent reports that Electro Ball would close up the local branch office and combine its operations with the Dallas facilities. Trammel is well liked in this section and his many friends hope that the firm will continue to run the New Orleans branch under his direction.

Fort Worth

FORT WORTH, Jan. 15.—Orene Hay, who until recently managed the Automatic Amusement Company office in San Antonio, paid Ft. Worth a surprise visit Christmas Eve and gave us another surprise by looking up the parson and marrying K. Q. Owen, also of San Antonio. Not being satisfied by having two reasons to celebrate, Orene advises it was also her 21st birthday. Many, many congrats, Orene, and we wish you and your husband every happiness during 1938 and thereafter.

S. L. Stanley, of Memphis, is making his headquarters at the Jefferson Hotel, Dallas, while getting ready to give Texas operators fast deliveries on their orders for Bally's Bull's Eye and Bally Basket machines.

Earl Reynolds and Tom Murray are rootin' and tootin' for the Texas Special Train leaving here January 15 for the Coin Machine Show in Chicago! Doggone, if that show hasn't slipped upon us again!

Wonder if those regulars, Marvin McLarty, Sam Frankrich, H. W. Carpenter, Marcus Reiners and Ernest Walker, will be along this year? Last year Ernest made the trip very interesting by taking moving pictures of all the "Crew" on all the stops along the way.

For the fastest "get-there-and-back" operator, we nominate Bob Martin. New Orleans and Memphis were two of the

POPCORN VENDING MACHINE OPERATORS

Be one of the many who use the corn that speaks for itself—

"BUTTER BOY POPCORN"
The fastest popping corn with that delicious flavor.

Your machine is a silent salesman and needs such corn.

Write for Samples and Prices.

BUTTER BOY POPCORN
BOX 366, MATTOON, ILL.

PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the local area. Tom Thumb's got everything beat. 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 match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser. Vends candy, gum or peanuts, 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today. FIELDING MFG. CO., Dept. 4, Jackson, Mich.

Big Opportunity for Experienced Route Salesmen.

POPMATIC POPCORN MACHINES

We are the distributors for the States of Missouri, Arkansas, Oklahoma and Southern half of Illinois.

MILLER SALES CO.,
4404 Manchester Ave., St. Louis, Mo.

"dust catchers" from Bob's Ford recently when business called.

Jack Sprott and H. W. Carpenter were recent out-of-town visitors and both were sporting new cars! Looks like two operators didn't do so bad during 1937!

Ft. Worth operators are pulling for A. F. Wright to get well from his pneumonia attack real soon. But, after all, who would hurry if they had a pretty blond wife-nurse waiting on them?

HEADQUARTERS FOR

CHARMS!!!

NEW—DIFFERENT

SPECIAL ASS'T | 85c ea Gr.

Write for Quantity Prices. Plus Postage.

ASSOCIATED ENTERPRISES, INC.,
Pure Oil Building, Chicago, Ill.

963% PROFIT

Install our machines, vending daily necessity in Taverns, Gas Stations, Nite Spots, etc.

New Machines, \$5.00
Money-Back Guarantee

KAPLAN

8-1619 S. Kostner, Chicago, Ill.

THE KING OF VENDORS IS SILVER KING

VENDS EVERYTHING
Size 7 1/2 x 14"
CAPACITY 5
LBS. MERCHAN-
DISE
PRICE ONLY
\$6.50



F.O.B. Chicago,
30 DAYS FREE
TRIAL
Thousands of them
now on location.
A proven money
maker with a
Written Guar-
antee. Baked enamel
finish. Porcelain
cath. \$1.00 ex-
tra.
Write now for
complete details.

NATIONAL VENDORS CO.
1009 N. MAYFIELD Ave., Dept. B, Chicago



CLEAN SWEEP

For the big repeat profits with this sensational low price, profit-sharing Ball Gum Dispenser. Sell or place on a percentage basis with the store merchants and supply them with the profits, creating a steady and consistent repeat business. No first in your territory with this new and absolutely different proven money maker. Sample dispenser with 500 Pieces Shaving Balls of Gum. Taxes in \$5.00, pays out in trade \$2.00; cost \$1.65, full amount with order.

CALVERT SALES CO., Lutherville, Md.



Greetings From

4-in-1

World's Finest Vendor
Outstanding in 1937
Supreme in 1938
Improved Model

FOUR-IN-ONE MFG. CO.

3338 Joy Rd., Detroit, Mich.

Perfect Condition Cigarette Machines

Stewart & McGuire

7-Col. Cap. 200 Packages \$59.50
SPECIAL PRICE

REX NOVELTY CO.
3222 N. Halsted Street, Chicago

POPMATIC POPCORN MACHINES

We are the distributors for the states of Missouri, Arkansas, Oklahoma and Southern half of Illinois.

MILLER SALES CO.,
4404 Manchester Ave., St. Louis, Mo.

Better than a PUNCH-BOARD!



OKS GUM VENDER

VENDS GUM WITH PLAINERS
HOLED READING FROM 1
TO 1200 Capacity 1200 BALLS

MADE IN U.S.A.
PAYS OUT \$10.00 IN
TRADE AWARDS

PRICE ONLY
\$15

D. ROBBINS & CO. 1414 DE KAISER AVE. BROOKLYN, N.Y.

Simplicity Keynote Of Popmatic Vender

ST. LOUIS, Jan. 15.—What the operator wants and what he gets are frequently two different things, but not in the case of the Popmatic automatic corn-popping vender, according to Rudolph Greenbaum, president of the company. "Every experienced operator who has spent half his time repairing a bunch of complicated mechanisms in the past realizes in one look at Popmatic that its simplicity is a real opportunity for profit. Simplicity is our biggest selling point, for in our machine there are no highly mechanical points to get out of order. Don't think the op isn't smart enough to know what that means!"

Greenbaum then went on to state that the new mystery model Popmatic will be on display at the 1938 Coin Machine Show. This model is said to be the ideal machine from the standpoint of the operator. "We are in a position to know just what the public and the operators want in the way of corn-popping venders since our machines have been in steady service for eight months or more," Greenbaum went on. "That's why we have built a number of improvements into our new model, No. 24-A. This machine offers and brand-new oil-leveling system which minimizes the use of oil and delivers at the same time a more wholesome and delicious bag of pop corn. This oil-leveling arrangement is built for us by the Atlas Tool and Supply Company here, experts in this line."

The frame and stand of the new mystery model are said to be of stamped and welded construction, insuring strength and durability. The machine itself is reported to be finished in an attractive cream color.

Fla. Supreme Court Gets Vender Case

TALLAHASSEE, Fla., Jan. 15.—An attack on the section of a Florida occupational license law putting a tax of \$2 a year on merchandise vending machines which have neither premium nor amusement features has been made in the Supreme Court here.

J. V. Rackley, local drug store owner, took the case to the State's highest court after his arrest for failure to pay the fee on a penny machine which vends pistachio nuts.

He claimed the machine was kept in his store for public convenience and to save time and trouble of his clerks in handling such purchases and contended that his occupational license to handle merchandise should cover operation of the vender.

The license on vending machines was provided in the 1937 legislative session by a law which allows city and county governments to assess \$1 each per year for every machine, thus making it possible for vending machines to carry licenses costing \$4.

Rackley, in his bill of complaint, said the machine in his store doesn't do that much total business in a year and contended that the law deprives him of property in violation of the State constitution.

No date for hearing the case was set by the court.

Roy Torr Markets New Gum Vender

PHILADELPHIA, Jan. 15.—Roy Torr, local manufacturer of merchandise venders, is placing on the market the Pure Breath Vender. Machine is designed to vend a 1-cent stick of gum that is said to relieve the breath of onion, beer and other undesirable odors.

Torr states that he believes there exists a large market for this machine and its product. To help get his new vender established, he revealed that he is planning an extensive advertising campaign for the months to come.

Babe Starts Cig Vender Exchange

NEW YORK, Jan. 15.—Babe Kaufman has set up a new department to handle the sale, purchases and exchanges of used cigaret machines. Babe, who was the first one to take advantage of the used phonograph market, will follow the same principles with her used cigaret

WANTED!

Salesmen Jobbers Operators

IT'S NEW

A beautiful, practical, low-priced 5c Package Nut Vendor for the Counter and Bar.

WRITE NOW!

A. M. WALZER CO.

426 Stinson Blvd. Minneapolis, Minn.

CHARMS--

for VENDING MACHINES

Largest assortment available ready for use—OUR SPECIAL PACK, 260 pieces, flashy items in celluloid, glass, etc., and with bracelet chain in celluloid cup.

\$1.10 Each

COLUMBIAN VENDING CO., Parsons, Kansas

A NEW DEAL IN BALL GUM!

Quality Drilled Ball Gum in Sets of 1,000 with numbered tickets. Also Trade Ticket Sets. Any payout desired. Write for details.

Townsend Mfg. Co., Dept. B, 434 N. Front St., Baltimore, Md.

machines. She will buy these used cigaret machines if the prices are reasonable, recondition and polish them and then resell them to the trade. Babe's phonograph exchange has proved very successful in the last few years and at this time she is one of the foremost traders. In order to reach the many thousands of operators who at this time are looking for equipment Babe has slashed the prices on her used phonographs to such an extent that these machines are considered bargains.

Babe is at the Show and is keeping her eye open for any new developments in the industry. "I will take on any machine that fits in with my plans," says Babe, "if I can tie up an exclusive."

Consolidated Distributor For Serve-Ur-Self Vender

CINCINNATI, Jan. 15.—Kologg Vending Company, manufacturer of the Serve-Ur-Self pop-corn vender, announces appointment of Consolidated Sales Company, this city, as a distributor for its machines. The firm, distributor for other makes of venders also, is planning an extensive campaign to acquaint operators with the merits of the Serve-Ur-Self Popper.

The machine itself was mentioned in a recent issue, but the price quoted was in error, according to Consolidated officials.

IT'S SENSATIONAL! IT'S EARNING BIGGER PROFITS THAN SLOTS!

BINGO BALL GUM

Trade Mark (S) 1539

OVER \$38.00 WEEKLY

FROM ONE 1c GUM BALL VENDOR

Actually plays the sensational money-making game of Bingo in Ball Gum Machines! Operators already earning over \$38.00 weekly from each machine! It's COMPLETE SET the fastest and steadiest money-maker in history! Don't hesitate! A Sample Set in any Ball Gum Machine will CONVINCE YOU! Enclose full cash with Sample Order. Shipped Express, O. O. D. LOTS OF 10-25.00

\$350

BINGO BALL GUM MFG. CORP.
1123 BROADWAY, NEW YORK

Three Way Revolving

Nut or Candy Penny Venders that have no equal for simplicity, attractiveness, results or cost.

DAVIS METAL FIXTURE CO.
Lansing, Mich.

Rock-Ola's Phonos Evoke Big Response

CHICAGO, Jan. 17.—With the biggest show of the year now in full swing, Jack Nelson, Rock-Ola's vice-president and general manager, reports that the two new Rock-Ola phonographs, the Monarch-20 and the Peerless-20, have caused such a stir of excitement that distributors, operators and visitors have nothing but high praise for these new creations. He reports that the question being constantly asked Rock-Ola officials is, "When can we get them on location?"

In replying to that question, Nelson states: "Orders will be filled right away. Months ago we started designing these new models. The way is clear now. We're all set for a giant program of production. George Graf, works manager, organized the production department weeks ago to the highest degree of efficiency. To do this necessitated the happy task of putting more than 900 additional men on our pay roll. With all the co-operative facilities of a great unified organization under strict control, we are prepared to fill every order immediately."

In discussing some of the new features of the 1938 Rock-Ola phonos, Nelson pointed out that the cabinets have been especially planned to harmonize with any surroundings. "The polished matched woods produce a grain effect," he stated, " seldom found even in the most expensive furniture. But that's not all. These new models offer a scientifically designed tone compartment with increased baffling accurately designed. An oversize super-dynamic speaker gives them the truest musical reproduction obtainable. We have retained the crystal pick-up and the 20-record multi-selector features because they have been highly indorsed by operators everywhere. New interior illuminating effects makes these models a startling eye-stopping maze of color."

"One of the most important additions to the 1938 models, however, are the slug-proof coin chutes which come as standard equipment," he went on. "Slugs in the coin box and profits don't mix. We realized that the slug problem is one of the most vital confronting the operator, so we investigated the merits of various chutes, and have equipped the new Monarch-20 and the Peerless-20 with these ingenious slug-proof chutes, which we believe are the best on the market."

Announce Move To Enlist Phono Ops

"To the Editor: There is a movement on foot to start an association of phonograph operators in the Twin Cities to correct the evils of high commissions being given to locations. This practice is undermining the stability of the business and making it impossible for phonograph operators to see their way to purchasing new equipment."

"Murray Kirschbaum, who heads the phonograph department of the Silent Sales Company; E. T. Barron, myself and others will take an active part in bringing operators together for their mutual benefit. We plan to form an association which we think will be a credit to the Northwest—BHI (the Sphinx) Cohen, Minneapolis."

Hankin Music Co. Expands Operations

ATLANTA, Jan. 15.—Morris Hankin, of the Hankin Music and Cigaret Service Company, reports that his operations during 1937 show a 100 per cent increase over 1936. The largest increase was in the cigaret vending field, and Hankin states that he believes his firm is now among the ranking cigaret vending firms in the country. Their music operations also showed considerable gains, it is reported.

In commenting on this increase Hankin stated, "Perhaps the fact that we have increased both our music machine operation and our cigaret vending routes over 100 per cent will give more courage to many operators throughout the country at this time. We feel that the coin machine business is really just getting under way and that 1938 will prove definitely to be one of the greatest years in the history of the business. We have (See HANKIN MUSIC CO. on page 26)



Music Must Be Merchandised

By HENRY T. ROBERTS

Director of Sales, the J. P. Seeburg Corporation

I'm exceedingly optimistic about the future of automatic music. And I have good reason to be. After all the past year was one of the most successful that the whole industry has ever experienced. The next year can be made more profitable to all operators, dis-



HENRY T. ROBERTS

tributors and manufacturers of automatic phonographs. However, this success will not come to anyone who is just going to sit back and wait for it—we'll all have to work, and work hard. The industry must take cognizance of the fact that it must co-operate as an organization—it must function as one harmonious unit to continue at the progressive pace it has set in the past year. There can be no clashing between the agencies within the industry. All must co-operate, and I cannot emphasize this fact too strongly.

I believe the most important consideration to our continued success lies in the realm of merchandising. It is absolutely essential that we merchandise our product as well as sell it. By merchandising I mean the addition of any elements that will make these phonographs more attractive and more appealing to the public. This past year has

seen tremendous strides made in the phonograph industry with regard to this problem.

One national advertiser spends thousands of dollars per month to maintain an electric sign in a prominent part of New York City, merely on the premise that lights and colors are a definite attraction and a positive benefit. Comparable to this thought we moved one step forward when we introduced lighting as a definite feature of these phonographs. With the advent of this new feature there came a definite increase in business which materially benefited everyone down the line.

But we did not stop merely with the addition of light. We went another step forward and introduced the use of color as well as light. This newest combination took immediate effect, with sales reaching highs never before attained in the automatic music business. Other developments enhancing the beauty and attraction of these phonographs were accomplished in the way of design. Much time and money were expended in designing the cabinets in order to make them blend harmoniously in practically any type of surroundings. Advances in tonal quality and acoustical treatment were made.

These merchandising factors contributed more to the success of automatic phonographs than all the other factors combined. But we cannot stop with what we did in the past. We must go forward and create more new merchandising ideas for the coming year and we must find the answer to other problems that continually arise.

There is a grave problem that now confronts the industry—that of suggestive records. This problem is one that will hinder the progress of the music industry. A few greedy, shortsighted distributors and operators are jeopardizing an average investment of several hundred dollars for the sake of gaining possibly a few nickels for a very short period of time. Certainly these records are accepted by a few low-minded persons, but we are a high-minded, respectable industry, catering to respectable people. The music industry has always been in the good graces of the law and there is no reason to believe it is necessary for law-enforcing agencies to interfere now. Yes, the police have confiscated phonographs bearing these suggestive records. Many thousands of words have been written editorially on

this subject, and wide comment has been received by the music industry in all parts of the country. Our business is a decent one, so let's fight to keep it so.

The year 1938 promises to be one of the most lucrative in the history of the phonograph business, and the progressiveness of the industry is dependent upon the initiative of the individuals as a whole. Let us bear in mind three all-important considerations—we must co-operate, we must merchandise our product and we must fight suggestive records for real success.

Kansas City

KANSAS CITY, Mo., Jan. 15.—City's high-school crowd and the "younger generation" in general have gone wild over coin-operated automatic phonographs, much to the delight of distributors in the "Heart of America" city.

Musicians' unions have no kick. The machines do not supplant flesh entertainment, and interest in dance music is increased by use of recordings of nationally known bands.

Favorite recordings at the start of the new year are those by Benny Goodman, Hal Kemp, Cass Loma, Teddy Wilson, Red Norvo, Andy Kirk, Bing Crosby and Tommy Dorsey. And just to please the youthful dance crowd ops don't hesitate to give the kids the discs they want.

One of the most successful previews of new model automatic phonographs ever held in this section went off smoothly last Friday night at the offices of the Central Distributing Company, 105 West Linwood boulevard. The event was in charge of Tim Crummett and Rue F. Mason, Central heads, and the machines were exhibited by O. P. Kramer, Wurlitzer representative from Oklahoma City. In the crowd which attended were Ralph Rigdon, St. Louis distributor; Cliff Haskins, Russell, Kan.; John Young, Falls City, Neb.; Roy Hazelrigg, Brookfield, Mo.; B. L. Clayton, Milan, Mo.; Vincent Commelo, C. E. Maer and "Mister" Troyer, all of St. Joseph, Mo.; Charles Hirlinger, Muskogee, Okla.; Francis Peyton, Trenton, Mo.; Vern Sperry, Topeka, Kan., and P. R. Fuller, Dave Cooper, Taylor Warwick, Joe Chambers and Nick Pasel, of Kansas City.

Hazelrigg ordered 25 of the new Wurlitzer 24-A models and other sales of from two to six units resulted, according to Crummett. A buffet supper and a bar, replete with the widest varieties of liquid refreshments, combined with the new machines to make the preview a grand success.

Many of the visitors said they would be leaving soon for the 10th annual coin show in Chicago, and all appeared optimistic over conditions in their home towns.

Skee-Ball units still are big sellers in Kansas City. More than 150 have been sold in the last six weeks in the city alone.

Bowling games continue to be best sellers here, with many night clubs, restaurants, drug stores and similar establishments reported enjoying good takes from players. Tim Crummett and Rue F. Mason, of the Central Distributing Company, declare Wurlitzer's Skee Ball to be their best product of the season. They sold a carload of them—80 separate units—right here in town, it is said.

The building which housed the big Sportland Arcade of the Central Company last month is now vacant. All games were moved when the undertaking was closed by Crummett and Mason last week. The owners are still trying to ascertain why the project failed to attract patronage.

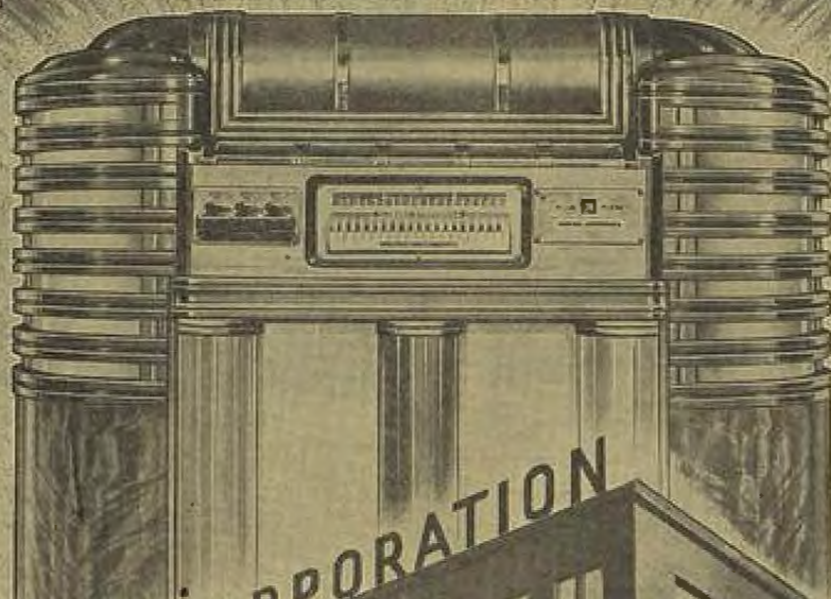
One operator of a night club using coin-operated phonographs believes recordings of Charlie McCarthy and Edgar Bergen would sell sensationally—both for commercial and home use. Novelty players are always welcomed by night club men using phonographs because they serve as a "break" in the long hours of almost continuous dance music, and if discs by the McCarthy dummy were available every op in the city would buy.



WURLITZER AND GUARANTEE DISTRIBUTING COMPANY officials pose at the latter firm's opening celebration in Indianapolis recently. Left to right: Laurence Cooper, E. S. Blockman, Ralph Rigdon, Ernest H. Petering, Mrs. Paul F. Jock and Mr. Paul F. Jock, W. F. Merchant, Frank Schmoor, H. Montgomery and Robert H. Bolles.

OUT OF THE BRILLIANCE OF PAST TRIUMPHS

A NEW SEEBURG ACHIEVEMENT...



J. P. SEEBURG CORPORATION

COMPLETE CABINET ILLUMINATION!



FINE MUSICAL INSTRUMENTS SINCE 1902

THE J. P. SEEBURG CORPORATION Announces... The Presentation of Three New 20 Record Multi-Selector SEEBURG SYMPHONOLAS "Concert Grand"... "Regal"... "Gem"

Featuring: COMPLETE CABINET ILLUMINATION

YOU ARE CORDIALLY INVITED TO INSPECT THESE NEW SEEBURG CREATIONS DURING THE NATIONAL COIN MACHINE CONVENTION, JANUARY 17, 18, 19 AND 20 AT THE SHERMAN HOTEL, CHICAGO • SPACES 54-55-56-57 • Literature, beautifully illustrated in natural color, will be mailed upon request.

J. P. SEEBURG CORPORATION 1500 DAYTON STREET, CHICAGO

IT TAKES SCIENCE and SKILL



to Produce

PERMO POINT

THE WORLD'S MOST PERFECT PHONOGRAPH NEEDLE

More Than 2000 Perfect Plays!

• SCIENCE to develop and produce our precious metal point material in our modern Metallurgical Laboratory—SKILL required by our production specialists who shape our patented elliptical point to an accurate radius through nine separate processes of manufacturing. That's why PERMO POINT is the ONLY phono-graph Needle used as standard equipment by every automatic phono-graph manufacturer—the ONLY Needle recommended and sold to the music operators by all the record distributing companies—the ONLY Needle that will assure operators dependable high fidelity reproduction, longer record life, true tone, and undistorted volume output.

IT'S ALL IN THE PATENTED ELLIPTICAL POINT!



BE SURE TO SEE OUR SCIENTIFIC DEMONSTRATIONS!
Positive evidence why ONLY the Patented Elliptical Point of the PERMO POINT Needle can maintain high fidelity reproduction and, especially, longer record life for more than 2,000 perfect plays!

BOOTH No. 142, COIN MACHINE SHOW.

PERMO PRODUCTS CORPORATION
Metallurgists and Manufacturers
6415 RAVENSWOOD AVE.
CHICAGO, ILLINOIS

Seeburg Shows New 1938 Symphonolas

By CAROL KNIGHT

Creating something of a sensation among music operators in attendance at the present convention, the J. P. Seeburg Corporation presented a new series of its Multi-Selector Symphonolas which, for sheer beauty, it claims are unrivaled in automatic phono-graph annals.

Seeburg officials are naturally proud of their high reputation. Their efforts to maintain that reputation are reflected in the popularity of their Symphonolas, not only among operators but with the listening public. The latest Seeburg development, which they have termed complete cabinet illumination, is expected to raise the acceptance of their instruments to even greater heights than those of the past year.

It is a difficult task to describe the richness, the coloring and beauty of the Seeburg Symphonolas, the Concert Grand, the Regal and the Rex. Fine woods carefully hand-rubbed, beautifully colored fiberloid panels and insets thru which is transmitted clever indirect lighting, modern design in all important exterior features . . . these are but a few of the details, which combined appear destined to definitely establish a new trend in automatic phono-graph cabinetry, begun by Seeburg with the introduction of the Lumalite Grille in recent models.

HANKIN MUSIC CO.

(Continued from page 84)
watched many years roll by while engaged in the sale and operation of coin-operated equipment and have always felt that this is the best business in the world."

Detroit

DETROIT, Jan. 15.—Practically all operators of Windsor, Ont., are reported to have held a get-together on New Year's Eve at the Prince Edward Hotel. William Goldberg and Mrs. Sarah Grossman were among those present. The event was well attended by a large delegation of Detroit coinmen too, it was reported.

Robert Crabtree, operator of Flint, Mich., has just expanded into the night club business. He recently purchased a night club and roadhouse on the Dixie highway, 10 miles south of Flint. He has named the place Crabtree's Village and is specializing in fried chicken.

Manfred M. Linick, who has been in the operating business well over 30 years, is reported to have suspended all activity in the coin biz until spring. In days gone by he operated several arcades in Detroit, Chicago, Milwaukee and elsewhere. He now operates the arcade at Edgewater Park in Detroit, which is now closed for the winter. At present time he is running the "Barrel," popular downtown beer tavern, and plans to resume his arcade biz in the spring. Rumors of his plans to open a large downtown arcade have been heard lately but were not confirmed.

Plans to meet an early pickup in business were voiced this week by Fred Merrill, export manager of the A C Novcity Company, Multi-Bell manufacturer. Plans for more extensive promotion to follow the show are now being completed.

John P. Kockin, veteran Detroit coin machine op, is celebrating his 20th year in the business. He started as an op

"WURLITZER 412"
Perfect Condition.
\$119
PEERLESS DISTRIBUTING CO.
801 E. 42nd St., Kansas City, Mo.

FOR SALE! USED PHONOGRAPHS
5 MILLS DO-DE-MI . . . **\$100** Ea.
2 WURLITZER 616 . . .
A-1 Condition.
1/3 Deposit, Balance C. O. D.
Anthony Salamone
79 Robin Rd., South Beach, Staten Island, N. Y.

Modernize your Phonograph
Hold your Location . . .
Protect your investment with

NEW ILLUMINATED GRILLS

for ROCK-OLA WURLITZER AND ALL OTHER MAKE.



EASY TO INSTALL FOR ALL ROCK-OLA and WURLITZER 1935-1936 PHONOGRAPHS

GRILL SPECIFICATIONS	ROCK-OLA PROGRAM FRAME SPECIFICATIONS	PRICES
Rich Royal Blue Dupont Center Panel, Heavy Fluted Red Crystal Glass Rods on Each Side, Two-tone Walnut and Maple Hardwood Frame, Gold Metallic Reflecting Background. ONLY 2 25-Watt Bulbs Equipped with Flasher. (Cheap to operate.)	Heavy Highly Polished Aluminum Frame, Plain White Numbers on Colored Background, Tilt Slits Easily Inserted, 1 4-Candle Power Bulb.	GRILL—5 or More, Each . . . \$12.00 Sample Grill 18.00 PROGRAM FRAME—5 or More, Each 0.00 Sample Program Grill 10.00

FREE—Set of 12 White Push Buttons for Rock-Ola with each Combination of Grill and Program Frame Purchased. Prices F.O.B. New York. 1/3 Deposit with Order. Full simple instructions for installing with each order.

ON DISPLAY IN ROOM 486 AT HOTEL CHICAGOAN (107 W. Van Buren St.)
CENTRAL TOOL & MACHINE CO.
480 10TH AVE. (Phone: Bryant 9-8756) NEW YORK, N. Y.

Brunswick News FINAL!
NEW YORK, JANUARY, 1938

EXTRA!
SEE US AT THE SHOW
BOOTH 141
ROOM 265

LEARN WHY OPERATORS WILL RELY ON
BRUNSWICK VOCALION & COLUMBIA RECORDS
For Extra Profits in '38
BRUNSWICK RECORD CORPORATION
1776 Broadway, New York

BRANCHED:
New York; Dallas;
Atlanta; Chicago;
St. Louis

back in the World War days and has been at it ever since. Kockin has been primarily an amusement machine operator.

Desco Products Company is reported to be manufacturing glass covers for the registering devices on coin machines.

The problem of parking meters is expected to be brought up in the Detroit City Council before long. Some of the new councilmen have traveled in other parts of the country where they have seen meters in operation and have indicated that they will support a proposal for their adoption here. As far as known only one councilman has expressed op-

position. Survey was made and recommendation for an installation was given to the council by the police department in October, 1936, but no action was taken at the time. Under the proposed plan 17 locations have been selected for the installations and a total of some 8,000 meters will be required.

James Ashley, head of American Novelty Company, is an enthusiastic booster of music and other amusement machines. He is fully satisfied with the business his company is doing and expresses only optimism for the future of the industry. Mr. Ashley should certainly be an authority on the subject, for he claims to be the oldest operator of amusement machines in Detroit.

Many of the leading concerns engaged in the coin-machine industry are indulging in a brief respite while awaiting the holding of the annual Coin Machine Show. Among those who promise some interesting announcements shortly after the show is Joseph J. Schermack, head of Schermack Products Corporation.

B. J. Marshall reports marked increase in sale of phonographs in this territory lately. Before shoving off for the convention he disclosed that he would make his headquarters at the Rock-Ola booth, where he expects to greet his many friends.

L. J. Biernot, local operator of pin games, reports that he is discontinuing business in this line and going into the operation of peanut vendors.

James Duhart recently expanded his music activities by placing several new Seeburg machines.

The city of Pontiac will install a parking-meter system if the recommendation of Police Chief George Schlam submitted this past Tuesday meets with the approval of the city commission. Schlam has requested the installation of 120 meters in the downtown section. He suggested that 30 meters be purchased from each of four manufacturers to discover which type is the most satisfactory.

Modernize Your Older Wurlitzer Phonographs

- ILLUMINATED GRILLS 9⁹⁵ ca.
- AUXILIARY SPEAKERS 9⁹⁵ ca.
- PHONOGRAPH COVERS 8⁹⁵ ca.
- PLATFORMS 7⁹⁵ ca.
- COIN SLIDE GUARDS 1⁰⁰ ca.
- RECORD REQUEST BOXES 25c ca.
- BILL BOLLES COLLECTION SYSTEMS ... 27⁵⁰ per set 100

Stop and See Our Convention Booth Display

TRIANGLE MUSIC COMPANY

4608 PROSPECT AVE. CLEVELAND, OHIO
Phone: Endicott 1740, Day and Night

IF YOU WANT GABEL'S NEW SENSATIONAL 1938 AUTOMATIC PHONOGRAPH IN...

- MAINE
- NEW HAMPSHIRE
- VERMONT
- MASSACHUSETTS
- RHODE ISLAND
- WESTERN CONNECTICUT
- WESTERN NEW YORK
- EASTERN PENNSYLVANIA
- DELAWARE
- MARYLAND
- DISTRICT OF COLUMBIA
- VIRGINIA
- WEST VIRGINIA
- NORTH CAROLINA
- SOUTH CAROLINA

Then Phone, Write or Wire For New Sales Proposition to

Special Factory Representative
H. R. COLLARD
OFFICES AND SHOWROOMS LOCATED IN THE NATION'S CAPITAL.
2429 - 18th St., N. W.
WASHINGTON, D. C.
All Phones: COLUMBIA 4999.



A PORTION OF THE CROWD which attended the recent opening celebration of the Guarantee Distributing Company, of Indianapolis, to honor Paul F. Jock and to view the new Wurlitzer phonos.

MUSIC OPERATORS ATTENTION!

We will repair your worn phones, needles for 10c each or \$1.00 per doz. - 1c to 1,000 to 2,500 more plays assured. - Send one dozen worn needles with \$1.00 for total.

OPERATOR'S SERVICE SUPPLY
802 S. Main St., P. O. Box 61, South Bend, Ind.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Sheet-Music Leaders

(Week Ending January 15)

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. | |
|----------------------------|--|
| 2 | 1. Bel Mir Bist Du Schoen |
| 1 | 2. Rosalie |
| 3 | 3. There's a Cold Mine in the Sky |
| 5 | 4. True Confession |
| 6 | 5. You're a Sweetheart |
| 4 | 6. Once in a While |
| 8 | 7. In the Skill of the Night |
| 15 | 8. I Double Dare You |
| 7 | 9. Josephine |
| 9 | 10. When the Organ Played "Oh, Promise Me" |
| ... | 11. Dipsy Doodle |
| 11 | 12. The One Rose |
| 13 | 13. Ebb Tide |
| ... | 14. Ten-Pretty Girls |
| 10 | 15. You Can't Stop Me From Dreaming |

Five Best Record Sellers for Week Ending Jan. 17

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B7344 — "Bel Mir Bist Du Schoen" and "The Big Dipper," Jerry Blaine Stream Line Rhythms.	B037 — "Bel Mir Bist Du Schoen" and "I Double Dare You," Music in Russ Morgan Manner.	25693 — "Dipsy Doodle" and "Who?" Tommy Dorsey Orchestra.	3908 — "Bel Mir Bist Du Schoen" and "Two Dreams Got Together," Dolly Dawn Dawn Patrol.
2	B7343 — "Whistle While You Work" and "With a Smile and a Song," Shep Fields Rippling Rhythm Orchestra.	B013 — "Mama, That Moon Is Here Again" and "Sweet Somewhere," Horace Heidt Alemito Brigadiers.	25739 — "Bel Mir Bist Du Schoen" and "It's Easier Said Than Done," Guy Lombardo Royal Canadians.	3896 — "Jubilee" and "Every Day's a Holiday," Cab Calloway Orchestra.
3	B7365 — "On the Sentimental Side" and "This Is My Night To Dream," Abe Lyman Orchestra.	B009 — "Farewell, My Love" and "True Confession," Music in Russ Morgan Manner.	25717 — "Loch Lomond" and "Camel Hoo," Benny Goodman Orchestra.	3874 — "You're a Sweetheart" and "Let's Pitch a Little Woo," Dolly Dawn Dawn Patrol.
4	B7318 — "Thanks for the Memory" and "Mama, That Moon Is Here Again," Shep Fields Rippling Rhythm Orchestra.	B028 — "Rosalie" and "Sail Along, Silvery Moon," Horace Heidt Alemito Brigadiers.	25746 — "I Double Dare You" and "Two Dreams Got Together," Larry Clinton Orchestra.	3700 — "Rosalie" and "Why Should I Care?" Swing and Sway with Sammy Kaye.
5	B7228 — "Snake Charmer" and "Dipsy Doodle," Jerry Blaine Stream Line Rhythms.	B019 — "Free for All" and "Monsoon," Art Shaw's New Music.	25749 — "Every Day's a Holiday" and "Neglected," "Fats" Waller Rhythm.	3672 — "Mama, That Moon Is Here Again" and "You Took the Words Right Out of My Heart," Isham Jones Orchestra.

VEMCO'S PERFECTLY RECONDITIONED PHONOGRAPHS AT LOWEST PRICES IN HISTORY!

MILLS WORLD FAMOUS
DE LUXE DANCE MASTERS

← ONLY \$64.50 each
ORDER TODAY

MILLS
DO-RE-MI
\$99.50 →
EACH

MILLS Triple Slot Regular Model Dance Masters. Available in either black and silver or green and silver finish. Only... \$35.50 EACH

SEEBURG Model K's, used only 10 weeks, like new and a wonderful buy at only... \$209.50 EACH

MILLS Model 801 Selector High-boy Phonographs. Mahogany finish (Order These Quick). Only... \$39.50 EACH

TERMS: One-Third Certified Check or Money Order Deposit with all Orders! We ship balance C. O. D., P. O. O. Fayetteville, N. C.

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

★ DISTRIBUTORS FOR WURLITZER PHONOGRAPHS

MODEL 24
CONSOLE MODEL 50
COUNTER MODEL 51

WRITE FOR PRICES ON ALL STYLES
OF USED WURLITZER PHONOGRAPHS!

HANKIN MUSIC COMPANY
258 PRYOR ST., S. W. • ATLANTA, GA.



Phonograph Operators

Now YOU can have the

NEW ELECTRIC GRILLE

for all models and makes of phonographs. It is not necessary to purchase new machines to hold these better locations. INSTALL OUR NEW ELECTRIC GRILLE IN FIVE MINUTES. IT ADDS BRILLIANCE AND PLAYERS' APPEAL. YOUR OLD MACHINE IS AS NEW AS TOMORROW'S.

SOLD THROUGH LEADING DISTRIBUTORS.

ORDER YOUR SAMPLE TODAY.
SAMPLE \$19.50—6 OR MORE \$17.50.

MID-WEST NOVELTY SALES CO.

812 West Broadway—Muskogee, Oklahoma
415 East 3rd Street—Tulsa, Oklahoma

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 8043

Half Moon on the Hudson (half moon is better than no moon, but with the Four Kings adding their harmonizing, there's plenty moon).

Sweet as a Song (a sweet song, plus a sweet singing guitar, plus a sweet singer—in other words—sweet).

GUY LOMBARDO
Victor 25748

Whistle While You Work (the tempo is livelier and the song is whistled).

With a Smile and a Song (both songs are from Walt Disney's new picture, and with the movie build-up, your box needs 'em).

ISHAM JONES
Vocalion 3910

There's a Gold Mine in the Sky (this song is fast becoming a classic, which means consistent nickel-pulling).

Thanks for the Memory (both sides in medium tempo and plenty melodic).

REGGIE CHILDS
Decca 1588

Scraps of the Toast (this is the Hal Kemp-styled band. A lively tempo setting the music that's easy on the ears and tapping for the toes).

Just a Sweet Old Gent and a Quaint Old Lady (watch this tune make hit paradome. Sweet and sentimental, side is swell and sellable).

SWING MUSIC

TOMMY DORSEY
Victor 25750

Just a Simple Melody (and Dorsey doesn't need more than that to turn it into a swinger).

Little White Lies (this is the fave song of another year in a swing style that's plenty good for this year).

DUKE ELLINGTON
Brunswick 8044

Hazony in Harlem (the Duke steps out in his best Sunday clothes).

Black Butterfly (she doesn't sizzle, but there's a bit of sentimentality to her flutterings).

FATS WALLER
Victor 25749

Every Day's a Holiday (this is the title song of the Mae West picture so Waller needs little urgin' for his jivin').

Neglected (and the way Fats beats up this ballad, your phono should never be neglected).

CHICK WEBB
Decca 1587

The Dipsy Doodle (Ella Fitzgerald is the killer-diller and it hits the noodle for the nickels).

Midnite in a Madhouse (all the little Chicks lay it on and the house rocks with rhythm).

VOCAL

BELLE BAKER
Brunswick 8042

Bel Mir Bist Du Schoon (la Belle is mellow and you can't find a smarter saleslady to sell this song).

You're a Sweetheart (just makes you cuddle up when you serenade your sweetie a nickel's worth).

DOLLY DAWN
Vocalion 3908

Bel Mir Bist Du Schoon (you just can't get enough of this song and you just can't get enough of Dolly doing it).

Two Dreams Got Together (it's sweet dreams and Dolly makes you wish the dawn will never come).

CANDY CANDIDO
Decca 1590

Mal He's Making Eyes at Me (this double-voiced Candy, with a hot swing band for the taffy tooting, will make money for you).

The Big Bass Fiddle (Candy is the referee in a battle of swing among the tooters).

INSTRUMENTAL and NOVELTY

LANIE McINTIRE
Decca 1592

Hawaiian Vamp (like the rippling tide, these Honolulu strummers make her do a hula glide that's a hula).

In a Little Hula Heaven (the strummers swing it and the trio sings it).

THE FOURSOME
Decca 1595

Chinatown, My Chinatown (a male quartet swinging out with sweet potatoes and tin files).

Sweet Georgia Brown (any of these old gals are good for a play, especially when they make you snap yo' fingers).

RACE

HARLEM HAMFATS
Decca 7395

Rampart and Gravier Blues (Hamfoot Ham funks the blues about a street in New Orleans where the Creole cats live a life of ease).

Broken-Hearted Blues (oo' Hamfoot, his woman done quit him and he don't know what to do).

Grenner Boosting '38 Gabel Phonos

NEW YORK, Jan. 15.—Robert Grenner, who for many years has represented John Gabel in the East, has always attended the coin machine convention. Grenner would get around with the Gabel crowd and his customers selling plenty of Gabel machines.

However, this year Grenner goes to the show with a great deal more ardor and enthusiasm.

"Gabel has a new machine for 1938. It is built along the trend of the modern streamline. The machine will be one of the most striking in appearance of any phonograph produced. The mechanism, as everyone knows, in the Gabel machine is the finest developed as Gabel has been producing phonographs for over 35 years," Grenner says.



SEE IT!



HEAR IT!



and you'll **SAY IT!**

WURLITZER
has done it—
AGAIN

WURLITZER INTRODUCES:

the most beautiful reproducing instrument in automatic phonograph history

The New Wurlitzer Phonograph is designed and built to the standards maintained by Wurlitzer each succeeding year as the leading manufacturer of musical instruments — the world over! It plays 24 records! It presents the most realistic tone yet accomplished in the automatic music industry! It offers the first cabinet to incorporate lighted, translucent panels for greater attraction power! It is available in two models identical except for coin equipment.

Model 24 is standard with the new, improved Wurlitzer mechanical play registration and Wurlitzer slides. Model 24-A, at slightly higher cost, comes equipped with A.B.T. magnetic selectors, butterfly switches, coin entry slides and a built-in scavenger cup. Study all the sensational features of this phenomenal phonograph. Point by point you'll find the new Wurlitzer Automatic Phonograph Model 24 and 24-A offer the greatest profit possibilities ever presented to music operators. Then — write or wire for information about price, terms and delivery. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

16 MONEY-MAKING FEATURES for You!

The Most Flexible Coin Equipment Ever Offered Automatic Music Operators

Models 24 and 24-A meet the coin equipment requirements of every operator everywhere through a choice of two types of coin mechanisms — Wurlitzer or A.B.T. For the first time the music operator may exercise individual preference in specifying coin equipment to meet all existing conditions in his territory — may have Conventional or Magnetic Selectors — Electrical or Mechanical Play Registration.

Coin Slides Located on the Cabinet Top

Coin slides on the Models 24 and 24-A are located on the cabinet top — a feature which not only enables a cleaner bare which not only enables a cleaner cabinet front but makes the coin slides as fool-proof as it is humanly possible to build them. These models will not step up operator earnings possibilities to an all time high, but through more efficient coin mechanism further protect these earnings.

Amplifier Combines Simple Construction with Increased Output

Models 24 and 24-A incorporate a Wurlitzer-built amplifier specially designed for exclusive use on these phonographs combining amazing simplicity of construction with considerably increased output. The simplicity of this amplifier will be reflected in appreciable savings in service welcome to every operator.

The Finest Tone Ever Attained in Sound Reproduction

Models 24 and 24-A have a pedestal-mounted 15 inch dust-proof speaker and magnetic pick-up — a conveniently located key-type, compensated volume control — a three step tone control. No previous automatic phonograph ever produced the clear, undistorted tone at either low or maximum volume that these sensational models bring you. The inevitable result is increased play.

Standard Type Tubes Easily Obtainable

All tubes used in the Wurlitzer Automatic Phonograph Models 24 and 24-A are of standard type — proved best by long usage and available everywhere. This is a convenience and economy feature every operator will appreciate.

24 Record Play — Greatest in the History of Automatic Phonograph Music

Models 24 and 24-A are equipped with the original time-tested, trouble-free Wurlitzer Record Changer with its famous Multi Selector (Reg. U. S. Pat. Off.) but now playing 24 records! The broadest selection ever offered in any automatic phonograph — revolutionary record carrying capacity that means greater play appeal — bigger operator earnings.

Stronger, Sturdier Record Changer Chassis for 24 Trays

The record changer chassis, although essentially the same time-tested Wurlitzer mechanism with its recognized freedom from servicing, is stronger, sturdier, reinforced throughout for 24 trays.

Most Beautiful Eye Appealing, Play Inspiring Cabinet Ever Designed in the History of Automatic Music

Styled by Paul M. Fuller, one of America's foremost designers, the new Wurlitzer Models 24 and 24-A are the most magnificent examples of light and color applied to cabinet decoration ever introduced in the music industry. Added eye appeal means greater play appeal. Play appeal spells GREATER PROFITS!

An Innovation in Phonograph Illumination — Translucent Plastic Pilasters!

Vivid addition to the colorful eye appeal of the Models 24 and 24-A are illuminated front corner pilasters of translucent plastic. Fire resistant, carrying enormously high impact resisting power, these intriguing pilasters emit an eye-stopping amber glow when lighted yet harmonize perfectly with the cabinet wood when not illuminated. A great contribution to automatic phonograph attention-getting power. And, as always, an exclusive Wurlitzer feature.

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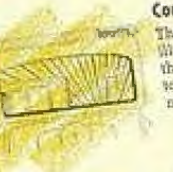
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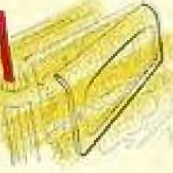
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FOR LOCATIONS LACKING
ADEQUATE FLOOR SPACE TO
ACCOMMODATE A LARGER MODEL—

Wurlitzer brings you
the **COUNTER MODEL 51** and
the **CONSOLE MODEL 50**...

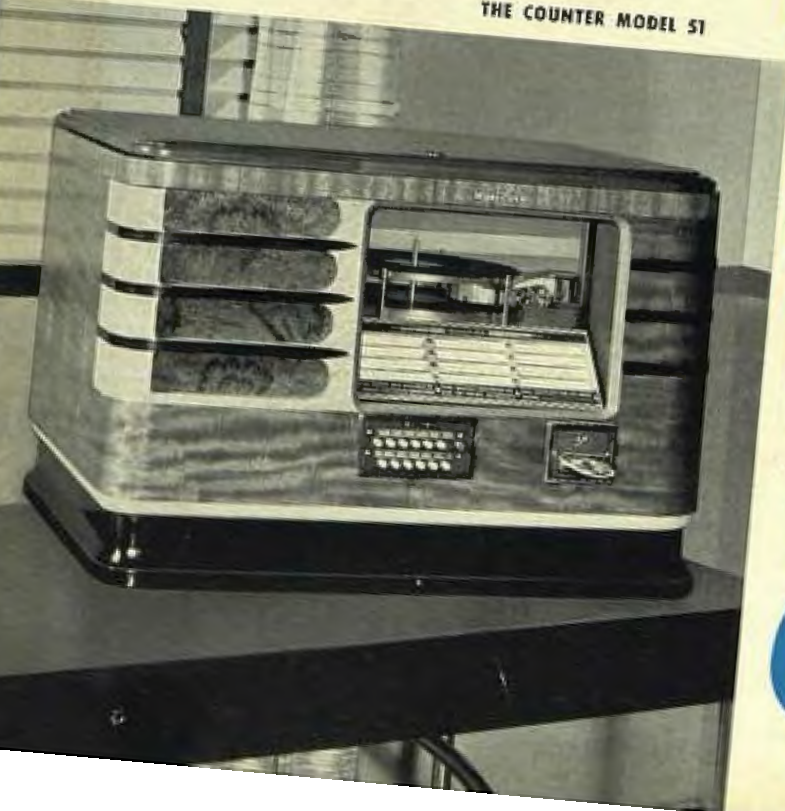
By introducing a Counter and a Console Model to place in locations where a larger phonograph might be impractical, Wurlitzer squarely answers the problem of profitable automatic phonograph operation in any small location.

The Wurlitzer Counter Model 51 was built for lunch cars, small bars, grills, barbecue stands, roadside stands, drug store soda fountains, cigar stores and similar locations with no available floor space at all.

The Wurlitzer Model 50 was built for bus terminal waiting rooms, college, boarding school, club, lodge, industrial or community recreation rooms or restaurants, public gymnasiums, natatoriums and like locations with limited floor space.

And, don't overlook the location with small but constant patronage that will provide an

THE COUNTER MODEL 51



THE CONSOLE MODEL 50

income in line with the limited investment involved in one of these smaller Wurlitzer models.

Cash in on these two new money-makers now! Operate profitably in small locations you could never consider before. Write or wire for details today.

THE RUDOLPH WURLITZER COMPANY

North Tonawanda, New York

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

WURLITZER
AUTOMATIC PHONOGRAPHS
Get and Hold
THE BEST LOCATIONS

Wurlitzer Snapshot Winners Announced

NORTH TONAWANDA, N. Y., Jan. 15.—The camera clicking took three days. The judging took three months. That in itself tells the story of the snapshot contest staged in connection with the first annual convention of the Wurlitzer Century Club held a few months ago. Guests at the event were invited to send in their best snapshots for the big three-day party and compete for prizes totaling \$50 in cash.

Officials of the firm report the response was astonishing, as hundreds of camera studios of all kinds were sent in to their offices. Judges were busy for three months sorting out the winners.

Judges reported that the final selection of the prize winners was made even more difficult by the fact that practically all of the entries were unusually good. The final sifting brought out these winners:

Jerome Frazen, of Chicago's Modern Music Company, copped first prize and a check for \$25.

Maude Melvin, of Bangor, Me., daughter of pioneer operator M. A. Melvin, who was one of the convention honor guests, took second place and an award of \$15.

Third prize and \$10 went to Don Leary, president of Automatic Sales Company of Minneapolis.

Fourth prize and a \$5 bill went to Albert J. Navickas, of Forestville, Conn. Two consolation awards of \$2 each went to Babe Kaufman, of New York City, and Norman Stevens, of Sedalia, Mo.

Eastern Distributors Off to 1938 Show

NEW YORK, Jan. 15.—Just before leaving for the 1938 Coin Machine Show in Chicago, January 17 to 20, a number of the distributors of coin machines here expressed their objectives and hopes in visiting the annual convention. A strong



THE MAN WITH THE BIG CIGAR is none other than Homer E. Capehart, vice-president of the Rudolph Wurlitzer Company.

feeling of expectancy is probably the best description that sums up their varied ambitions.

Said NAT COHN, Modern Vending Company: "It seems that at each convention we have just been lucky enough to find the right product for our firm. We already have a great surprise for operators, but perhaps again this year we may find 'just what we are looking for' at the convention."

GEORGE PONSER, of the George Ponsor Company: "We are taking the managers of our four offices to the show to greet old friends and to make new ones, and above all to take a good look at the new equipment that will be shown."

DAVE ROBBINS, Dave Robbins & Company: "This year I'm going to spend plenty of time visiting the various displays. Frankly I'm looking for some-

thing different in the merchandising machine field and I hope that it's on display at the show."

JOHN A. FITZGIBBONS, Fitzgibbons Distributors, Inc.: "I'll be at the Bally booths this year as usual to greet old friends and to show them the Bally new-trend games that have stirred up so much interest in the trade."

ROBERT GRENNER, of the Robert Grenner Company: "I'm going because the convention gives me the opportunity of covering hundreds of miles while standing still. Instead of traveling thru-out my territory to meet all our operators, I'll meet them right in the Gabel booth."

BABE KAUFMAN, of Babe Kaufman Music Corporation: "I haven't missed a show yet. This year I am interested in all music machines. I'll also be on the lookout for any new vending machines that will go well in this territory. If I find them I'll buy plenty."

MIKE MUNVES, Michael Munves Corporation: "The main object of my visit to the convention is to look over the new arcade machines. Any firm that has the type of arcade equipment for which I'm seeking will find me a good customer."

AL BLENDOW, Capitol Automatic Music Company: "We are going to the show to get inside that Rock-Ola booth and greet our many friends who have been buying their equipment from us."

HENRY COOPER, Rex Novelty Company: "This year I'm searching for that new idea. Someone certainly should have a product that's entirely different at this show and I'm going to cover the booths thoroughly in search of it."

CHARLEY ARONSON and BILL ALDBERG, of Brooklyn Amusement Machine Company: "We're out for new products. Not only novelty games but merchandisers of all kinds."

WILLIAM BLATT, of Supreme Vending Company, Inc.: "This year I'm searching for a machine that I can put in all locations. This machine, of course, must be legal and mechanically perfect. The manufacturer who has it at the show will get one big order from us."

HERMAN S. BUDIN, Budin Specialties, Inc.: "Our sole interest is novelty pin games. I intend looking them all over and those that seem best will earn some real orders for their makers."

HOWARD KASS, of Regal Sales, Inc.: "We're going to the show to be present at the Ranel, Inc., booth, where we plan to show our customers the latest U-Pop-it corn-popping vender."



"A BEAUTY AND THE BEAUTY" is the way Seeburg officials describe the lass sitting beside the new Seeburg Symphonola concert grand.

IRVING ORENSTEIN, of Hercules Machine Exchange, Inc.: "We are going to the show to present our award protector to the trade, as well as to look over all the equipment that will be on display. The grand time we'll have and the old friends we'll greet are worth the trip alone."

DAVE STERN, HARRY and SAM WICHANSKY and TOM BURKE, of Royal Distributors, Inc.: "Three things are taking us to the show. One, to see the new games of the manufacturers we represent. Two, to see our old friends. Three, to seek new products for our operators."

FRANK HART, at Eastern Machine Exchange, Inc.: "This year it's merchandising machines as far as we are concerned. What we want are vendors we know will do the job for our customers. If we find them just watch us order."

JACK KAY and HARRY PEARL, at Ace Distributors: "We're out to see the new games which we expect the manufacturers to have on hand that we can use in this territory."



EXECUTIVES OF HANKIN MUSIC AND CIGARET SERVICE COMPANY, Atlanta, line up in front of their offices prior to a big New Year's party. Morris Hankin is fourth from the left.

THIS YEAR THE BIG MONEY!

FOR PHONOGRAPH OPERATORS WILL BE IN THE 1938

GABEL

AUTOMATIC PHONOGRAPHS

SEE THEM AT THE SHOW

PHONE, WRITE OR WIRE FOR NEW SALES PROPOSITION

Factory Representative for EASTERN NEW YORK, EASTERN CONN., NEW JERSEY and PHILADELPHIA

ROBERT GRENNER COMPANY

250 WEST 54th ST. (Tel.: Circle 7-1381) NEW YORK, N.Y.

Southern & Southwestern OPERATORS!

YOU ARE INVITED to make Suites 1784 to 1786 SHERMAN HOTEL

Your Headquarters During the Chicago Show! Here You Will See the New . . .

SEEBURG 1938 MODEL SYMPHONOLAS

We're Expecting You, Sure!

ELECTRO-BALL CO., Inc., DALLAS

Seeburg Southern Representative

WURLITZER 400's

1936 MODELS

\$139⁵⁰

These Machines have been used less than six months—Look and operate like new.

Central Distributing Co.

105 W. LINWOOD BLVD., KANSAS CITY, MO.



IMPORTANT ANNOUNCEMENT!

From time to time, the Electrical Products Company has presented new items which have solved the problems of a constantly progressing industry. These new items were offered only after they had been properly engineered and tested to measure up to the standards required by the 90-day guarantee of the Radio Manufacturers' Association (R.M.A.)

The value of "EpcO" products to the Coin Machine Industry is attested to by the universal acceptance and use by operators, jobbers and manufacturers of such products as Electropak, EpcO Bell Locks and Adaptapak. Not only has the "EpcO" trade mark always meant perfection in equipment for coin-operated devices, but it has also been a symbol of consistently dependable and economical performance of electrical products in many other fields. Included among these products, and now in use throughout the world, are such devices as the Cheriton Cordless Electric Iron, the EpcO Home Battery Charger—used by practically every automobile manufacturer in the country, and the EpcO Dry Shaver. These developments stand as monuments to the high character and quality of all EpcO products.

And now after 3 years of research and testing the Electrical Products Company proudly announces its entry into the coin machine industry as a manufacturer of coin-operated games and equipment. Each of the new games to be produced will be built to conform to the high standards of "EpcO" quality and in strict accordance with specifications required by the R.M.A.—"EpcO" 90-day guarantee.

The fact that these games will bear the name "EpcO" is positive assurance that they will be the finest obtainable—that they will be mechanically perfect, thoroughly location tested and that their high earning power must have been satisfactorily proven. It is a recognized fact that we would not jeopardize the excellent name and reputation of "EpcO" by affixing it to any games that are only temporarily effective. Rather, it is our purpose to aid in the stabilization of the industry by making a FEW GOOD machines—games that will be considered staple equipment for long-time profitable operation.

All jobbers and distributors are invited to inspect these games at their initial showing during the Coin Machine Show in Booth 93, and to communicate with the Electrical Products Company for illustrated literature.



ELECTRICAL PRODUCTS CO.

125 W. HURON ST.
CHICAGO

6535 RUSSELL ST.
DETROIT, MICHIGAN

3 W. 29TH ST.
NEW YORK



LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
A 1,200-Slot board with 48 genuine leather hand-label papers containing coupons ranging from \$1.00 to \$5.00. Best awards, cigarettes and sectional parrots give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$3.75; Lots of 10 or More, \$3.60.
Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY,

NASHVILLE, TENN.

Fortify Yourself For the Future

By A. S. DOUGLIS, President,
Daval Manufacturing Company and its
affiliate, Ranel, Inc.

You and I and the other fellow have our investments in the coin machine business because it is basically right and because we like it.

Thousands of people the country over are dependent upon this business for a livelihood. Millions look to the coin machine industry to provide the various kinds of service, entertainment and diversion they seek.

What about the future? The future will be just what you make it.

Straight amusement games and trade stimulators are still good if operators have not or do not overstep the bounds in the future as laid down by minority public opinion.

The trend to legitimate operating activities is definitely and positively a sure road to permanent and steadily increasing income. Merchandise vending equipment has come further to the front. Music has been and will be an indispensable activity for many. A few alert manufacturers are providing new means for further expansion into other profitable fields of operating activity.

We at Daval and Ranel are building U-Pop-It, a thoroughly perfected automatic coin-popping vender, which opens vast new opportunities for the operators of America. This machine is built to serve a public need.

My suggestions for operators—fortify yourself for the future! Operate the quick money machines only where you can place them. Don't put all your eggs in one basket. Diversify your activities. Give greater consideration to the necessity for operating legitimate merchandising equipment. Be alert to your opportunities; then, in the future you can say, "I'm glad I did," instead of "I only wish I had."

Genco Preparing For Visits of Ops

CHICAGO, Jan. 15.—A thick air of mystery veils the Genco, Inc., plant these days. And, according to Meyer Gensburg, official, there is good reason for it, since, as he puts it, "we are on the verge of announcing and exhibiting some exceptionally startling new games—games that mean greater profits for operators and distributors in 1938."

"At the moment I am unable to disclose any definite information regarding any of our new equipment," he continued, "but this much I can say. All of these games are in keeping with our policy of producing only those games which offer fresh, new appeal to players and exceptional new opportunities to distributors and operators for earning increased profits."

"We are well prepared to entertain the many hundreds of visitors who have informed us that they will be here during the Coin Machine Show. Whether they see us at the show or here at our offices makes no difference, for at both places they will receive the same courteous and friendly service so characteristic of Genco, Inc.," he concluded.

Calcutt Arranges For Show Reports

PAYETTEVILLE, N. C., Jan. 15.—Joe Calcutt, of the Vending Machine Company, reports that he will not be at the show this year, but that he is sending a representative who is instructed to wire him at the end of each day just what machines the operators seem to like best. By these wires Calcutt expects to keep in close touch with the progress of the show and also gauge the purchases of the machines in which his firm is interested.

The name of Calcutt's representative has not been disclosed. It is believed that he is a well known figure in the industry.

The firm is also reported to be arranging for a great clean-up sale of guaranteed reconditioned numbers to make room for the new machines which it expects to receive soon after the show is over.

Hours of Exhibition

Hours of exhibition as fixed by the convention management are as follows:
Monday—12 noon to 10 p.m. (12 noon to 2 p.m. admission by badge only.)
Tuesday—10 a.m. to 10 p.m. (10 a.m. to 12 noon admission by badge only.)
Wednesday—12 noon to 10 p.m.
Thursday—10 a.m. to 2 p.m.

The official hour for closing the exhibition hour on Thursday, January 20, has been changed to 2 p.m. in order to permit making arrangements for the banquet to be held at 7 p.m. Thursday evening.

Note: "Admission by badge only" refers to official badges issued to exhibitors, distributors, jobbers and operators only. Admission tickets to the exhibit floor, except during the hours reserved for badge admission, may be had upon payment of \$1 at the registration desk.

Western To Unveil New 1938 Numbers

CHICAGO, Jan. 15.—Hugh Burros, sales manager of Western Equipment and Supply Company, recently made an announcement that is of genuine interest to the coin machine trade. As he put it: "During the week of the Coin Machine Show we are going to have a private show of our own here at our offices and factory in Chicago."

"We are so confident that we have such an excellent array of top money makers that we feel it is only fair to these operators, jobbers and distributors to allow them to inspect these machines at a private showing. Every machine that we will exhibit is new and has been tested on locations, thus their earning possibilities as well as their mechanical perfection have been proved."

"Among machines that will be on display," he continued, "are the following: Ak-Sar-Ben, one-ball automatic in single-coin play; Ak-Sar-Ben Multiple, a six-way-play one-ball automatic table; Ak-Sar-Ben Free Game, a legal type of amusement table that will meet every territory demand and requirement; Ponies Free Game, a game designed especially for operation in sections now featuring tables of the strictly novelty type; Dewey Junior, a new idea in console machines; Quinella, a brand-new one-ball automatic table, available in single-coin play, six-way multiple play and also in multiple selective seven-coin play, with three possible awards on every play, and Golfmore, a strictly amusement machine that can be operated regardless of territory conditions."

"Aside from the exceptional display of the machines themselves," Burros concluded, "Jimmy Johnson will do all in his power to make this show one that will be long remembered. There will be food, music, entertainment and by all means liquid refreshments. Comparable to the fast, efficient production of the plant will be the speedy and unending production at the famous bar of the Western office to the tune of the motto that 'thirst shall be quenched.'"

Baby Production



CZAR OF 1938 SHOW. Jack Bechtol, well-known cofessor of Daytona Beach, Fla., sends this picture as proof that his grandchild belongs in the "ruper" class.

Ringo Introduced As New Play Idea

CHICAGO, Jan. 15.—Ringo in its modern form is being introduced at the 1938 Coin Machine Show by the Ringo Manufacturing Company, of Chicago. The game is said to have an interesting history, going back two years ago when an original model was shown privately to some distributors to get their suggestions for improvement. Walter Shetler, the inventor, has spent the past two years in perfecting the machine to conform to modern operating requirements. It introduces a genuine skill principle in a projectile pitching device and is offered as a new game to conform to skill requirements in all territories.

Nathan Robin is general manager of the firm offering the new game. Mr. Robin is said to be the originator of the Ringo game, one of the first pin games which came on the market back in 1931.

According to its maker, the gun itself is an unusual mechanical development in this game. It is an arrangement to make a pitching game entirely self-inclosed so that the rings will not be carried away. The mechanism collects the rings in a magazine after each play and shoots them at pins with real precision.

"Objects that are pitched in these games," Robin stated, "are rings which make it possible to play the age-old hoop-la or ring game mechanically. This is one type of amusement that is recognized the world over and one of the favorite games on the midway of carnivals and fairs. One showman who has a chain of carnival concessions visited the factory a few days before the show and told the manufacturer that this would be one of the best carnival games ever operated. Aside from arcade machines, relatively few table games have been used in amusement parks and outdoor shows. Operators have also found it very adaptable to their needs, and especially coming at a time when such games help out of difficulties."

Billiard Game in American Debut

CHICAGO, Jan. 15.—To meet the widespread demand for games that conform to standard legal requirements, the Snookerette Corporation is showing the Snookerette table game at the 1938 Coin Machine Show. The game is manufactured for it by the Automatic Billiard Corporation and, according to the maker, it has an interesting history. The idea is said to have originated in France six years ago and since has spread to Belgium, England, Canada and



DOLLY FLASHER at the 1938 show, with exhibit booth.

other countries and now is being offered to the American trade.

"The growth of the game in these countries," the announcement states, "shows clearly that it is a successful game under any and all conditions. There are 500,000 of them operating in France today, and that country has very strict regulations as to the types of games to be operated. It is a fascinating game of skill and appeals to men and women alike.

"The tables are well adapted to operating conditions, measuring 3 by 6 feet in size, played with cues and seven balls, needs no attendant, games are timed, receipts recorded, and it may be played by two, three or four persons. It operates upon the deposit of a dime and has all the safeguards that have been shown necessary thru the years it has been gaining rapidly as a game of universal appeal.

"The time-limit feature on the game is an interesting development which serves to pep up the interest of the player and at the same time protect the operator. Near the end of the game this automatic time check operates to prevent any more balls from being returned to the rack. The game itself is so well known that the public recognizes the simple rules at once. It is a game that every operator looking for something new in skill should see."

ABT To Exhibit Many Products

CHICAGO, Jan. 15.—The ABT coin chute is expected to form the main attraction at the booth of the ABT Manufacturing Company, according to Walter Tratsch, president of the firm. "In the past two years," he stated, "we have perfected the perfect coin detector. So perfect is its operation that counterfeit coins are returned to the players. This mechanism is now perfected for nickel, dime and quarter play.

"Having developed this mechanism," he continued, "the next step was to perfect a vending mechanism equally as efficient. This device is now an established fact, and is adaptable for many purposes. It is made in single columns and a battery of as many as desired can be placed in a single cabinet. Each column has its own coin detector which makes it possible to have any number of different priced articles in the same machine. Also, if one column is put out of commission, all of the other columns will continue to work.

"We have been testing an apple machine for the past months," Tratsch went on. "Due to the low cost of apples, we find these vendors to offer just about the greatest margin of profit of any item vendable today. Besides this machine we are also showing a single-column Hershey bar machine with a capacity of 50 bars. A new wall box for phonographs has also been developed which incorporates the ABT slug detector.

"In the amusement field," he concluded, "ABT will show both the improved Ray-gun, licensed by the Ray-o-lite Corporation patents, and also the already famous ABT pistol, a new scale and a full line of coin chutes and coin detectors. Both in the ABT booths and showrooms all of these products will be on display."

Annual Banquet

The 1938 Coin Machine Show Banquet will be held Thursday evening, January 20, at the Hotel Sherman, 7 p.m.

The Grand Ballroom will seat 1,350 persons, including the foyer and balcony. On the first floor (just above the mezzanine floor) tables will be set in the West Room, Crystal Room, Louis XVI Room, Gray Room and Rose Room for a total of approximately 1,200 persons.

In the Old Town Room tables will be set for approximately 700. In all locations except the balcony guests will be seated around tables of eight.

The floor show will be staged in different rooms for all guests to see. Read the program for the gigantic floor show elsewhere in this issue.

Prizes

The awarding of prizes to lucky operators will be a big event at the annual banquet. The first prize will be a choice of a new car, trailer or motorboat. Many other prizes will also be awarded, including radios, luggage, etc.

- POWERFUL
- POSITIVE
- PROTECTION

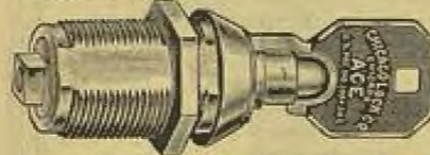


No. 4032. Actual Size.

Practically all the better coin machines, phonograph and vendor manufacturers are now using Chicago Locks as standard equipment. And shrewd operators are insisting on Chicago Locks on the new machines they buy — as well as for replacement purposes.

Thousands of ACE locks are shipped daily to all parts of the United States. This is indicative that more Chicago Locks are used on Coin Machines than any other kind.

Order ACE Locks today through your Distributor or direct from us, and write for new Chicago Lock Catalog, illustrating and describing over 100 different locks, single bitting, double bitting, padlocks, etc., including ACE 7-Pin Tumbler Locks with their famous ROUND KEY.



No. 4102—With double throw cam, a type of lock becoming increasingly popular on the newer amusement games.

VISIT OUR LOCK DISPLAY AT THE SHOW Booth No. 205

Chicago Lock Co.
2024 N. Racine Ave., CHICAGO

SILENT SALES CO.

The SPHINX announces the purchase of the complete output of . . .

WURLITZER'S SKEE-BALL

Deluxe, Supreme, the Skee-Ball classic that is LEGAL, has LONG-LIFE, tremendous player appeal. A YEAR-AROUND MONEY GETTER!

Sold formerly at \$289.50 F.O.B. Factory

SEE OUR EXCLUSIVE SKEE-BALL EXHIBIT AT CHICAGO COIN SHOW

ASK ABOUT NEW PRICE!

SALES BLDG. Minneapolis

USE NATIONALLY KNOWN HIGH QUALITY CANDIES.

SALES-BOARD MEN!

Dolly Varden Chocolates

PRIZE CANDY BUYERS

Standard or Oversize Boxes of Better Candies—Conventional or Flashy Labels—Clear or Colored Cellophane Wraps. Specials in 10-15-20-25-30-40 and 50c sizes, and in-between sizes at in-between prices. Samples by parcel post at wholesale prices plus postage. IMPORTANT—When writing please state your requirements.

WM. C. JOHNSON CANDY CO., Cincinnati, O. (Since 1912.)

REGULAR SALES BOARDS

Manufacturing STANDARD SALESBOARDS—Ranging from 100 to 1,000 Holes. 1,000-HOLE CIGARETTE BOARD, VERY ATTRACTIVE, IN COLORS, \$1.20.

Jobbers and Operators Write for 1938 Catalogue.

CENTRAL PRESS 425 MARKET STREET PHILADELPHIA, PA.

NEWS! ANNOUNCEMENT! NEWS!

THE EXCLUSIVE DISTRIBUTORS PRESENT TO SALESBOARD OPERATORS—FOR THE FIRST TIME

Edgar Bergen's
Charlie McCarthy

An exact reproduction of the one and only CHARLIE MCCARTHY—expensively and "correctly" dressed from head to foot, including real silk "Top Hat," "White Tie" and "Tails," and, of course, his monocle.

Leading exclusive shops and department stores have sold many thousands of these at \$10.00 Each.

The most lovable and famous character in the country—Charlie's enormous popularity with men, women and children can make big money for you.

Asst. No. 1001 "CHARLIE," with a 1,000-Hole One-Shot Salesboard, complete, in Lots of 12. Each **\$5.25**
Sample Deal, \$5.65.

Asst. No. 1101 "CHARLIE," with a 100-Hole Push-Card, complete, in Lots of 12. Each **\$4.55**
Sample Deal, \$4.95.



The Outstanding Salesboard Item in 10 Years.

ORDER TODAY—WE ARE EXCLUSIVE DISTRIBUTORS OF CHARLIE MCCARTHY TO THE SALESBOARD TRADE

PARIS BEAD & NOVELTY HOUSE

305 WEST ADAMS ST.

CHICAGO, ILL.



INITIAL SHIPMENT of Popomatics received by Frank Sudlow, of the R & S Distributing Company, Topeka, Kan.

DETROIT VENDING

(Continued from page 90)

operation. The coin chute is of the visible type now. The weight of the globe has been increased 50 per cent, making the machine of sturdier construction. Appearance has been further enhanced by the use of decalcomania transfers thrust on the glass portion of the containers.

Gordon, incidentally, is a man with a history of invention behind him, it was discovered this week. His modesty has usually suppressed this fact, but it was brought out from his business acquaintances. Among his better known inventions are the K. W. Quick-Change Bands and Transmission for the Ford Model T cars.

Cautions Vending Firms on Abuses

"To the Editor: We have considered the import of the news item you published about the adverse reaction to vending machines in Vancouver. It would appear that some manufacturers are burning their own bridges and may sometimes carry the whole industry into the conflagration. The writer is referring to the operation of soft-drink merchandisers. These machines have a definite use, but like any other item they can be misused.

"The operation of these machines should be done thru a professional operator or local merchant and not directly by the manufacturer of the soft drink or merchandise sold, as is now being done in Detroit and surroundings. Such practice is evidently what caused the objection to the machines in Vancouver. Some manufacturers of soft drinks, thru their distributors, install vending machines in public and semi-public places and in factories, and in doing this they cut out both the merchant and the operator. Thru this action they agitate feeling against vending machines.

"If these machines were serviced by an operator or a merchant someone would be earning a living from their operation. But inasmuch as the manufacturer is operating the machine himself the merchant is incensed and in order to get at the manufacturer in a particular case the whole vending trade is jeopardized.

"In the operation of vending machines

of all kinds by an operator or local merchant we do not believe that any agitation would develop very far. A warning in time to certain manufacturers may save the whole industry a lot of trouble.

"I might add with respect to coin-operated music machines that music machines do not replace orchestras. Rather they popularize music. If the machine is operated in a clean and legitimate manner there should be no objection to them. The use of smutty records is another exhibition of greed, this time on the part of the operator,

BALL GUM

5/8" ASSORTED — FRESH FROM FACTORY

\$10.90 PER CASE

10,000 BALLS

Free Delivery in U. S. A. Cash With Order. No. C. O. D.

PEANUT AND GUM VENDING MACHINES

NEW FROM THE FACTORY

Capacity Globe	Operators Price	Distribution Price in 10 or More.
1 1/2 lbs.	\$3.00	\$2.50
3 "	4.25	3.40
4 1/2 "	5.00	4.00
6 "	5.50	4.40

Write for Further Information. 1/3 Certified Deposit, Bal. C. O. D., P. O. B. Philadelphia.

RAKE GOIN MACHINE CO.

5410 Woodland Ave., Philadelphia, Pa.

CONVENTION SPECIALS

ROWE DELUXE
—9-oz. 12" box match. Replined like new. \$14.50
Metal Stand \$2.50 extra.

ROWE ARISTOCRAT — 6-col. Free book match. Slug proof. Replined like new. \$27.50
Metal Stand \$2.50 extra.

U-NEED-A-PAK, JR.
3 col. Complete with Cabinet Base. Free book match. Slug proof. Replined like new.
\$29.50

GORRETTA — 6-col. Free book match. Replined like new. \$19.50
Metal Stand \$2.50 extra.

No. 830 NATION-ALS — 6-col. complete with cabinet base. Free book match. Slug proof. \$52.50.

Send for list of complete line of Used Cigarette Machines of every description.

Advance, 4-col. Like new. Used three weeks. \$22.50
Snacks to Play. 12.50
Dispenser Pump Handle Cigarette Machine, reconditioned and replined. Like new. 12.50

1/3 deposit must accompany all orders. Write, phone or wire your order.

X. L. COIN MACHINE CO., 1353 Washington St., BOSTON, MASS.

FRANK HART'S CONVENTION SPECIALS FOR MERCHANDISE MACHINE OPERATORS

GUARANTEED PERFECT AT BARGAIN PRICES . . . SNACKS - COLUMBUS - MASTERS - 2-in-1 - 4-in-1 - IDEALS AND MANY OTHERS. WRITE FOR PRICES.

TOYS AND CHARMS—NO JUNK—NO LEAD—FINEST LOTS AND ASSORTMENTS "BINGO BALL GUM" SUPPLIES, ETC. WRITE FOR COMPLETE PRICE LIST!!

EASTERN, 350 MULBERRY ST., NEWARK, N. J.

THANKS TO YOU MIDWEST OPERATORS

FOR PUTTING U-NEED-A-PAK CIGARETTE VENDING MACHINES OVER IN SUCH A BIG WAY IN 1937.

Get in touch with us for our New Line of U-NEED-A-PAK Machines, which will be a revelation to you.

U-NEED-A-PAK SALES, INC.
(ALBERT PRICE, Manager)

1725 OLIVE ST. ST. LOUIS, MO.

PREMIUMS

For Church Bazaars, Groceries, Pin Game Operators, Drug Stores, Keno Clubs, Carnivals, and Other Premium Users.

Retail Selling Price \$1.69.
Your Wholesale Price Only 79c.

B. J. MARSHALL, Inc.
Opposite Orchestra Hall
3726-32 Woodward Av. DETROIT, MICH.

Glassware - Trays - China - Fur Animals - Plate Ware - Dresser Sets - Military Sets - Aluminum Ware - Lamps - Radios - Imported Novelties - Electrical Appliances - Dishes - and Hundreds of Other Items on Display

Ask for Our Catalogue

A Year of Changes



LEE S. JONES

"The year 1938 will be a year of changes. If manufacturers of pinball games had kept closer in mind the fact that they should give players a nickel's worth of amusement, rather than a device to test the player's skill, the business would be far better off. The pinball games business was essentially a depression business, and it can be restored to complete popularity both with authorities and with players, if more attention is given to the strict amusement field, and not so much to developing skill in those players who are nothing more than a bunch of store-corner loafers."—Lee S. Jones.

that does not do the business any good. Operators of cigaret machines should also be big enough to forego a location that is not attended or guarded against the sale of cigarets to minors.

"The operation of penny confection machines is a distinct benefit to the public. They afford a means of an inexpensive and wholesome tidbit, enjoyed by grownups as well as children. The operator of the machine, as well as the location, makes a legitimate profit, the public gets a fair value and no one in any way is put to disadvantage.

"The merchandise vending machines have a definite purpose to accomplish and they will accomplish this purpose to the best advantage of the public and operators alike if operators and manufacturers take stock of their methods to avoid any grounds for adverse criticism."—Saul E. Gordon, manager, Four-in-One Manufacturing Company, Detroit.

that in developing machines for the present-day market every consideration was given to the needs of the operator out in the field. "Operators," he said, "need machines today that measure up to three requirements. First, they must be legal; second, they must have universal appeal, and third, they must make money. In our new machines, I believe, we have built all these qualifications which make our future prospects much brighter than ever before."

Interesting talks were also given by George Graf, works manager; Ed Spooner, manager of the furniture division; Al Silberman, manager of the National Park-o-Graf Company, the parking meter division of Rock-Ola Manufacturing Company; I. P. Webb, manager of the phonograph division, spoke of the sales possibilities of phonographs for 1938 and was highly enthusiastic over the new models. N. L. Nelson, manager of the games division, spoke on the complete line of games being offered by the company this year. Other speakers of the evening were: Mr. Mairada, vice-president; Herbert Walker, treasurer; J. J. Sears, purchasing agent; Art Weinand; Mort Silfen; Ben Boldt, advertising manager; George Kly, furniture division; W. E. Hall, service department manager, and a host of others.

Surprise entertainment was staged by members of the organization. Bob Dillon, of the phonograph division, did a hillbilly number with a guitar and mouth organ, while a burlesque of Charlie McCarthy and Edgar Bergen was done in great style by Al Silberman and Irving Webb. Turn was a knockout for laughs. After the dinner the crowd returned to the lounge again and celebrated until the wee hours of the morning.

Chereton Reports Sale of GADCO

DETROIT, Jan. 15.—Harold Chereton announces that the General Amusement Devices Corporation of Detroit has been sold to a syndicate of Michigan column who have no affiliation with any manufacturers.

Chereton also announces that upon his withdrawal from the General Amusement Devices Corporation he will join the sales staff of the Electrical Products Company, of Detroit, Chicago and New York, thus severing any connections with the General Amusement Devices Corporation.

The names of the new officials of the General Amusement Devices Corporation will be made public in the near future, he reports.

Atlas Execs To Reveal New Plans

CHICAGO, Jan. 15.—Eddie and Morris Ginsburg, heads of the Atlas Novelty Company, report that as a result of a two-week conference at the Miami (Fla.) branch elaborate plans have been made for 1938 distributing activities. These plans are to be announced to operators during the convention, says Eddie Ginsburg, who returned to Chicago for the weeks preceding and during the show. "At the moment," he stated, "I am not at liberty to reveal their exact nature. However, I can say that, in



T. M. STONER

The New Rolling Game

8 SPOT

An entirely new playing thrill with magnetic action.

3 New Scoring Systems Never Before Used.

The balls are suspended in mid-air when rolled to touch a white spot.

Entirely automatic and coin-operated for 5c play.

No moving parts to wear or get out of order.

Legal for All States.

See 8 Spot at the Show Booth 75.



Trade Mark Reg. Pats. Pend.

SPECIFICATIONS
 Length, 3' 6".
 Height, 6".
 Width, 22".
 Weight, 250 Lbs.

Manufactured and Guaranteed by the 20-year-old organization which developed Skee Ball and Skee Roll.

PIESEN MANUFACTURING CO., Inc.
 2757 STILLWELL AVENUE CONEY ISLAND, N. Y.

SILENT SALES CO.

Distributors for only the **TOP** Manufacturers...

MILLS	★	EXHIBIT
PACE	★	GROETCHEN
KEENEY	★	STONER
WESTERN	★	EVANS

WURLITZER

Every machine first tested and location proven, then sold under our "Money-Maker or Money-Back" guarantee!

HOW CAN YOU LOSE?

SALES BLDG. Minneapolis

GOOD NEWS FOR

4 for 10c PHOTO OPERATORS

Our combination Photo Mirrors for pictures, size 1 1/4 x 2 1/2, will increase your business 100%. Pictures are inserted instantly. This photo mirror is used extensively by Automatic Photo Machine Operators in the leading amusement parks, carnivals and beaches, summer resorts throughout the country.

We also manufacture Photo Frames for enlargements from 1 1/4 x 2 to 3 1/2 x 5. These frames are made with non-famishable chrome plate with fine mirror inlay.

Send 10c for sample of 1 1/4 x 2 Photo Mirror, or \$1.00, plus postage for complete line up to 3 1/2 x 5, including our new number, "Photo Mirror," a new idea in mirror photo frames. NO CATALOG.

FRONT

AUTOMATIC MIRROR & PHOTO FRAME CO., Inc.
 95 Prince St. NEW YORK CITY

company with Phil Greenberg, our Pittsburgh manager, we have decided on new sales and distributing policies that will reflect to the advantage of our thousands of operator and jobber customers.

Morris Ginsburg stated that special efforts have been made to entertain show visitors both at the convention and at the display rooms of the Chicago office. He says: "We have arranged to display a complete line of guaranteed rebuilt and reconditioned equipment and to have available a number of valuable new late-model games at factory close-out prices."

Association Reports

Each year *The Billboard* publishes reports received from various coin machine organizations in its annual Coin Machine Show issue. These reports are usually from operators' associations and serve as an exchange of ideas between associations over the country.

For 1938, the number of reports received are fewer in number than in previous years. Whether this is due to a decline in the number of organizations, or in a failure to submit reports, is not clear at present.

A directory of active, and presumably active, associations is maintained by *The Billboard*, 54 West Randolph street, Chicago, and any operator wishing to know about his State organization may get the address from us.

Los Angeles

ASSOCIATED OPERATORS OF LOS ANGELES COUNTY. Curley Robinson, managing director, 1349 West Washington boulevard, Los Angeles.

"Our association had its inception on June 3, 1937, and was incorporated on October 13, 1937. The officers are Curley Robinson, managing director; Sol Gottlieb, assistant managing director; Abe Chapman, secretary. Directors: Vernon O. Briggs, Recreation Games Company; Sol Gottlieb, General Games Company; Abe Chapman, Automatic Vendors Company, and Curley Robinson.

"We have a set of rules, regulations and a standard form of ethics which our members adhere to. We also have a set of penalties. In fact, it is somewhat hard to set down on paper a description of the activities and the general set-up of our association. Suffice it to say that our members have been very successful and we are indeed happy to send information regarding our organization to any association in the way of co-operation. We realize co-operation is so vitally necessary among organizations like ours."

Cigaret Merchandisers

CIGARET MERCHANTISERS' ASSOCIATION OF NEW JERSEY. Le Roy B. Stein, manager, 60 Park Place, Newark, N. J.

"We are happy to favor you with an annual report of the work of our group during the year, since we agree that such reports must be of great interest to other associations and to operators in general. We feel that it is one of the best ways to show the co-operative spirit and share the news of our doings with similar organizations in all parts of the country.

"The officers of the association for 1937 were: Charles W. Stange, president; Harry P. Cately, vice-president; Max Jacobowitz, treasurer; Michael Lascari, secretary; Nicholas Marino, sergeant at arms. Directors: Jacob Briedt, Fred Koerner, Michael Lascari, Milton H. Lewis, Samuel M. Malkin, Nat Silverstein and Harry Zink. The executive committee includes both the officers and the board of directors.

"The members of the various committees include the following—Arbitration Committee: Charles W. Stange, John Minero, John Sharenow, Nat Silverstein, Samuel Schnee, Leon Eskin and Harry P. Cately. Constitution Committee: Philip Krakower, Samuel M. Malkin, Milton H. Lewis, Nat Silverstein, William Glover. Auditing Committee: Leonard Ziegler, Harry Koladney, Kalman Davidson. Membership Committee: Harry P. Cately, Sam Baris, George Dorian. Trade Relations Committee: Michael Herman, John Minero, H. H. Henle. Promotion Committee: John Sharenow, Anthony Bonner, Moe Isaacson, Mannie Weinberger, Leon Eskin.

"The regular meetings were held on the second and fourth Tuesdays of each month in the Association Auditorium in the Military Park Building, 60 Park Place, Newark. The average attendance at the meetings has been about 60 per cent of the total membership. This is an excellent record in view of the fact that this is a State-wide organization and that a number of the members live a considerable distance from the association office. Three members live in the State of Pennsylvania.

"The association is governed by a code of trade practices under which complaints are subject to review by a neutral board of five members, reappointed every three months. Members from various classes of membership are required to sit on the board.

"While the association was recognized officially on January 26, 1937, it was not until February 22, at its fourth meet-

ing, that the counsel, Sol I. Kesselman; the manager, Le Roy Stein, and his clerk, Miss Sylvia Mack, were engaged as full-time employees to conduct the office of the association. From the very first meeting, good and welfare was made a feature of the conventions. From the inception of the association up to the present time it has been a policy of the membership committee to induce every nonmember in the State of New Jersey, or doing business within the State of New Jersey, to become a member of the association. Because of this policy the membership has doubled.

"The promotion committee as early as last March adopted the policy of inviting speakers to the meetings and at almost every meeting speakers and guests were present. On March 9, A. H. Cohen, of the Jersey Match Company, and also Sully Fruitman gave excellent talks on organization. On March 23, A. Polachek, of the Lyon Match Company, New York, was the principal speaker.

"On April 13, the association, thru its manager, protested against the manufacture of gambling machines using the facsimile of cigaret packages, from which excellent results were obtained. Several manufacturers agreed not to use facsimiles of cigaret packages in their gambling machines and games of chance. On April 13, Mr. Charles W. Stange, as president, gave a 20-minute talk on the value of the association, in which he compared it to an insurance company which issued policies for the benefit of its members. On the same night, Mr. Marygold and Mr. Mailman, of the Pal Blade Corporation, gave talks on the value of the association.

"On April 27, Mr. Graves, president of the Excelsior Sales Company, and Leonard Ziegler, of the Leonard Sales Company (who later in the year joined as a member), were introduced as guests and made appropriate talks.

"On May 11, Martin M. Berger, of the Rowe Manufacturing Company, gave a talk on the proposed national association. At the meeting of May 23, Mr. Alberro, of the Jersey Cigarette Service, was introduced as a guest of the evening. On June 23, the entire association enjoyed a trip to Hook Mountain, New York, on the yacht Talofa. In addition to nearly the entire membership, several guests were invited to participate in the all-day first annual outing.

"On August 24, Rex Donnet spoke on the 'Insurance Problems of the Cigaret Machine Operator,' while Abe Blumberg, of the Maryland Match Company, discussed the problem of the special printed book matches.

"On September 28, S. Gage Lewis outlined an insurance policy for cigaret vending machines, while Harry Greenberg, the so-called 'Match King,' spoke on 'Why Organization?' Leonard Ziegler, now as a member of the association, gave an excellent talk on 'Accounting Principles for a Small Cigaret Vending Machine Operation,' which talk has since been printed in a number of trade magazines.

"On October 12, Ike Gordon, of Syracuse; Herman Arlein, of La Peko Company, and Sam Sendon and S. Alexander, nonmembers, who later joined the association, were introduced as guests, while Harry N. Wertheimer, of the National Cigarette Vendors, was introduced as the principal speaker of the evening. His talk has also been re-



H. B. STONER

SEE US AT THE SHOW
BOOTH 2

The leading money makers of the Coin Machine Field—"PHOTOMATIC" "CRANE" - "POKERINO" "HOCKEY" - "ROTOMATIC" - "PUNCH-A-BAG" —and the entirely new

"OPEN DOORS"

IF you are not going to the show write us TO-DAY for full details of our line.

INTERNATIONAL MUTOSCOPE REEL CO., Inc.
"The Penny Arcade Headquarters"
Manufacturers of Coin Operated Devices Since 1895.
518 WEST 34TH STREET, NEW YORK, N. Y.

ALL SMART OPERATORS WHO WANT STEADY, LEGAL PROFITS WILL FIND THE ANSWER AT

BOOTH No. 221

BIRMINGHAM VENDING CO., 2117 Third Ave., N., Birmingham, Ala.

Equipment Sacrificed
Not Trade-Ins, But Perfect Condition, Just Off Location.

TRACK TIMES CONSOLES.	AUTOMATICS, All Ticket Models.
KEEN KUBES \$110.00	AIR RACES \$19.50
GALLOPING DOMINOES and BANG TAILS 99.50	DALL PARK 29.50
CHUCKALETTE and DERBY DAYS 49.50	HOT TIPS 49.50
BALLY FAVORITE 49.50	LATONIA 19.50
BUCKLEY'S TRACK ODDS 99.50	POP 'EM 19.50
PAGES RACER, Serials Over 3800 79.50	RACING FORM 49.50
1/3 Deposit, Balance C. O. D. Write for Complete List.	NAVY 39.50
	ARLINGTON 39.50
	PHOTO FINISH 39.50
	NOVELTY GAMES.
	BUMPERS \$12.50
	SKOOKY 19.00
	TRACK MEET 24.50

K & S AMUSEMENT CO.
125 PENN ST. READING, PA.

REAL USED MACHINE VALUES

ROCK-OLA WORLD SERIES, LATE SERIALS.....\$134.50
BALLY'S EAGLE EYES 129.50
LATE MODEL CONSOLES AND ONE-BALL AUTOMATIC PAYOUTS—WRITE FOR NEW LIST.

BADGER NOVELTY COMPANY
2546 N. 30TH STREET, MILWAUKEE, WISCONSIN.

COIN WRAPPING MADE EASY

Send Postal for Full Details } or { Remit \$1.50 for 15-Day Trial } { New—Simple Highly Praised }

PAKOIN, 53 W. Jackson Blvd., Chicago, Illinois.

printed in all of the trade magazines.
 "On October 26, S. D. Page, of the New Jersey Bell Telephone Company, gave an illustrated lecture, entitled 'Know Your State.' On October 28, the president, the counsel and the manager were invited at a special regional meeting in Trenton, N. J.

"On November 9, Irving Sherman, of The Coin Machine Review, Los Angeles, spoke on the topic, 'California Comes to New Jersey.'

"On December 14, the last meeting of the year, George E. Smith, of A. R. Meeker & Company, presented an illustrated lecture, with sound and talking pictures, on 'The Evolution of Writing,' while Samuel M. Malkin, assistant treasurer, gave a complete report of the first anniversary banquet and exhibit of the Evolution of the Cigarette Vending Machine to be held on Saturday, February 12, 1938, at the Hotel Douglas, Newark.

"That the association concluded a successful year may be gleaned from the following facts: More than a dozen requests have come from managers of other groups as to the methods we pursue, the type of by-laws we employ and the general manner in which we conduct our meetings. Every trade paper has commented favorably on our group. The CMA of Massachusetts has invited the manager to speak before them at Boston on Thursday, January 13, 1938, in order to make them see the 'light of day.' The Billboard has requested a review of our many activities for 1937 and has in addition requested your manager to write an article on organization, based upon his experiences in the CMA of New Jersey. At the semi-annual banquet of the CMA of New York, to which the manager and counsel were invited, much favorable comment was heard concerning our association. The president of the CMA of New York praised the work of our organization. At the meeting of the NCMA held in New York, many of the delegates and some of the manufacturers also made pleasing remarks about our association, as has the president of the Philadelphia and Pennsylvania associations. The president of the CMA of Connecticut has likewise praised our work, as have representatives from Washington, Ohio and Syracuse. Two inquiries have come from different parts of our country inquiring about membership, not in the NCMA, but in our New Jersey association. One came from North Carolina and the other from Vermont. Still a third came from Hawaii."

Fort Worth

FORT WORTH OPERATORS' ASSOCIATION, Helen Savage, secretary, 1304 Throckmorton street, Fort Worth, Tex.

"Fort Worth Operators' Association is still functioning, with monthly meetings. 'Dad' Johnson, dean of Texas operators, is president, and Helen Savage, secretary-treasurer. Right now, the Ft. Worth association is looking forward to the big State meeting of the Texas Vending Machine Operators' Association, which will be held in Ft. Worth next April.

"The talk of the day is a lower tax, so that operators can afford to operate novelty games. Our group also took interest in the fact that a new Texas Music Operators' Association had been formed with Harold W. Dally, Houston, as its president."



JAMES T. MANGAN, advertising manager, Mills Novelty Company, Chicago.

Detroit

SKILL GAME OPERATORS' ASSOCIATION, INC., W. M. Zerby, secretary, 6329 Diversey avenue, Detroit, Mich.

"We did not hold our election of officers until January 4, and the following were elected for the year 1938: E. G. Bourden, president; H. V. Barber, vice-president; W. M. Zerby, secretary-treasurer; Carlyle Gunn, Maurice Feldman and Joseph Brilliant, directors."

Grand Rapids

WESTERN MICHIGAN COIN MACHINE OPERATORS' ASSOCIATION, P. M. Yeo, secretary, Grand Rapids, Mich.

"The Western Michigan Coin Machine Operators' Association was organized in December, 1935, upon a non-profit basis, for the following purposes as stated:

- "1. To foster good will, harmonious action and respect of each other's rights among members of the trade.
- "2. To co-operate in the promotion of the coin machine industry, the greater use of coin machines and the stimulation of public interest in automatic service.
- "3. To lend its influence to the enactment of laws against the misuse of American legal tender coins, and to oppose harmful, obnoxious and confiscatory legislation and taxes.

"Monthly meetings are held the last Monday of each month, with the annual meeting and banquet and election of officers taking place at the regular meeting in December.

"The annual meeting for 1937 was held on December 28 at the Pantlind Hotel. Re-election of all officers for 1938 was voted by the association. They are: L. L. Lane, president; L. Elger, vice-president; P. M. Yeo, secretary-treasurer. Directors: Messrs. Miller, Benedict, Smith and Gibson."

Epcos Making New Line of Machines

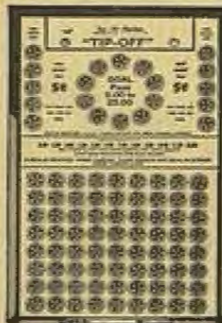
DETROIT, Jan. 15.—The policy of the Electrical Products Company in coming out with a brand-new line of coin machines brings the ideas of "big business" such as have been familiar in the automotive industry for years in this city to the coin machine trade. The policy of the company was explained this week by A. B. Chereton, the president of the company, as follows:

"We have had three years of experience with the problems that manufacturers have. We also know the problems that operators have and believe this will be of value to the construction of a soundly designed machine.

"We are not primarily manufacturers of machines and we do not plan to bring out a new machine every week. On the other hand, we believe that we can support the resale market on our machines and will do this by extensive advertising over a prolonged period of time. These machines should have a substantial resale value at the end of the year. There will be no obsolete materials.

"Another thing that will be new to the industry," Chereton continued, "will be the use of a guarantee of all parts, materials and workmanship for a period of 90 days similar to that of the Radio Manufacturers' Association. Part of our policy is going to be personal service. We are going to have service men of our own, on a nation-wide basis, to help the

FOLLOW THE BASKETBALL CROWDS



WE'LL BE SEEING YOU AT THE CHICAGO SHOW JAN. 17th to 20th BOOTH 164

Pack 'Em in with Werts New TIP-OFF

Watch 'Em Shoot at Those \$5.00 to \$25.00 GOALS

The country's "basketball wild" right now! "Tip off" with this peculiar winter sports craze! Do it now with "Tip-Off!" The hottest Werts Jar Game in years. Another of those brand new 1938 deals by the ORIGINATORS of nationally famous —such imitated—Ticket Jar Games.

92 Seal Card Pays \$1.00 to \$12.00 FREE THROW LINE PAYS \$3.00 and "GOAL"

If you "tap on it," "Tip-Off!" is ALL yours. Only one operator appointed in each county and guaranteed protection on all repeat business. What an opportunity! Grab "Tip-Off!" now while territory is still open!

2280 TICKETS—121 WINNERS

TAKE	2280 tickets @ 5c take in	\$114.00
FAYOUT	Jar Payoff	\$1.00
PROFIT	Card Payoff (avg.)	26.10
	Total Payoff (avg.)	27.10



Write Today for 1938 Catalog And Exclusive Operator Plan.

WERTS NOVELTY CO., INC. Dept. BB-1A MUNCIE, IND.

operator meet his individual problems in his own locality.

"We do not plan to make a tremendous number of machines," he concluded. "We would rather turn out only a few a week and know that those we manufacture are giving real service."

Detroit Co. Shows New Rifle Range

DETROIT, Jan. 15.—A new coin-operated amusement device which enables players to shoot real bullets at a moving target with a real gun has just been announced to the trade here by officials of the Tru-Shot Corporation. Officials of the firm pointed out that this is the first coin-operated machine which offers the players the thrill of firing a real gun using regular bullets with perfect safety.

Bang-a-Deer is the name of the device, and in describing it officials stated, "The player deposits a nickel in the machine and gets three Remington cartridges in a small receptacle. Immediately upon deposit of the nickel the interior of the machine lights up and discloses moving figures of deer passing behind trees. These moving targets give the game its element of skill, together with an illusion of an actual hunting scene.

"The player loads the cartridge in the gun," they went on, "a Remington, and fires at the series of deer passing behind the metallic trees. The tree obstacles are spaced farther apart on the right side of the machine and closer on the left to provide a range of difficult shots. The easier shots at the right count for 30 and 40 points when made, while a top score of 100 is made only when the narrowest opening in the trees is used. Hitting a deer directly on the head automatically scores an extra 10 points. Scoring of the shots appears on an electrically lighted scoring dial on the top of the machine. As each hit is made a colored light adds up the player's score. Perfect shots light up bull's-eyes on the score board.

"The machine is entirely enclosed in metal," Tru-Shot officials explained, "save for the opening thru which the player shoots. The whole machine is incased in a modernistic walnut-grained cabinet, designed by George Walker, famous automotive designer. Ricochet is prevented by a series of cones and slanting surfaces, so that it is impossible for a bullet to escape from the machine. The gun barrel is securely chained in the machine, so that the gun cannot be withdrawn and pointed anywhere outside of the shooting tunnel.

ROYAL DEPENDABLE GAMES!

WELCOME

When you come to Chicago be sure to visit our show rooms for new and used equipment. **OUT-OF-TOWNERS** — Write us for the hits at the show.

SHOW SPECIALS

Springtime	\$34.50
Paddock	39.50
Multiple	18.50
Daily Races	17.50
Alamo	11.50
Credit	11.50
Speedway	13.50

Foreign Orders Invited

1/3 Deposit With Order, Bal. C. O. D. Write for free price list. Hundreds of games ready for delivery.

Royal COIN MACHINE CO
 2212 N. Western Ave. CHICAGO, ILL.

EARN \$15 AN HOUR

A \$2,500 investment will now bring a complete ride attraction, including complete portable track and 15 Moto-Scots

Write for Further Details

MOTO SCOOT MFG. CO.
 219 S. Western Avenue, Chicago

Shots fired aimlessly at the side of the shooting range are deflected harmlessly into the backstop.

"We feel that Bang-a-Deer is every inch a winner," they concluded, "for it gives marksmen and would-be sharpshooters the thrill that comes only from shooting a real gun."



CARL TRIPPE, owner of the Ideal Novelty Company, St. Louis distributor.

Look Past Your Nose!

By BERT LANE

General Manager, George Ponsler Company

I suppose if all the talk about commercial and political foresight were put on one giant record, playing that record would release enough hot air to keep the whole population of Alaska warm for years. I've got nothing against the Alaskans—why should they be any colder than the rest of us?—so I am going to toss a few words around on what I consider a crying need for a little foresight on the part of coin machine operators who think they are benefitting themselves by buying their equipment direct from the manufacturer instead of thru a convenient distributor.

to get the factory to take it back—and he has a tough case right there because we have been in the coin machine business for plenty of years and have yet to see a manufacturer take back a machine from an operator because it was not a winner. The operator can try to trade in the dud, but the factory certainly has no trade-in facilities with which to serve individual operators. Thus,



BERT LANE

Right off the bat, I'll take my courage in my hands and maintain that in the long run the operator will gain absolutely nothing by buying direct from the factory. I'll go even farther and insist that, all things considered truly, the operator actually loses when he does not deal with the distributor. And here's how I get that way:

For the sake of argument, let us assume that some manufacturer is willing to sell an operator at distributors' prices. (Most manufacturers will not do this, but we will consider the very few who might.) The operator saves a few dollars on each game he buys and considers himself, for the moment, a smarty.

What happens, however, if the game does not work perfectly? The operator can do several things: he can send the game back to the factory for repair—which always takes a lot of time, during which the value of the game drops considerably; he can bring the game to a distributor for repairs, who has to charge for fixing a game not bought from his company; or he can try to give the game back, in which case the manufacturer is not very likely to take it.

if he doesn't take recourse to his distributor, the operator is stuck for almost the entire price of the game. He would have to buy plenty of games a year to make up, in savings per game, what this one dud cost him, wouldn't he?

Repair Angle

The repair angle was not so important in the infancy of coin machines because up until fairly recently anyone with a screwdriver-and-plier knack could fix a troublesome game. Today, however, with coin machines becoming more and more complex and electrified, practically all but the most minor troubles have to be attended to by a trained mechanic. This fact is well known by the operators who have been caused an aggravating loss of time and money when a trained mechanic was not handy and a good location had to go without a game for a while.

What is the situation, however, with the operator who buys the same poor game from the distributor? What usually happens is that he trades the game back at the cost of a week's or two weeks' rental and does not lose practically the whole value of the game as in the case of a purchase direct from the manufacturer. There again the operator has profited by dealing with a distributor.

New Game Previews

If the operator had bought the game from a distributor anything defective in the game would have been made good by that distributor—without delay or expense. Having bought it from the factory, however, the operator was up the creek when it came to a showdown on real service.

An operator who knows his business wants to see a new game before he buys it. What the other boys tell him about it matters, of course, but he wants to give it a personal once-over before investing. In order to see the game before buying he must come to his distributor! No factory will undertake to send returnable samples to individual operators. They cannot afford to do this because, for one thing, they have to send their entire initial production on new games to focal points—distributors—who can unload large quantities of the game (for it is in the mass production and distribution that costs and prices are determined); for another thing, when a new game is coming out manufacturers' shipping departments are too busy to at-

Suppose now that this same game, bought direct from the factory, worked all right but did not have playing appeal. The operator tries it for a week or two and sees that, in his particular territory, this game is going to be a "floppo." What to do? Well, he can try



KEENEY ENGINEERS AND OFFICIALS go into a huddle over the new Keeney Kentucky Club, a four-dial seven-play console game being introduced at a private shooting.

ORIDLE COIN MACHINE CORPORATION

Executive Offices



ORIDLE BUILDING
1000 BALTIMORE AVENUE
BALTIMORE, MARYLAND

January 1, 1938

To our Friends and Customers:

Every good employee is proud of his work. The person who lacks that quality can never progress. Neither can pride of performance be confined to the individual. It is just as often seen as the power which carries an organization on to success.

It is that spirit - that pride in accomplishment - which has made the ORIDLE COIN MACHINE CORPORATION the splendid organization which it is today.

Pride in performance started the ORIDLE COIN MACHINE CORPORATION, six years ago. Pride in the overcoming of obstacles in a new industry has been an ORIDLE CHARACTERISTIC. We, each of us, try to do our job to the best of our ability - not selfishly, but so that everyone with whom we deal can be justly proud.

As closely as we can estimate, approximately TWENTY-SIX MILLION, FIVE HUNDRED THOUSAND separate transactions took place during 1937. Transactions in which persons purchased coin-controlled equipment or used sections in which persons purchased coin-controlled equipment in the our vending and amusement equipment in hundreds of locations in the States of Maryland, Pennsylvania, New York and District of Columbia.

In each of these transactions, the purchaser was sincerely thanked - through our many outlets. As the close of the year draws near, we wish to again thank each and every individual for the business which he has given us, and for his confidence in us, our products, and our service.

We have had a good year and have stepped ahead, as the industry has progressed. The selling to ORIDLE has been phenomenal, with a steady increase in every division of our business.

And so, to everyone, we say THANKS - \$6,500,000 Wines - for 1937.

Sincerely,

ORIDLE COIN MACHINE CORPORATION

[Signature]

ET:ross-10

Attention OPERATORS

Are you interested in making money? If you are interested in making 1938 your banner year then stop at our booth and see the greatest array of new jar deals ever attempted.

Every deal spectacular, colorful and original in design with our new metallic seats and fool-proof tickets.

We offer you the biggest profit making and fastest moving deals on the market.

Visit Our Booth at the Show

GAM SALES COMPANY,

Manufacturers Only

1319-1321 South Adams Street,



Peoria, Illinois

INVENTORY SALE!!!

AIRWAY	\$37.50	EAST & WEST	\$10.50	RICOCHET	\$ 9.50
AUTO DERBY	22.50	FINE CRACKER	9.50	ROLL OVER	7.50
BEAM LIFE	30.50	GENCO FOOTBALL	20.50	RUNNING WILD	12.50
BOO HOO	18.50	GREAT GUNS	21.50	REGENERATION 1937	19.50
BUMPER	9.50	HOME STRETCH	23.50	SILVER FLASH	34.50
BUSTER	9.50	HOME RUN	9.50	SCOREBOARD	2.50
BATMAN UP	14.50	KEENEY TARGET	29.50	SKOOKY	14.50
CARNIVAL	32.50	LONG BEACH	25.50	SPRINT	14.50
CHICO RACES	14.50	OUTBOARD	14.50	STONER RACES	22.50
CROSS LINE	10.50	REPLAY	13.50		

ALL OF THE ABOVE MACHINES ARE IN PERFECT WORKING ORDER, COMPLETELY SERVICED BY EXPERT MECHANICS BEFORE LEAVING OUR PREMISES.
1/3 Deposit Required With All Orders, Balance To Be Shipped C. O. D.
ACE DISTRIBUTORS, INC., 1125 BROAD ST., NEWARK, N. J.

ATTENTION PHONOGRAPH AND PIN GAME OPERATORS

30-DAY INTRODUCTORY OFFER ON OUR "MAGIC" CLEANER AND "FINISH" PRESERVATIVE. STIVE ALWAYS KEEPS YOUR EQUIPMENT LOOKING BRAND NEW. To introduce to operators who are not yet acquainted with this wonderful cleaner and preservative—the quickest, easiest, least laborious and most efficient compound ever offered the industry—we offer FREE for 30 days only a package containing 25 pieces of standard and metal pin game repair and replacement parts with each 5-oz. can. \$2.00, cash with order. Special price to jobbers.

JOS. BLOCK, 926 LINDLEY AVE., PHILADELPHIA, PA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

CONVENTION SPECIALS

Every Machine Guaranteed.

PHONOGRAPHS	
Mills Dance Masters	\$ 44.50
Seeburg Electrophone, 366	69.50
Seeburg Symphonola, 366	69.50
Capitol 200 Electrophone, 366	77.50
Wurlitzer P-10	69.50
Wurlitzer P-12	99.50
Wurlitzer 312 or 412s	119.50
Wurlitzer 6116	189.50

New Models Wurlitzer Phonograph AT FACTORY PRICES.

AUTOMATIC PAYOUTS	
Prevue	\$22.50
Haleah	17.50
Winners	32.50
Bally Derby	12.50
Pickers	21.50
Classic	37.50
Golden	39.50
Whitea	39.50
Lady Luck	62.50
Turf Champ	45.00
Parade Bell	17.50

NOVELTY	
Cross Lines	\$17.50
Hone	20.50
Stretch	20.50
Auto Derby	27.50
Hone Run	27.50
Carnival	29.50
Daval Base	14.50
Ball	14.50
Bally Bowler	14.50
Short Box	6.00
Round World	24.50

Call, Wire or Write Us for Lowest Factory Prices on LATEST MACHINES OR DISPLAY AT THE SHOW

COUNTER GAMES	
Real Book	\$14.50
Royal Flush	9.00
Olivia	7.50
Dominoes	7.50
Real 25	4.50
Daval Base	4.00
Til Tot Tot	4.00
Real Race	0.00

CONSOLE GAMES	
2-Gallopers	\$129.50
1-Western Throated	67.50
4-Play Race, 2000 to 3000 Series	119.50
2-Days Track, Throat, Late Series	117.50
1-Club House, Ticket	122.50
1-Club House, Cash	139.50
1-Bally Favorite	129.50
1-Pacific Domino	72.50
1-Chuck-a-Luck, 5-Play Slot	92.50
1-Chuck-a-Luck, 7-Play Slot	112.50
2-Evans Keen, Cash	89.50
2-Evans Keen, Ticket	72.50
2-History Merchandiser	59.50
1-Exhibit Imperial Digger	52.50

SLOTS	
Mills War Eagle, 5c, 7c or 25c	\$32.50
Mills Blue Fronts, 5c, 10c or 25c	45.00
Mills Wolf Heads, 5c Play	27.50
Mills Doves, 5c Play	17.50
Mills Hoot, F.O.M., Venetian, 5c	22.50
Play Mystery Comet Bell, 5c, 10c or 25c	45.00
Waring Gold Seal, 5c Play	22.50
Amusing Little, 1c Play	12.50

All Slots Thoroughly Reconditioned. Like New Terms: 1/3 with Order, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St., Evansville, Ind.

tend properly to the details of making single shipments.

The operator who can get a sample from a manufacturer may be sure that he can't send it back if he doesn't happen to like it. (There may be a very few exceptions to this rule, but in the vast majority of cases the above is an unimpeachable statement.)

Thus the distributor further serves the operator by showing him the new games when they're hot off the assembly line, in this way permitting him to keep up with all the latest developments.

Deliveries

As far as deliveries are concerned, operators, I am sure, know quite well that the manufacturers ship to their distributors first in all cases. This makes it possible for the distributors to give the operators who deal with them much faster delivery service than the operators who buy from the factories can get. And I don't think I have to dwell on the advantage of getting a game when it's hot.

Many other angles could be considered: the constant Johnny-on-the-spot service of the distributor. The trouble he goes to in fighting to keep the cost of games down so that operating can be more profitable. The financial linkings the distributor often takes without forcing the operator to share the loss. The pleasant personal contact afforded by dealing with the distributor. The service of the distributors' showrooms and quarters as news centers where operating conditions can be compared and contrasted, thus giving a valuable guide to operators who get in on the know.

No Real Advantage

To summarize briefly, the only advantage gained when the operator buys directly from the factory is the money he saves if he can buy at distributors' prices. That advantage is only momentary, for in 9 cases out of 10 the maintenance of the game (repairing, trading in, etc.) will not only dissolve the saving but will necessitate an even greater than ordinary cost for the game.

Manufacturers are not after direct business from operators. This fact is proven by the inquiries from operators which are turned over by the manufacturer to the distributor in the territory from which the inquiry came. Doing business directly with operators is not profitable for manufacturers.

The distributor performs an invaluable function in the passage of a coin machine from the manufacturer to the operator. If this weren't so, the distributors of coin machines in this country would not be enjoying the tremendous business they do.

Think it over, Mr. Operator! Look ahead! You've Got To See Past Your Own Nose or you'll forever be stubbing your toes over the obstacles of wasted time, wasted money and wasted effort.

Jennings To Unveil New-Type Machine

CHICAGO, Jan. 15.—In discussing just what O. D. Jennings & Company have

up their sleeve to surprise operators at the Coin Machine Show, Bert Perkins, executive of the firm, stated, "It is our program to modify our equipment to fit the needs of our operators in their individual territories. In my personal opinion we have hit on a number that is going to sweep the nation from Coast to Coast. Why? Simply because it is timely and built to operate under conditions existing today and not five years ago."

"This new number has the appearance of a game," he went on. "Yet, because it has no coin chute, takes and pays no money and operates by remote control under complete supervision of the merchant at all times it has already been declared suitable for operation in one of the toughest territories of the land on its merits as an amusement game alone."

"That's all I can leave out of the bag right now," Perkins concluded, "but ops interested in making money and complying at the same time with legal restrictions can't afford to miss seeing this new game. No matter to what type play an op's locations cater, this machine will fit right in and do the trick."

Brunet Brigade Plans Tag Night

"To the Editor: After several days of deliberation on the subject Bernice and Loretta, those brunets who were holding the key to the doghouse, have decided to let me out. All credit goes to your heroic appeal thru the press."

"But you still have a lot to do before you are a dead hero. I had plenty of time to think of some colossal ideas while in the doghouse, and here is one of them. We have all heard of Tag Days, since some sort of tag pops up every day or so. But whoever heard of Tag Night?"

"Please do not revert to your youth and think I am referring to that childish game we used to play by tagging someone and saying, 'You're it.' This idea is for brunets that have IT. Or, to avoid any controversy or wise quips, let's say who had 'It' about 10 or 15 years ago."

"To stage Tag Night for brunets during the 1938 convention we could have cute tags printed with something like this: For the benefit of brunets who can no longer pose like Dolly Fasher without getting rheumatism. No blondes would be allowed in on this. I suggest that blondes do the posing, because the more blondes that get rheumatism the better I like it."

"Now there are a lot of brunets who will meet approval. The qualifications being that some time in their life they have felt the pangs of rheumatism. Each one of these brunets could have several tags, a little tin cup, a baseball bat, etc., and let them mingle in the crowd for one night."

"If stronger appeal is needed each tag might have the telephone number of a brunet—Amber Wilson, Huber Coin Machine Sales, Chicago."

3 JAR DEALS COMPLETE FOR \$10.00

To acquaint you better with the outstanding Jar Deals we are manufacturing, we offer you an assortment of 3 Jar Deals complete—one as pictured and 2 others similar; all have 25¢ tickets and beautiful Jackpot Cards for \$10.00

Card Holders and Jam Included.

One-Third Deposit—Balance C. O. D.

LOUISVILLE NOVELTY MFG. CO.

250 E. Brockbridge St., Louisville, Ky.

25 TOM MIX RIFLES

For Sale or Trade

GIBSON BRADSHAW

194 S. Penn St., Denver, Colo.

See Me at the Show



MEYER MARCUS, Markey Company, Cleveland, and Jim Buckley, general sales manager of Bally Manufacturing Company, complete a game of Bally Baskets.

CONVENTION SPECIALS!

READY TO GO!

49 CLASSICS	\$29.50
18 RACING FORMS	39.50
11 FOTO FINISH	39.50
7 PREAKNESS	45.00
3 ARLINGTON	49.50
18 GOLDEN WHEELS	34.50
10 PACES RACES	129.50

(3700-3900)

SLOTS and CONSOLES

5 TRACK TIME	\$149.50
100 BLUE FRONTS	39.50
75 BLUE FRONTS S. J.	44.50
200 Chiefs, 5-10-25	35.00
50 ROLATOPS	27.50

PHONOGRAPHS

WURLITZER P-10	\$69.50
WURLITZER P-12	89.50
DANCE MASTER	69.50
DO RE ME	99.50

1/3 Deposit, Balance COD

GERBER & GLASS

914 DIVERSEY PKWY. CHICAGO, ILLINOIS

ALL OF THIS EQUIPMENT

was purchased new and operated by us exclusively.

Rebuilt Jennings Chiefs, reconditioned and overhauled, equipped with all of the latest parts, including new style no-bounce reels, heavy duty clock, etc. Serial numbers 121000 and up, every piece like new. \$ 69.50 Ea.

5c Mills Steamlines, Mystery Play 27.50 Ea.

5c and 10c Play Mills Blue Fronts 42.50 Ea.

1c-5c and 1 25c Play Mills Futurists 85.00 Ea.

25c Mills Golf Ball Centiles, Original Crates, New 165.00 Ea.

5c and 10c Cello Cadets 27.50 Ea.

10c Play Pace Bantams 16.00 Ea.

9-1937 Pace Race, Like New, 30 Payout, Serial 4700 and Up 235.00 Ea.

2-1937 Ray's Tracks, Serial Numbers 2078 and 2830 110.00 Ea.

Both for 200.00

2-1938 Rock-Ola World Series 100.00 Ea.

2-1938 Seeburg Ray-O-Lite Dick Shocks 185.00 Ea.

1-Kenny Bowletts 42.50

1-Tarop Bell 42.50

1-Bally Derby, 8 Sunshine Derbys, 1 Paroo Parlay, 2 Western Races, 1 Daily Races, Reconditioned, ready to go 15.00 Ea.

(The Entire 11 Games for 125.00)

1-Red 21 5.00

1-Turf Flash 5.00

1-Match-A-Pack 3.50

1-Real Spot 17.50 Ea.

20-Chicago Metal Safe Slots, Weighted 7.00 Ea.

15-Weighted Safe Stands, Single, Back Protected 11.50 Ea.

2-Weighted Safe Stands, Double, Back Protected 20.00 Ea.

1-Weighted Safe Stand, Triple, Back Protected 32.50

1-Single Safe, Front and Back Door, for Jennings Chiefs 15.00 Ea.

H-Jack Proof Double Safe Vault, Weight 420 Lbs., Can Be Weighted Down With Brick or Sand, Total Weight 1500 Lbs. 52.50 Ea.

Two for 100.00







THE STARK NOVELTY CO.
1510 Tenth St., W., Garden, D.

COMPLETE LINE OF
AUTOMATIC POPCORN MACHINE SUPPLIES

MILLER SALES CO.
4404 Manchester Ave., St. Louis, Mo.

UNIVERSAL MARCHES ON OPERATORS - JOBBERS - DISTRIBUTORS

KEEP UP TO DATE WITH UNIVERSAL'S NEW JAR GAMES

 <p>Takes in 2520 at 5c .. \$126.00 Pays Out (average) .. \$82.00 Profit (average) .. \$44.00 SAMPLE DEAL COMPLETE, \$5.45</p>	 <p>Takes in 2280 at 5c .. \$114.00 Pays Out (average) .. \$70.00 Profit (average) .. \$44.00 SAMPLE DEAL COMPLETE, \$4.45</p>	 <p>Takes in 2520 at 5c .. \$126.00 Pays Out (average) .. \$81.63 Profit (average) .. \$44.37 SAMPLE DEAL COMPLETE, \$5.45</p>
 <p>Takes in 2280 at 5c .. \$114.00 Pays Out (average) .. \$71.40 Profit (average) .. \$42.60 SAMPLE DEAL COMPLETE, \$4.45</p>	 <p>Takes in 2520 at 5c .. \$126.00 Pays Out (average) .. \$79.53 Profit (average) .. \$46.47 SAMPLE DEAL COMPLETE, \$5.45</p>	 <p>Takes in 2520 at 5c .. \$126.00 Pays Out (average) .. \$81.23 Profit (average) .. \$44.77 SAMPLE DEAL COMPLETE, \$5.45</p>

WE PREPAY EXPRESS AND FEDERAL TAX CHARGES

YOU'VE TRIED THE REST—NOW TRY THE BEST.

Cash in on the ever-growing popularity of Universal Jar Games. Put Universal products on your locations and watch your profits grow. Exclusive selling rights—Protection on your locations. Take advantage of the scores of extra features on Universal Jar Games, such as protected Jackpot Winners—Spot Welded Holders and special Metallic Seals.

ALWAYS ADVANCING

Universal Gives You 4 More New Deals
No Jackpot Card or Holder Necessary.
These Deals Guaranteed To Sell to the Last Pull.

GOLD AND SILVER—10c No. 190—2280 Tickets at 10c .. \$228.00 Pays Out (Actual) .. \$181.00 Profit (Actual) .. \$47.00 145 WINNERS. Sample Deal, Complete, \$3.95.	GOLD AND SILVER—5c No. 190—2280 Tickets at 5c .. \$114.00 Pays Out (Actual) .. 78.70 Profit (Actual) .. \$35.30 121 WINNERS. Sample Deal, Complete, \$3.95.
GOLD AND SILVER—10c No. 210—2520 Tickets at 10c .. \$252.00 Pays Out (Actual) .. 178.50 Profit (Actual) .. \$73.50 167 WINNERS. Sample Deal, Complete, \$4.95.	GOLD AND SILVER—5c No. 210—2520 Tickets at 5c .. \$126.00 Pays Out (Actual) .. \$3.70 Profit (Actual) .. \$40.30 167 WINNERS. Sample Deal, Complete, \$4.95.

Write Today For Attractive Factory Discounts!

WE SELL JOBBERS, DISTRIBUTORS AND OPERATORS ONLY!

UNIVERSAL MANUFACTURING CO.

104 E. 8th St. (Manufacturers Only)

Dept. B. B-5 Kansas City, Missouri

In Texas, Oklahoma, Arkansas, New Mexico, Arizona, Send All Inquiries to

Southwest Products Co., DALLAS, TEX.

PRESENTING: ORIGINAL BABY MIDGETS



Takes in 3000 Tickets at 10c .. \$300.00	Takes in 3000 Tickets at 10c .. \$300.00	Takes in 3000 Tickets at 10c .. \$300.00
Pays Out in Merchandise .. 17.00	Pays Out in Merchandise .. 17.00	Pays Out in Merchandise .. 17.00
Profit .. \$283.00	Profit .. \$283.00	Profit .. \$283.00

Plus Profit on Merchandise.
SAMPLE DEAL COMPLETE, \$3.00

Packed 12 in a Case. Get an Assorted Case Today.

Write Today for Attractive Factory Discounts! We Prepay Express and Federal Tax Charges.

3 MORE BOUNCING BABIES ADDED TO THE UNIVERSAL FAMILY

Always ahead with New Ideas! UNIVERSAL presents the sensational New Baby Midgets Jar Games. Positively the greatest addition in the sales stimulator field in 20 years.

1c MONEY BAG Takes in 3000 Tickets at 1c .. \$30.00 Pays Out (Actual) .. 15.00 Profit (Actual) .. \$15.00 Sample Deal Complete, \$3.00.	1c GIVE A GET Takes in 3000 Tickets at 1c .. \$30.00 Pays Out (Actual) .. 14.50 Profit (Actual) .. \$15.50 Sample Deal, Complete, \$3.00.	5c MONEY BAG Takes in 3000 Tickets at 5c .. \$150.00 Pays Out (Actual) .. \$7.50 Profit (Actual) .. \$142.50 Sample Deal, Complete, \$3.00.
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NEW EXCLUSIVE SELLING PLAN I

Baby Midgets Jar Games will positively be sold to one jobber in every 3 counties. Exclusive selling rights will be given to only one jobber in every 3 counties. This is not an empty promise. We positively will not sell to localities.

BABY MIDGETS ARE ORIGINATED, DESIGNED AND MANUFACTURED BY UNIVERSAL MANUFACTURING CO.—All others are imitations.

(On orders of 50 Jars or more we will print labels to your own specifications.)

BE THE FIRST IN YOUR TERRITORY!! WRITE NOW!!

Our Baby Midgets Deals come packed 12 to the case. Buy a Case Today!

MONARCH
THAT'S THE NAME . . .
REMEMBER IT FOR EVERY GAME

Guaranteed O.K.

WHEN IN CHICAGO VISIT OUR SHOW ROOMS FOR THE LARGEST AND BEST SELECTION OF RECONDITIONED MACHINES OF ALL KINDS. GET THE BEST.

See Monarch for All New Equipment Shown at the Show.

THOSE UNABLE TO ATTEND THE CONVENTION—WRITE US FOR PRICES ON ALL NEW HITS. ALSO A COMPLETE LIST OF RECONDITIONED MACHINES.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., CHICAGO, ILL.

Evans Has Showing Of Mystery Game

CHICAGO, Jan. 15.—A private showing of the new "mystery machine" was made by H. C. Evans & Company at their plant on Sunday, January 16. Admittance was by invitation and a number of trade members were present to get a first peek at the machine which has created so many rumors since first mention of it in The Billboard in November.

H. W. (Dick) Hood was host to all the visitors and the party lasted from noon until late in the evening. It was presented as one of the pre-convention affairs at which visitors to the 1938 Coin Machine Show might see "what is new." Refreshments were served to all guests. Details of the machine will be announced later, Hood stated. He was greatly pleased at the reaction to the machine, he said.

Keeney Shows New Games at Factory

CHICAGO, Jan. 17.—Four new games and new models of various other Keeney games which have been in production for some time are being shown at the private showing being held at the Keeney factory this week. It is reported.

"Featured among the new games is Kentucky Club, a four-dial, seven-play console game with a \$10 all-cash top award," reports Sales Manager Ray Becker. "Here also on display is the highest priced one-ball payout table ever built called Derby Champ. This game has three spinning dials and odds changer on the backboard with a seven-play selective coin chute.

"Likewise to be seen are Shiny and Volley Ball," he went on, "two strictly amusement-type games in the low-priced

division. Shiny, thru interesting mechanical contrivances, permits the same passing, blocking, checking and moving of men one sees at a professional hockey game. Volley Ball is table tennis in coin game form, scores being made by driving the ball over the net into the opponent's goal. Both games have plenty of play appeal plus."

Keeney is also showing new models in consoles which are still in production at this date, likewise Free Hoses, a free-game type of pin table which is increas-

ing in popularity in those territories formerly closed to such games, Becker stated.

"All bona fide operators, jobbers and distributors of coin games," Becker concluded, "are invited to this private showing, which will last until Saturday the 22d. The hours are from 10 a.m. to 5 p.m. Refreshments and guest prizes comprise but a part of this extremely interesting affair."

License Interest Growing in Ohio

CLEVELAND, Jan. 15.—A great deal of interest in licensing of amusement games in various Ohio cities has been shown lately, it is reported by M. M. Marcus, president of the Markepp Company. Legislation is now pending in Cleveland, Columbus, Toledo, Cincinnati, Lancaster and a number of other small cities in the State.

In addition a bill to license slot machines was drawn up by two members of the Ohio Legislature. This bill provides an operator's fee of \$5,000 and an annual tax of \$500 per machine. No definite action, however, is expected, according to leading Ohio operators who held a meeting in Columbus recently to discuss the measure.

In Cleveland the tax bill that is being discussed in the city council hopes to eliminate some of the evils that have shown up in other cities where games have been licensed. The bill provides for licensing only those operators who have been residents of the city for over a year and limits the number of games in any one location. Same action is expected in Cleveland and other cities before the end of this month on the measure now under discussion.



JACK NELSON, vice-president and general sales manager of the Rock-Ola Manufacturing Company, Chicago.

COMPLETE LINE OF
AUTOMATIC POPCORN MACHINE SUPPLIES
MILLER SALES CO.,
4404 Manchester Ave., St. Louis, Mo.

Injunction Suit Filed To Permit "Predictable Play" Games in Fla.

MIAMI, Jan. 15.—The long-rumored suit for an injunction to obtain court protection for predictable play machines, devised to surmount the 1937 legislative ban against slot machines, was filed yesterday in the Circuit Court. Hearing on the application for a temporary restraining order to prevent seizure and confiscation of the devices is scheduled for Tuesday in Judge Arthur Cooney's court.

The bill of complaint was filed by C. Malcolm Hill Jr., attorney for the New Deal Corporation, a Florida corporation. Hill said none of the machines were in Florida and none would be brought into the State until an injunction was obtained.

Court protection is sought specifically for the Waiting Console play machine, which, according to the suit, was made expressly to comply with the State law which outlawed slot machines.

The bill of complaint asserts that the device is a lawful and legitimate play machine for amusement and not a gambling device, nor is it illegal. The names of the officers of the New Deal Corporation did not appear in connection with the bill of complaint.

Coin machine men in Miami predict that by Tuesday slot machines will be legal in Florida.

The Next Issue

The Billboard, issue of January 29, will contain a complete report of the 1938 Coin Machine Show. This issue should reach our readers within a week after the close of the annual convention and will be the earliest and most complete news report of the show that can be obtained. Our coverage of the show is complete from every possible news angle. A valuable editorial review will discuss the highlights of the show and probable trends suggested for the coming months.

Many advertisers will also announce details of their latest offerings in machines.

New Deals Score For Lee Mfg. Co.

CHICAGO, Jan. 15.—"The deals we have been featuring since our entrance into the salesboard field a short time back have been scoring hits with ops throughout the country," state officials of the Lee Manufacturing Company.

"At the present time," they went on, "No. 1 on our hit parade is Dummy Dan, the ventriloquist man. Riding to fame on the popularity of his diminutive little chum, Charlie McCarthy, this popular fellow is catching the eye of salesboard fans the country over. He's making good profits for the wide-awake ops who have introduced him to their customers, too.

"No. 2 in our current parade of favorites is what we term the jar deal of the year, our Bank Night O' Day Jar Deal. This number is proclaimed a natural by all who have seen it. In third place is the old favorite, Trading Post. Many men have found this number to be just the thing at this time of the year. With this line-up," the Lee officials concluded, "we are able to assure all ops of being able to get off to a flying start for big profits in 1938."

Sympathy

The sympathy of the coin-operated machine industry is extended to Pal Miletto in the loss of his beloved wife, Nora, who died in childbirth January 4, 1938.

She leaves her husband and 11 children.

Mr. Miletto has for years been connected with Bally Manufacturing Company, of Chicago.

Committees

Committees that had to do with policies and arrangements for the 1938 Coin Machine Show are the following:

ADVISORY COMMITTEE: N. Marshall Seeburg, chairman; W. E. Bolen, H. E. Capehart, A. E. Gebert, L. W. Gensburg, Dave Gottlieb, R. W. (Dick) Hood, Jimmy Johnson, H. B. Jones, Leo J. Kelly, F. H. Parsons, David C. Rockola, W. J. Ryan, T. M. Stoner and W. A. Tratsch.

RULES AND REGULATIONS: Leo J. Kelly, chairman; Jimmy Johnson and Ted M. Stoner.

PUBLICITY COMMITTEE: Joe Huber, chairman; F. W. Blackford, Robert B. Bolles, Oscar J. Branch, Harvey Carr, Walter W. Hurd, Herb Jones, James T. Mangan, Hubert F. Messe, Tom Murray, Jack Nelson and W. J. Ryan.

BANQUET AND ENTERTAINMENT: R. W. (Dick) Hood, chairman; Joe Huber and Marshall Seeburg.

Detroit Coinman Leaves for Fla.

DETROIT, Jan. 15.—Joseph Reich, local operator and jobber, left the city Monday to drive to Miami for an extended winter vacation, as he has been in poor health the past two weeks. He expects to find relief in the warm Southern climate.

The business is being handled in his absence by his wife, Mrs. Hazel Reich, who has been closely associated with it for some time and will maintain active contact with locations and new machines. Reich's departure for Florida changed the plans of the couple, who originally expected to attend the Chicago show.



SELF-STYLED BOWLING CHAMPS of the coin game league: left to right, rear row, Holtz, official scorer; Kroschel, Muenzer, Jenney, Yung and Theobis. Front row, Laz, Runt, Banks, Evans and Becker, of the Kenney Nester Streets.

MULTIPLE RACES

CONSOLE TYPE
1-Ball Multiple Payout

\$8 Top Award! 30 possible Winners! Payouts multiplied by number of Coins inserted up to four. Win, Place, Show, Fourth, Field and Daily Double Awards—Odds up to 40-1!

A spectacular money-maker, sensationally low priced! Magnificent modern console-type cabinet—Giant 24" square light-up Back Panel!—New Super-Features! Glass and Flash that get top play in any location!

\$189.50

POWER PAK (AC) EQUIPPED

CHECK SEPARATOR NO CHARGE.

WATCH GOTTLIEB

See the 1938 Game Sensations, Booths 3-4-5!

DERBY Console High Card Console Miracles in Class and Earnings! Write for Complete Description.

D. GOTTLIEB & CO.,
2736-42 N. PAULINA ST., CHICAGO



IMMEDIATE DELIVERY

E-Z PICKIN' JAR GAMES

Booths 138 and 139 Coin Machine Convention
Revolutionary Ideas and Items for Jar Game Operators
SEE NEW JAR GAMES—COUNTER RACK DISPLAY GAMES
— New "CHECKER" DESIGNED JAR COUPONS — Most Beautiful Coupons on the Market.
By All Means, See the Original—COUPON JAR VENDING MACHINE—Save Losses on Your Locations.

GAY GAMES, INCORPORATED

GUY E. NOEL, President
Muncie, Indiana

DUPLI-POST POST CARD DUPLICATOR

An amazingly efficient duplicator that can be used for printing notices and post cards by all kinds of clubs, lodges and organizations. Just the thing for sending out price lists, delivery dates, announcements, meeting dates, etc. Hundreds of uses. Cut stencil by hand with stylus, which is furnished, or with a typewriter. If not satisfied, return within ten days after receipt of same and your money will be cheerfully refunded. \$75 Deposit, Balance O. O. D.

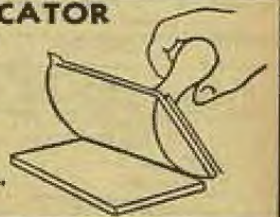
COMPLETE WITH SUPPLIES

\$7.50

F. O. B. St. Louis

Carlut Products Co., Inc.
(CARL W. LUYTJES, Pres.)

2116 S. JEFFERSON AVE., ST. LOUIS, MO.



Slug Visible Slotted Coin Counter



It Tubes and Counts.

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with shot gauge giving absolute accuracy in count, shows up slug, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.



50 PENNIES
Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
Accurate Coin Counter Co., Patton, Pennsylvania



Here's A Sizzling HOT JAR DEAL

Sample Price For COMPLETE DEAL \$1.25

News! For Jobbers, Operators, Distributors

A giant company enters the Jar Deal field with a vast line of spectacular, colorful, original numbers that MOVE FAST, and pay big, quick profits. This is the "Put and Take" Jar Deal is an example.

"Play-Ola Games are the fastest-moving, biggest-profit games on the market."—J. A. SCHWARTZ, of National Coin Machine Exchange, 1407 W. Diversey Parkway, Chicago.

OVER 50 BIG NUMBERS

The Play-Ola line comprises over 50 different high-priced Jar Deals—including many with Jack Pot cards. All kinds of lures, colorful displays, Play-outs and tickets for every demand. Write today for latest Catalog and Quantity Discounts. Please use your letterhead.

PLAY-OLA "PUT and TAKE"

"Put and Take" is the grand old money-maker that everyone knows how to play. Play-Ola's colorful new style of presentation makes it faster-moving and more attractive than ever before. Definite Pay-out. TAKES IN—\$50 @ 5c and 10c—\$36.00 PAYS OUT..... 21.60

DEFINITE PROFIT..... \$14.40 COMPLETE SAMPLE DEAL ONLY \$1.25 This Deal also available with 1,000 and 2,000 tickets at slight increase. Rush order today.

2 MORE RED HOT NUMBERS!



Here are 2 more fast-moving, big-profit Play-Ola Jar Deals—only 2 of the 50 You'll find in our latest Catalog. They're proven money-makers.

TRIPLE PLAY RAINBOW

A colorful, original game that draws crowds and doesn't let them go. Winners of \$1.00 to \$10.00 move this game fast, with a big profit for the operator. Played with 1,800 Tickets—3 sets running consecutively from 001 to 600, each set with a different colored background.

TAKES IN—1,500 @ 5c..... \$ 90.00 Label Pays Out..... \$36.00 Average Jack Pot Pay-Out..... 27.69 Total Average Pay-Out..... 63.69 Average PROFIT..... \$ 26.31

COMPLETE SAMPLE DEAL... \$4.45

MORE THAN 50 Original Colorful Jar Deals in Play-Ola's Line!

Write or Wire for Catalog and Quantity Discounts.



HIDE AND SEEK
"Hide and Seek" is the sensational new jar game that is capturing locations by the thousands. Original, thrilling idea makes it one of the fastest moving deals in Play-Ola's vast line. Awards of \$1.00 to \$25.00 attract crowds. Seals Sewed—Tickets Protected. TAKES IN—2,250 @ 5c..... \$114.00 Label Pays Out..... \$54.00 13 Average Jack Pot Winners..... 26.00 Total Average Pay-Out..... 80.00 Average PROFIT..... \$ 34.00

COMPLETE SAMPLE DEAL... \$5.95

See Play-Ola line at Booth 234, Coin Machine Show.

PLAY-OLA MFG. CO., Dept. DD-2, 1956 S. Troy St., CHICAGO, ILLINOIS.

LADY LUCK

1200 Hole Form 4190
Takes In..... \$40.00
Pays Out..... 19.00
Price With Easel... 1.46
Plus 10% Federal Tax
Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money 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.



THE COIN CHUTE LEAGUE

AMUSEMENT • ENTERTAINMENT • EDUCATION • CHARITY

Address THE COIN CHUTE LEAGUE, 600 Woods Building, Chicago, Ill.

Employment

Employment remained the biggest subject before the country as the first week of the new year passed into history. The report of the unemployment census was made available, also Congress convened to consider the census and many other things.

One of the most refreshing speeches on employment in recent weeks was made by Robert H. Cabell, president of Armour & Company, before the Chicago Association of Commerce on January 5. Instead of the usual harangue about government interfering with business, Mr. Cabell urged business men to trim their sails to the winds of changing times.

He said: "Gradually it is becoming apparent that the unemployment problem is the problem of business whether it likes it or not."

"I haven't the answer to the problem. But there must be an answer and in some way we must find it. When we do find it we will cure in large part the problems that now put employees and employers on opposite sides of the fence."

"If we can escape the hysteria that comes with changing conditions then the year 1938 will come and go and find us better off than we were before."

Convention

Underneath the surface of things at the 1938 Coin Machine Show will be the real question as to how many men are being given employment by the operation of coin machines thruout the country.

Is the number of men supporting themselves and their families by the operation of coin machines increasing or decreasing?

The industry desires, of course, that the number of operators and their employees show a healthy increase from year to year. Conditions of unemployment in the country also suggest that it would be a contribution to the general welfare if the industry could show a steady increase in the total number of men making a living by the operation of coin machines.

If indications at the annual convention should point to a decrease in the number of people making a living in the industry then it would be fair to point an accusing finger at all those who for one reason or another have obstructed the growth of the coin-operated machine industry.

There is not enough difference in the "morals" of any kind of business today to give anyone an excuse for slinging out the coin-operated machine industry for hate or persecution.

In the use of materials of manufacture and in contributing financially to the retail system of distribution, the coin-machine industry ranks favorably with any other line of business.

Those who would oppose any division of the coin-operated machine industry should also consider that it has thousands of people employed within its own ranks. People should think many times before they throw these out of work.

More Quotes

The recent speech of President Cabell of Armour & Company to business men in Chicago seems to have been so unusual and "different" that it is being widely quoted in newspapers. Some more quotes are:

"Millions of individuals of moderate means get most of the national income and pay most of the taxes. So you see that if the country is to be kept on its feet it must depend on the so-called little fellows who pay more taxes and spend more on the happiness and welfare of their families than do all the millionaires put together."

"In the past labor has been hired and fired without much regard to whether it lived or not, and certainly that situation doesn't make for a continued prosperous citizenry. It isn't true that the world owes every man a living, but on the other hand the world should go out of its way to provide opportunity for employment."

"One should not complain about expenditures for relief if he engages in wholesale layoffs when work gets slack. One should not complain about government interference if he condones prac-

tices which he knows in his heart are not right."

Operators are interested in automobiles and they use thousands of low-priced cars. Maybe some of them should think kindly of the Hudson Motor Car Company because of its recent announcement that it is deliberately planning to put 6,000 men back to work.

Says President Barst of Hudson: "It has become increasingly clear to us that with business slowing down as it has been recently, we were in position to do more than announce a new automobile—we could in a way set the pace in the matter of putting men and money back to work."

"If the automobile industry was able to lead the way out of the depression, it seems reasonable to expect it to do something about leading the way out of the recession."

"While there are confidence-inspiring moves of a general nature that can and should be made, there is one specific job for industry—that is to put more men and money to work wherever possible."

6,000 Operators

The Hudson Motor Car Company has received a lot of publicity due to its optimistic announcement and deserves all of it. But here is something else to think about:

The coin-machine industry could easily give employment to 6,000 additional men in the ranks of operators, service and repair men and in its factories if all the unreasonable restrictions and interference that is common in so many cities were removed. To give employment to that many men it would not be necessary to license gambling machines, but simply follow the example of several cities in letting pinball games run and also keep taxes within a reasonable limit.

The investigation by a special Senate committee of conditions of unemployment is bringing to light a lot of interesting information. Mixed in with it also is a lot of personal opinion given by persons who have never given the subject of employment any real study. If no other benefits come out of the investigation it will be worth while to know just how little the average person—and big business men—really know about the ups and downs of employment.

One of the purposes of the Coin Chute League is to help the members of the industry to be better informed on conditions than the average person. It will gain more respect for the industry to be well informed.

Promoted



THE STONER CORPORATION announces the promotion of C. R. Adelberg, former sales manager, to the post of vice-president of the firm.

HERE'S YOUR CUE

Snookerette

for
BIG DIVIDENDS
from
SMALL SPACE

IT'S LEGAL .. FASCINATING .. PROFITABLE

Snookerette DRAWS CROWDS!
OPERATORS DRAW HANDSOME PROFITS!

A game that invites and appeals to the competitive spirit of every human. Played by two, three or four persons, it's a game of skill that attracts spectators, arouses their interest, gives them the desire to try it themselves. It's a sure-fire producer that turns unused floor space into a source of profit. Six years of growing popularity prove the success of this intensely interesting game and assure you of an ever-increasing income. The sensation of the Legal Amusement Game field.

Snookerette has taken England and Continental Europe by storm! Originated and highly successful in France, it is now rapidly gaining popularity in Belgium and Canada.

WRITE—WIRE—PHONE FOR FULL PARTICULARS AND PRICE.

Be the first in your territory to cash in on this Golden opportunity.

AUTOMATIC BILLIARD CORP.
OF AMERICA



Snookerette

FASCINATING

Based on the principles of two of the World's oldest games . . . billiards and pool . . .

Snookerette is full of thrills and excitement for both players and spectators. Experience demonstrates that the longer

Snookerette is played the greater becomes its popularity from year to year.

- Modern stream-lined designed, 3 feet by 6 feet. Substantially built.
- Needs No Attendant.
- Collects Its Own Fees.
- Times the Games.
- Counts and Totals All Receipts with Automatic Regularity and Precision.
- Games Are Played ENTIRELY From One End of Table. No Room Required To Walk Around

SEE IT PLAY IT **BOOTHS No. 210-211**

22 W. MONROE ST.
CHICAGO, ILL.

Bally Announces Special Showing

CHICAGO, Jan. 15.—"Tell the boys we are really staging two shows," Jim Buckley, sales manager of Bally Manufacturing Company, said when commenting on the opening of the 1938 Coin Machine Show. "We, of course, have our regular six booths on the main exhibit floor. But a number of machines not shown on the floor will be demonstrated upstairs, where we have reserved one-third of the 15th floor of the Sherman Hotel.

"I can explain in a way what a trip thru these Bally rooms may be like," Buckley continued. "Bell operators will naturally gravitate to the room where our new bell machine, Bally's Bell, will be shown. Here, too, will be our sensational new roulette game, highest priced coin machine ever built. A gorgeous con-

sole with six chutes, duplicating every play on a real roulette table.

"Down the hall will be our spectacular no needle sound-on-film phonograph, bringing to the patrons of America's music operators the same superior music they hear in million-dollar movie productions. No use trying to describe this marvel of modern science. You've got to hear it to appreciate it.

"Then see our pop-corn vending machine with a million dollars' worth of eye appeal and a really practical mechanism for vending fresh hot pop corn without delay, without objectionable odors, without grief. The Bally machine vends pop corn and hot roasted peanuts, and arrangements are being made for exclusive vending rights to a nationally famous corn confection, enabling operators to cash in on a \$250,000 advertising program already under way.

"Also we will show Bally Baskets and other 'new trend' legal machines, while farther on will be our new model payout and novelty games, together with some startling new consoles. Our Open House Room is also on this floor."

Exhibit Console Has Replay Idea

CHICAGO, Jan. 15.—Much enthusiasm was in evidence at Exhibit Supply Company this week following the announcement of the new console machine which is called Dominette. The new machine has a series of buttons numbered from 1 to 6 which enables the player to select any particular number that he desires. A series of moving lights light up Dominette characters and if the number selected appears on the sloping playing field then the player has a choice of multiplying his award and playing the game free or by pushing a button the amount of his awards will be immediately delivered into the payout drawer, so the announcement says. On Dominette the player can replay as much as 50 cents and by replaying 50 cents can receive back on the next successful play up to \$5.

"Dominette is furnished in a beautiful natural wood walnut finish and has the No Stoop—No Squat sloping playing field which Exhibit has featured for

some time," according to Leo Kelly, of the Exhibit Supply Company. "There has never been a console machine with the replay feature and it is easy to realize that this feature should make Dominette the outstanding console of the year."

Passanante Says Biz Here To Stay

DETROIT, Jan. 15.—J. & J. Novelty Company is working late nights nowadays handling business. "Business is especially good on out-of-town shipments, including particularly those to out-of-the-State points," James Passanante, general manager, said this week. "Our biggest favorite is still Bally's Basketball game. Operators like this because it is strictly a legal game that can be placed anywhere. The location owner or operator couldn't make a payout or prize game out of it if he wanted to, and it is selling at about the same price as regular good class pin games.

"The coin-machine business is here to stay, I believe. Perhaps in 5 to 10 years from now the kinds of merchandise, services and amusement dispensed by machines may have changed radically, but the basic principle will remain the same. Different commodities will be sold, that is all. We believe in the future of the industry at J. & J., and that is one reason that we have recently gone right ahead and erected our own new building, banking on the future of the coin-machine world."

Beg Your Pardon

The following listing was omitted from the Buyer's Guide published last week:

A. DALKIN COMPANY (Vanak)
4311-13 Ravenswood avenue, Chicago. Manufacturers of special slug-proof coin chute adaptations to suit individual needs. Specialization also in the development of vending machines for individual purposes. Special patented checks for Vanak slug-rejecting units—individual checks for each operator.

OPERATORS!

Just some of the Machines we offer for sale to make room for new shipments!!

TICKET AND CASH	
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Paddock	25.00	Bally Booster	15.00
Spring Time	20.00	Chico Derby	22.50
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Cocktail Hr.	12.00	Hi De Ho	8.00
B. Bonus	12.00	Flash Lite	12.00
Klep. Eye		Three Star	9.00
Rat.	17.00	Short Sox	7.00
Ranger (P. O.)		Hold 'Em	8.00
	20.00	Ray-o-Lite	150.00
Roulette Ex.	60.00	Angle Eye	125.00
WANTED: Used Fleetwood, Fair Green, Inabits, also used Mutoscope Phonomatics.			
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VINCE SHAY, sales manager Mills Novelty Company, Chicago.

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NOW A NEW BRANCH TO SERVE YOU

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*I Thanks, Daval!
George Ponsers*

CONGRATULATIONS, GEORGE—You are certainly to be commended on the tremendous growth of your organization. Your fine cooperation with us is an indication of the reason for your success: you like to see the other guy get a break, too! Keep up the good work!

DAVAL MFG. CO., Ranel, Incorporated,
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NICE GOING, GEORGE PONSER

. . . Here's to your further success in Jacksonville. Yours is one firm about whom it can truly be said: "They're on the up and up!" We're proud of our association with you, and we more than appreciate the swell job you're doing on Keeney products.

J. H. KEENEY & Co.,
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*I Swell of you, Keeney
George Ponsers*

GREETINGS AND BEST WISHES

to the fifth member of the George Ponsers family — the Jacksonville branch. We're really proud of you, George—and we confer upon you, gratis, the title of "Papa Dionne of the coin machine business."

Chicago Coin Machine Mfg. Co.,
1725 Diversey Blvd.,
Chicago, Ill.

*I Very much obliged, Coin!
George Ponsers*

We Didn't Do It Alone

Like the sound of his own name, calling a man a Success is to him one of the sweetest earfuls in the world. We are no exception to this rule—we've tickled pink with all the congratulations and good wishes and praise that have accompanied our growth in the coin machine industry.

But we hope no one thinks us foolish enough to believe that we alone deserve the credit for the expansion of our organization.

For one thing, we owe much to the friendliness of the operators and jobbers who helped us get our break.

For another, we are indebted to the gratifying, unswerving loyalty of our own employes, who have taken to their own hearts our intense and driving desire to give our customers so much service that they'd have to come back for more.

But mainly we are obliged for our success to the constantly high quality of the coin machines produced by the manufacturers we are honored to represent. Without fine money-making products to sell, all our time, efforts and good intentions would have been so much smoke in the wind.

To Genco, Daval, Chicago Coin, Keeney and Mills we say thanks from the heart for your very splendid cooperation.

Here's to 1938—a greater year for every one of you!

George Ponsler



GEORGE PONSLER

Chico Exhibits Its New Baseball Ideas

CHICAGO, Jan. 15.—Heads of the Chicago Coin Machine Manufacturing Company said just before the opening of the 1938 convention that they would let the firm's exhibit itself speak for the new ideas being offered to the trade. Both Sam Gensburg and Sam Wolberg were in an optimistic mood and predicted a good year for the industry.

"Words are not sufficient to describe our marvelous new machines," Wolberg stated, "but we are confident that when you visit us at our booths at the Coin Machine Show or at our offices you will agree that what we say is not exaggeration. Incorporated in these games are many fresh new ideas. The exciting play principles, unique designs and brilliant coloring and lighting all will contribute greatly towards the attractiveness and huge earning power of these games."

"In addition to the many improvements and new ideas for the games themselves we have spent much time and given deep consideration to the formulation of new merchandising plans which will be of inestimable value to all operators, jobbers and distributors."

Added Mr. Gensburg: "One of the new games that we are exhibiting is Chico Baseball. Here is a game that is entirely new with an exceptional play principle. So exciting is Chico Baseball that on location tests it proved to be tremendously appealing with players playing game after game. An interesting fact about Chico Baseball is that it has no ball lift.

"One of the most startling games of the whole Coin Machine Show is our new Coinless Chico Baseball with Remote Control. This game is absolutely unique in that it has no coin chute whatsoever. In addition (or should we say, in subtraction) this novel game has no ball lift. To adequately describe Coinless Chico Baseball would require several columns of print. We can only invite a personal inspection which will reveal the true value of this new game.

"In addition to these two outstanding new games we are also exhibiting many others with exceptional player appeal and high-earning power. Chico Derby, a tremendously popular Chicago Coin game, will be on display. Our two latest hits, Dux and Mars, may also be seen at the Coin Machine Show.

"I am very optimistic about the future of the coin machine industry, and especially so far as our new games are concerned. I am extremely confident that with these newest Chicago Coin games operators and distributors will earn even

greater profits than they anticipate. I strongly urge them not to miss these games at the Coin Machine Show or at our offices," concluded Gensburg.

Hoelzel Planning Addition to Plant

KANSAS CITY, Mo., Jan. 15.—Shortly before he left the city for the Chicago Coin Machine Show Carl Hoelzel, head of the United Amusement Company here, announced his plans to construct an addition to his recently redecorated and remodeled plant.

The new building will be used principally to store empty boxes and trucks, Hoelzel said.

"A large volume of business and the increase in size of virtually all coin machines for 1938 has caused the United building to become overcrowded," he declared. "And even tho we recently had our quarters completely refurnished and redecorated, we still need more space."

The United company is probably the largest distributor of coin machines in this section, handling products of the Mills Novelty Company, Rock-Ola Manufacturing Company, Exhibit Supply Company, H. C. Evans & Company, Paces Races, J. H. Keeney & Company, Groeschen Tool Company and the Western Equipment and Supply Company.

Hoelzel said his shipping department soon would be enlarged and that a department for refurnishing and repairing used machines would be installed at his company's building at 3410 Main street. Construction of the new addition, he added, would begin at once.

The Grand Rush

At each annual convention the indulgence of advertisers and our readers must be asked on account of the vast quantity of reading material that comes in, all crying for publication in the Convention Number of The Billboard.

While our editorial staff tries in every way possible to give careful attention to all matter submitted for publication, it is still humanly impossible to prevent errors, omissions, etc., from occurring. We will be glad to make corrections in such cases when our attention is called to them.

Apologies must be made also to a number of contributors who submitted excellent articles for publication in the Convention Number and lack of space does not permit their use. The articles will be used in succeeding issues as soon as possible.

WITH HIGHEST REGARDS and sincere compliments to George Ponsler Company.

Mills Novelty Company,
4100 Fullerton Ave.,
Chicago, Ill.

World's Largest Manufacturers of Coin Operated Machines.

*I like thought, Mills
George Ponsler*



HERE'S BANG-A-DEE, the new coin-operated machine which enables a patron to shoot real bullets with a real gun. The game has just been placed on the market by the Tru-Shot Corporation, Detroit.

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APPLE VENDORS



COIN CHUTES and DETECTORS



HOROSCOPE SCALES



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A COMPLETE NEW LINE OF COIN OPERATED MACHINES
including THE LATEST IN VENDING AND MERCHANDISING EQUIPMENT

THE ENTIRE LINE WILL BE DISPLAYED AT THE
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Make Change Quickly!

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\$1.50

J. L. GALEF

75 Chambers St. (Dept. B), New York City.

Mills Has Unique Race on Machines

CHICAGO, Jan. 15.—A unique lineup of men and machines was achieved by Mills Novelty Company, due to the large number of machines made by the firm and the equally large man-power of its sales force. For some months a sales contest kept the firm's representatives at white heat by staging a race in which each man fought for his champion. The same idea is being carried into the 1938 convention period.

The lineup of "horses and jockeys" as given out by the firm just before the opening of the 1938 show stood as follows:

Vince Shay (the sales manager himself): "I'll take Big Race, that marvelous console machine, with skill and odds-changer." . . . Art Cooley: "Undoubtedly our new 1-3-3 is the best with its illuminated fruit reels that revolve under the spur of the player's shots."

Harold Perkins: "The reason I like Clocker is because it is a pay table that pays out a great deal more than physical awards." . . . Charlie Sohlsoht: "Flasher for my money. After several months there are probably more Flashers than any other console. It has the full-size Mystery Bell mechanism." . . . Mort Monson: "Forward March is the outstanding game that gives the player 5 cents' worth of amusement, with plenty of variety."

Jim Longaker: "Have you heard about Rio—an entirely different kind of game in a different kind of cabinet, at a low price. It will bring a renaissance." . . . John Donahue: "Mills Beer machine has been out for two months and has proven to be the best investment of its kind for a large number of locations."

Jack Marku: "The Q. T. is a hard machine to beat. Sales prove that it is the ideal machine for today's conditions." . . . Charlie Zander: "I like the Melon Bell best because it makes more money than the rest. I'm basic enough in my thinking to say that proof of a good machine is its power to make money." . . . Lester Rieck: "Probably the most beautiful bell machine ever made is the Club Bell. It

certainly makes a grand impression in the exclusive location."

John Kelley: "Down South the golf season is well under way, and our Golf Ball Vender (reel) is greeted with open arms at golf clubs." . . . Briz Crabtree: "The Vender (reel) business is decidedly on the upswing everywhere and I am backing the Mills Front Vender. For starting new territory I know nothing as good." . . . Charlie Snyder: "What could my answer be other than Blue Front? With the Mico check protection, I'm predicting a tremendous Blue Front business in 1938." . . . Bob Schwarz: "Let me tell you about Bonus, the machine that has introduced a new idea in bell operating. Bonus operates right before the eyes of the players and is one of the best animated features in any machine."

Frank Lorden: "I have made a study of bells and vendors and say that our

New Counter Club Bell has important features. No lemon on first reel, and the reel symbols stand out prominently due to contrast with case." . . . Leo Purington: "The Future Play Side Vender, with emphasis on the future play feature, invariably has a longer run than any other type of vender." . . . Midge Ryan: "I will string along with Cherry Bell because that sweet Cherry payout gives new meaning to the symbol which appears most frequently." . . . Paul Schmidt: "Zephyr is the sweetest phonograph ever built. Zephyr's tone is incomparable and all locations appreciate its fine music." . . . Bill Nixon: "For a small, snappy, inexpensive console give me Track King. This console has several plus attractions never before found on the same type of machine." . . . Gus Guarners: "I'll take Counter King as a big value for the money and one which probably gives more amusement than any other counter game ever invented."

The entire Mills force is very enthusiastic about the results each will get in the race during the convention.

Piesen Ready To Show New Game

NEW YORK, Jan. 15.—Maurice Piesen, of Piesen Manufacturing Company, Coney Island, N. Y., will exhibit at the show his new rolling game, "8 Spot." This is the second time that this device has appeared in Chicago, having been shown at the park men's convention, where it received wide acclaim. Piesen states that his device is a decided innovation in amusement games and contains features never before introduced, particularly in the rolling game type.

Pete, as Maurice Piesen is familiarly known, is best remembered for having contributed to the industry the modern version of Skee Ball. In the trade he is regarded as having a keen sense of knowing the pulse of amusement seekers to the extent that to date he is known as having always picked a winner.

THE YEAR'S GREAT



S E N S A T I O N

BRINGS \$7.00 — Costs You \$3.50

No. B245. — Capitalize on the ever popular sport of boxing. Colorful cabinet draws attention. Has names of 70 famous boxers. Player draws name of his favorite boxer to see the prize he will win. Fun game, amusing, exciting. 70 names — 70 prizes worth 10¢ or more. Last name called receives a prize worth 50¢ or more. At 10¢ a sale, brings in \$7.00. Taxiderm, restaurants, cigar stores, bowling alleys, pool rooms, club houses, hotels, resorts, dance halls are a few of your many prospects. Get behind this irresistible deal that is a knockout to sales resistance and fill your pockets with dollars.

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FRED MILLS, president Mills Novelty Company, Chicago.

ATTENTION

New York State Operators

If you are interested in operating a new style Future Play Vender designed by us especially for this State, phone, write or wire.

PARAMOUNT SPECIALTY CO.
Phone 900, 23 Davis St., Beacon, N. Y.

Evans Releases New Racing Game

CHICAGO, Jan. 15.—A new racing game, Hialeah Special, has just been announced by H. C. Evans & Company, which officials report is another development of their ingenious engineering department. "This is a twin combination of a 1-ball pin game with a Spinner-Lite console, and contains a great number of newly developed features that enable it to conform to every law," reports R. W. (Dick) Hood, president of the firm.

"Chief among the new wrinkles is our patented remote payout control," he continued, "which enables the location owner to check payouts due players without leaving his work. Also a remote button control is available for starting the game, which eliminates the coin chute if desired. This remote control unit may be placed 30 feet or more from the game. Another new idea is the payout drawer accessible to the location for repaying cash outlays or making change. The modern console cabinet is self-illuminated and independent of location lighting. Playing top is inclined and protected by guard rail. The new patented Evans Anti-Slug chute rejects slugs and automatically locks while the game is in operation. Our new 7-coin head may be substituted for this slot. All attachments are built-in at the factory to insure perfect performance under all conditions.

"When the game is started," Hood went on, "the sporty board automatically shuffles and returns the ball. A selection turns up and indicates payout of free games or odds for winning. The ball travels twice around the circular field before it goes to the holes, thus felling the sharks. If no hole is made a free play on the Spinner-Lite automatically comes up and the player may still win. The game may be operated for payout, checks, ticket or for amusement. Due to its twin action, striking beauty and unique self-lighting, this game has exceptional thrills and amusement appeal for the players."

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK



SALESBOARD OPERATORS

FUR COATS GOING BIG

Cash in big money using genuine Fur Coats for step-up board deals. Latest style, full skin garments all popular furs. Direct from manufacturers, below wholesale prices. Write or wire for prices and descriptive folder.

OMAR BRAND,
208 W. 29th St., N. Y.

The company reports that operators are highly enthusiastic over the game wherever it has been shown and location tests have more than justified their fondest hopes. "Hialeah Special was developed," Hood concluded, "after much painstaking study of the problem and represents the highest type of game development today. It's a game operators need if they want to make top collections in every location under present conditions."

Bell Slide Is New Daval Counter Game

CHICAGO, Jan. 15.—Bell Slide is the name of Daval's latest contribution to the counter-game field. The game utilizes a combination of appealing features never before applied to a Puritan Bell game such as Bell Slide is, Al Douglas, president of Daval, said.

"The cherry-bell symbols have become a tradition to players in every part of the world," he pointed out. "But the shutter-and-button selection feature which was introduced by Daval a few years ago caught on so rapidly that it supplemented the cherry-bell appeal. Daval engineers quickly saw the possible results from a combination of the cherry-bell and shutter-and-button selection. Thus Bell Slide was visualized, perfected and housed in a Puritan Bell game for the first time.

"It affords me a lot of pleasure to watch players deliberately set out to play Bell Slide for a definite period of time," Douglas continued. "They don't think much of winning or losing. Rather, they want to thrill to the excitement provoked by the game. It's real fun to try again and again to attempt the selection of the proper buttons which, when pressed, will open corresponding shutters and reveal a winning combination. Actually, there are five reels, one of which is always exposed to view. The player selects two of four buttons. If he loses, he sees immediately how a winner might have been made had he picked the right buttons. As added inducements are odds as high as 40 to 1 and something quite novel in dazzling modernistic cabinet design."

Seiden Shopping For Games at Show

CHICAGO, Jan. 17.—Among those present at the Coin Machine Show is Henry W. Seiden, official of the Seiden Distributing Company, of Albany, N. Y. Seiden is recognized as one of the leading distributors of coin-operated equipment in the East, according to reports.

Seiden is spending this week at the Coin Machine Show, as he puts it "in the interests of my customers." He added, "I feel that my time at the show is being well spent. I am seeing all the new machines and availing myself of much information which I will pass on to my customers. These new machines incorporate many fresh ideas and their beauty and attractiveness is greater than at any time I can remember. I have ordered samples of all the hit machines of the show, so I urge all operators to inspect them at my office and cash in on profits with them immediately."

YOU'RE INVITED TO MAKE OUR OFFICE YOUR HEADQUARTERS WHILE VISITING THE COIN MACHINE SHOW.

You're Also Invited to Our Special Showing of Advance 1938

HARLICH SALESBOARDS
With That Extra Wallop That Builds PROFITS

If You Don't Plan To Come in for the Show, Write, Stating Your Line or Business, and Ask for Our Latest Catalog Supplement—NC14.

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1413 W. JACKSON BLVD.
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The Big "SHOW" may be in Chicago this week - but - - -

"THE HOUSE OF PROVEN WINNERS"

Can always "SHOW" you how to increase your profits!

Recently appointed Regional Manager for Bally Manufacturing Company, we are in even better position to take care of your needs.

See our Representative at the SHOW—or if you don't get over to Chicago this week—visit our modern building where a complete line of "Proven Winners" is always on display.

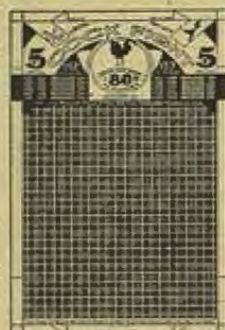
Don't forget to bring your operating problems to us. That's part of our Service.

Distributors, Jobbers and Operators—Write us for prices on quantity lots!

J and J NOVELTY COMPANY

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"COCK FIGHT" GREET'S 1938!

Superior's "Cock Fight", 2280-Hole, average Payout Board with accompanying Payout Card is ready for you! Lavish colors make this one even greater than all the rest! New ways to win, NO STEP-UP! Made in both thin and thick. Both 5c and 10c—longer profits.

5c DEAL
Taken in 2280 @ 5c \$114.00
Pays Out (Average) 72.68

10c DEAL
Taken in 2280 @ 10c \$228.00
Pays Out (Average) 155.19

Profit (Average) 5 72.81
Thin or Thick Board with casing, cellophane wrapped.

SUPERIOR PRODUCTS, INC.
"World's Fastest Growing Salesboard Factory"

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USED MACHINES Like New!

All our Machines are in excellent working condition, perfectly cleaned (repainted when necessary) all ready to operate as good as new.

TURF KINGS	\$38.50	SCORE BOARD	\$ 8.50
ROO HOO	18.50	MERCURY	26.50
BALL PAN	7.50	SILVER FLASH	37.50

1/3 Cash With Order, Balance C. O. D.
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SENSATIONAL BARGAINS
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BIG SHOT	5.00	LATONIA (TKT.)	27.00
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BONUS (TKT.)	8.50	MULTIPLE	17.50
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CARRON	22.50	SLOT)	15.00
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GOLDEN HARVEST	5.00	TOP ROW (TKT.)	7.50
		VELVET	6.00
		WINNER	22.50

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STRAIGHT PIN GAMES—LOTS OF TEN OR MORE, 5% OFF.

AUTO FLASH (8 BT. TKT.)	\$ 4.50	SPIT FIRE	\$ 3.50
BALLY BOOSTER	12.50	TRUCKLE (5 BALL)	5.00
BALL PAN (STONER'S 1937)	7.50	THREE STAR	5.00
BOUNCE 'EM	8.00	TOP HAT	3.00
BUMPER (BALLY)	11.00	TOPS	49.50
CARNIVAL	25.00	TORPEDO	5.00
CROSS LINE	18.00	TRACK MEET	32.50
DOUBLE ACTION	7.50	TRIX	3.50
DAYTONA	25.00	MERCURY	27.50
GENCO FOOTBALL	45.00	OUTBOARD	17.50
FIREBALL	8.50	RAPID TRAVEL	3.00
FIRECRACKER	8.50	REBOUND, SR	5.00
GREAT GUNS (1 BALL REG.)	4.00	REBOUND, JR	3.50
HARD BALL	3.00	RE PLAY	15.00
HAPPY DAYS	9.00	RICOCHET	14.50
HIGH HAND	3.00	ROLY POLY	3.50
HOME RUN	0.00	RUGBY	3.50
HOME STRETCH	25.00	SCREAMO	3.50
JIG JOY	39.50	SCRIMMAGE	3.50
JUNIOR COUNTER PIN GAME	2.50	SCORE-A-LITE	3.50
LIVE WIRE	7.00	SIGNAL, SR	4.00
LONG BEACH	30.00		
MAC CAP	4.00	EXHIBIT TICKET GAMES	
MANHATTAN	4.00	BAGATELLO (5 BALL)	\$5.00
MATCH 'EM	8.00	FOOT BALL (10 BALL)	5.00
SKIPPER	15.00	PLAY BALL (10 BALL)	5.00
SMACK 'EM	3.50	RODDE (10 BALL)	8.00
		STANDARD (5 BALL)	5.00
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COUNTER GAMES

ART 5 JACKS (1c)	\$ 8.50	MILLS DIAL (5c)	\$10.50
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BELL SLIDE	21.50	NEW DEAL (5 P. FOKER)	4.00
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BLUESING PURITAN	2.50	PURITAN (NO. REELS) 1c to 25c	6.00
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CENT-A-SMOKE	15.50	PENNY ANTE	2.50
DARBY (AUTO. COUNTER 5c)	7.00	PENNY SMOKE	6.50
DIXIE DOMINOS	12.50	PUNNETTE (5c)	3.00
DE LUXE CENT-A-PACK (4 Reels)	6.50	PURITAN VENDOR JACK POT (DAVAL) (1c to 25c)	7.50
DUCK SOUP	.75	RACES	2.75
FIELD'S 5 JACKS	6.50	RACE HORSE	18.00
FIVE JACKS (WITH VEN- DER 1c)	4.00	REEL RACES	3.00
GEM CIGARETTE (Divisor)	6.00	RITHMATIC	3.00
GEM VENDOR	2.50	REEL "21"	4.00
GROETCHEN "21"	4.50	REEL SPOT	12.50
GROETCHEN DANDY	4.00	OFFICIAL SWEEPSTAKES	2.50
VENDOR	4.00	ROL-LET (5c)	2.50
GROETCHEN "21" (Dark Cabinet)	3.00	ROLL SKILL (1c)	1.50
HALF MILE	6.50	SANDY'S HORSES	6.00
HIGH TENSION	2.50	NOTOMATIC	2.50
HORSES	3.00	SKIPPER (1c)	3.50
HOLD A DRAW	8.50	STEEPLE CHASE	2.50
JUNIOR FLYING COLORS	2.50	TAVEN (1c BEER)	6.50
JENNING PURITAN GIRL (Divisor)	7.50	TIT-TAT-TOE	3.00
KING SIX, JR	6.50	WAGON WHEELS	5.00
		TEXAS LEAGUER	2.50
		WIN-A-SMOKE	7.50
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USED PHONOGRAPHS and PHONOGRAPH SUPPLIES

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ROCK-OLA W. 2	22.50	(32 and 110 Volt, 500 Watt)	
ROCK-OLA RHYTHM KING	125.00	DC CONVERTERS (300 Watt)	41.50
MILLS DANCE MASTER	39.50	PHONO COVERS (Patented)	
SEEBURG ELECTROPHONE	55.00	(2c Water-proof)	10.00
SEEBURG SYMPHONOLA (MODEL A)	89.50	PHONOGRAPH STANDS (New)	10.00
WURLITZER P-10	99.50	PERMO POINT NEEDLES	
WURLITZER P-12	22.50	(30c each), lots of 10, each	.40
WURLITZER 412	109.50	USED RECORDS, Per Doz.	1.00
WURLITZER 400 (LATE MODEL)	135.00		

MISCELLANEOUS

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BALLY GALE EYE	115.00	PLARATELLUS (10c)	89.50
RAY-OLITE	149.50	POPMASTER POP CORN (5c)	55.00
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BALLY ROLL	45.00	(Low)	20.00
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What Does the Public Think?

By GEORGE B. ANDERSON

Mr. Anderson has written a number of feature articles for *The Billboard*. He is a newspaper man of experience and is on the publicity staff of one of the largest newspapers in the country. He formerly did publicity work for one of the well-known manufacturers of amusement games.

"Yes," said grandma, flicking the ash from her ivory-tipped cigaret, "coin machines are against my principles and I'm not one to change my mind."

Not one to change her mind? That to the student of public relations (publicity to you) is a hearty laugh. For the mass mind has proved itself as putty in the hands of skilled purveyors of newspaper and magazine, radio and screen publicity. The public mind is a straw in the tail wind of the publicity bureau's typewriters, being changed every day.

And the salvation of the coin-operated amusement device is and must be a change in public opinion. While those in the industry may say that public opinion really favors the games and devices that bring inexpensive amusement to the masses, the fact remains that this favorable opinion is not crystallized, and the activity of the anti-coin machine forces is.

With a disorganized, lackadaisical opinion favorable to the coin-machine industry, politicians can hardly be blamed for taking the easy way and listening to the demands of professional reformers who may be few in numbers but are heavy on volume. A half dozen lice in your hair are far more irritating (and I speak only from hearsay) than 500 mice slumbering in a vacant house next door.

When grandma knocks the ash from her cigaret and speaks out against coin games, she shouldn't say that her mind can't be changed by outside forces. Time was, and she won't have to be a terribly aged grandmother to remember, when any woman who smoked a cigaret was regarded as decidedly loose in morals. She may even remember the day when no real ho-man would be caught with one of the smokes that were inelegantly referred to as "pipsticks." If ever an industry had a hard-shell public opinion to break down the cigaret manufacturers had such a job. And how well they did it is attested by the current consumption of what were once called "coffin nails."

No Nice Girl Drinks

When the federal prohibition law first went into effect no person in public life dared to even hint that the law was not the finest on the books. Prohibition, we were told, was here to stay. Well, it didn't stay, and the politicians who failed to catch the trend of public opinion and who clung to the broken-down prohibition band wagon went out with a fepeal. A public opinion aroused by the right publicity had again forced public acceptance of something that the public wanted. Incidentally, liquor interests learned a lesson from the tobacco industry and are still molding public opinion. How? Well, they tell me that back in the days before prohibition no nice woman was ever seen drinking in a public bar. There seems to be no question that public opinion is being molded to acceptance of feminine drinking.

With liquor and tobacco two national institutions, it seems hard to believe that the public could not be made to give its enthusiastic indorsement and backing to coin-operated amusements.

And the coin-machine industry must have public backing if it is to reach the heights that are attainable for it. Back in the days of the depression when

the business was growing dimly (and that word "dimly" may be interpreted in more ways than one) a half-way alert public opinion favored the games. Everyone needed entertainment and almost everyone realized the need. The games and musical instruments furnished employment, and anything that could give work to people who otherwise would have to go on relief was regarded as a boon and blessing. Games kept thousands upon thousands of small independent retail merchants in business, keeping their heads above water by bringing in enough revenue to pay store rentals. Most of all, tho, and most important was the fact that people had fun in playing coin games.

With a situation such as the one that existed, the human fringe that delights in putting a curb on anything that brings pleasure knew enough to keep still—or moderately still. However, when times got better and people could afford more expensive if less enjoyable amusements the reformers became emboldened and began yelping about an evil that never existed.

Adverse Publicity

Their publicity bore fruit, just as a publicity campaign in favor of the industry would have been fruitful. The mass mind doesn't think for itself; it is influenced by what it hears, and when it hears something lopsided and distorted it accepts that statement until another statement comes along to counteract it.

When the public heard that coin machines were a vicious influence because they took pennies and nickels that should have gone to buy school children's lunches they should have realized that no location owner or operator with half an ounce of brains would permit such a thing to happen. But they didn't. For all practical purposes, even tho it wasn't so, it became a fact that coin machines were robbing school children of food.

The hardest charge hurled against the games and the most laughable one in many ways was that they were gambling devices. That is a point that could be argued for hours and days. "If they are gambling devices," we could ask, "why aren't golf clubs put in the gambling classification? Why isn't a bowling ball a gambling device?" The distinctions as to what constitutes gambling are often so fine as to be indiscernible to the naked eye. A horse race is regarded in some States as a gambling event, while a high-school foot race is not. Football pools and baseball pools are operated all over the country, yet neither football nor baseball is regarded as a "gambling game."

Insurance Was Gambling

Life insurance was once regarded as a form of gambling by certain churches and members of these sects were strictly forbidden to carry any insurance on their lives. Today public opinion has been built to the point where most people regard it as a sacred duty to carry "protection" for their families in the form of insurance.

And if the coin-machine industry doesn't even argue about the "gambling" charge, accepting it as fact, there is still no reason why public opinion can't be made to favor the games. Pari-mutuel betting on horse races is legal in many States. "Bank Night" runs uncollected in a majority of our States. Golf tournaments where participants pay entry fees and complete for prizes are common events. There is even a noticeable public opinion in favor of a national lottery.

Because it has become such a well-established fact that the public will gamble whether or no, because the element of chance must necessarily enter



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into almost everything we do, because all attempts to regulate the gambling instinct of humankind have met with failure, public opinion is at this minute asking the licensing of "bookies," who certainly make a bigger dent in the pocketbook of the average citizen than anyone could possibly attribute to the coin machine.

Public Relations

The public relations expert wouldn't regard an assignment to popularize the coin-machine industry as too heavy an order. It has so many things in its favor. It is primarily an amusement industry, and that is something that can't be said of most groups against whom a "gambling" stigma is placed. The writer does not honestly believe that most people who play coin games and enjoy them regard them as gambling devices. These people don't have the slightest intention of building up a profit. They play because it's fun to do so, and if they are rewarded with an occasional payout, that adds to the fun. It shouldn't be such a difficult job to educate the citizens to the belief, "If I want to put 25 or 30 cents into a game that hurts nobody and gives me good entertaining relaxation nobody should stop me."

How that job could best be done could be the subject of a whole series of articles, and space will permit hardly a hasty discussion of methods here. It would certainly be good publicity to plant pictures and stories on reputable well-known people who find coin games a great diversion. And there are plenty of such people, too. The story of the origin of bagatelle and other table games should make good copy. The story of the birth and rise of the modern coin game industry could be made more fascinating reading than fiction. The part that licensing of coin games could play in cutting taxes and retail store overboards would hit many people in a vital spot, the pocketbook. There are almost innumerable angles, all of them food for thought and all of them wedges that could be made to eventually form a solid foundation for an open and

aboveboard industry.

And don't think for a minute that the coin games are the only parts of the industry that need good publicity. The music machines need it, too. Right now, when the major recording companies are staging notable campaigns to popularize their product, the automatic music machine manufacturers, operators and location owners could profit handsomely from a campaign tying in with the efforts of the record makers. Certainly the industry needs publicity to offset the distasteful press copy that is calling attention to "off color" recordings of risqué and filthy songs.

Even Vending Machines

Even the vending machine faces an, almost sub-conscious barrier to its potentialities in publicity that has attacked the "machine age" and has urged the public not to patronize vending machines because they "throw people out of jobs." That vending machines "throw people out of jobs" is, of course, an untruth. As a matter of fact their manufacture has created thousands of jobs and is creating added prosperity all along the line. But the public won't get that idea unless it is brought home by means of good, solid, convincing publicity.

Ranting about public misconceptions, lamenting the lack of thought shown by the mass mind, won't do any good. But a great deal of good can be done, just as it has been done and will be done tomorrow and next year. Mr. and Mrs. Public and all the little Publics are always open to suggestion. The public mind is an open book wherein anyone may write—and it is high time that the coin-machine industry scratch out the misinformation that has been recorded against it, substituting facts that will show the industry to the world in its true light. The fault lies not so much with an unreasoning public as with an industry that has not availed itself of modern merchandising methods to the fullest extent.

The modern coin-machine industry has a comparatively new product. It is

a good product, and it showed its merit by the phenomenal manner in which it pushed its way to the front of the amusement field at a time when less attractive and more costly forms of entertainment were having a struggle to keep out of the red side of the ledger.

But it takes more than merit to do a good selling job. Any commodity manufacturer can tell you that your product must have public acceptance and endorsement before it can hope for permanent and solid success. How easy it would be for the coin-machine industry to win that acceptance is indicated by the hearty reception its product has been accorded with almost no effort at all being made to influence public opinion.

In communities where intelligent, concentrated effort has been made to acquaint the public with the facts, the results have not always been as completely satisfactory as would be hoped, but in every case of such action the public is at least informed on both sides of the question and the avalanche of anti-coin machine publicity which has been piled up has a huge question mark on top of it. You can't expect too much in a week or a year. Remember, it took a long time for the tobacco industry to make the cigaret an indispensable item in every housewife's purse—but the results were certainly worth waiting and working for.

Who will handle the coin machine's publicity problem? Well, I suspect that the major part of the burden will fall on the manufacturer. He stands to gain most as an individual and has the best resources at hand for the fight. He will find it easier to organize forces with fellow manufacturers, too, than will people in other parts of the industry.

The distributor, too, can play an important role in the campaign. And the operator who doesn't try to educate the public in his territory to the right side of the coin-machine argument is guilty of gross negligence of duty.

But it is the location owner who can do the most good. He is a local busi-

ness man who has hundreds of friends, people who will listen to him and respect his opinions. He is biggest in numbers. He can blanket the nation. His information, of course, will have to come from the operator, the jobber, the distributor and the manufacturer—but he is the man who is in position to make the ammunition most effective.

And he can be shown that he has reason for doing the job. It shouldn't be hard to convince a location owner that he should acquaint his customers with the merits of the coin-machine case when he knows that he will reap a substantial, steady, dependable income from coin machines without any added investment. Almost any man can be induced to make a hard fight for his income.

There's little wrong with the coin-machine industry. It's a great business and has made gigantic strides. The fault lies not with the industry but with the general public's idea of the industry. The big job is to change that idea—and what's been done in other lines of business can be done here.

Gottlieb Display Reveals Surprises

CHICAGO, Jan. 17.—D. Gottlieb & Company promise every visitor at their booths a considerable number of first-class surprises that will make 'em sit up and take notice, according to officials of the company. For weeks every executive at the factory has been busy as the proverbial one-armed paper hanger, preparing for the show and starting new ideas are said to be the result.

The firm invites every member of the trade to stop in without fail and get a big eyeful of innovations.

The complete Gottlieb line is displayed, including their de luxe consoles, console-type payouts, payout tables, the new Gottlieb Multiple 9-Coin Head and other recent developments. Their show slogan is "Watch Gottlieb," to which Dave Gottlieb added by way of invitation, "You ain't seen nothing till you've seen Gottlieb's display, so be sure to stop in!"

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7 Mills 50c Excelsior Mystery Ball	62.50

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Coin Machine Progress

By BEN KULICK,
Vice-President Ravel, Inc.

There are a few things in life about which I don't care to express an opinion. I'm not enough of an expert, for instance, to say definitely whether the ancestors of men were monkeys. Nor can I deliver a speech on the theory of relativity.

But, if I may be permitted to brag just a little bit, I have been closely associated with every type of coin machine in my time. Naturally I've recycled upon trends and basic principles and have formulated a few resultant opinions. Altho my experience has been on the manufacturing end of coin-operated devices, one thing has been impressed indelibly on my mind: above all, consider the operator. CONSIDER THE OPERATOR! He makes the industry, he maintains it, he provides all coin-machine markets.

Now if you ask any operator what the ideal type of a machine is he'll say something like this: "Give me a machine that I can depend upon. Operating means an income to me—a livelihood. I want something that has a permanent appeal that will be patronized not for a month, but for years. And I don't want to spend my profits on constant repairs and replacements. That means a guarantee—a long guarantee." Adequate answers to the operator's demands have been provided, but not until the present has there been anything with the basic universal appeal necessary to assure operators of financial security for years to come and with actual guarantee against all possible deterrents.

I said not until the present. That's where progress comes in, and that's where pop corn comes in.

Pop corn is the thing now. The appeal of freshly popped, piping hot pop corn—golden, tasty and delicious—is universal and everlasting. As long as there are people the great demand for

hot pop corn will exist. That fulfills the desires of operators about a permanent income.

But the appeal has always been there. What then is the problem? Simply this: a perfect machine to pop the corn and vend it. All sorts of mechanisms have been tried in an effort to solve this problem. The real answer has at last been found. It's french-fried pop corn—pop corn that's popped and flavored in oil and vended while hot and wholesome.

The main issue is to maintain the confidence of operators in pop-corn machines and the firms that make them. There is plenty of room for all the machines that can be made and for all the operators that want to place routes of pop-corn machines. There is plenty of business to be had for all reputable manufacturers that market a reputable product by the right promotional methods.

To the many thousands of operators who contemplate the placing of pop-corn machines in the countless number of available locations I want to urge some essential recommendations which will help to promote the success of operating pop-corn venders.

First, I would say that the operator should investigate all pop-corn machines on the market before buying. Investigate such things as mechanical perfection, burnt and unpopped corn defects, time needed to pop a bag of corn, etc. Ask for a demonstration and demand a complete explanation of all points. Then compare.

Second, find out who makes the machine you are investigating. In the coin-operated machine business the firm back of a machine counts for much. Is it a reputable firm or a fly-by-night concern that is depending on high-pressure promotional plans?

Third, make sure the machine is guar-

anteed. A real firm will not be afraid to guarantee its machine for a solid year.

Fourth, are time payments offered? Only a company with confidence in its product will offer a time-payment plan. Remember, time payments are a good guarantee.

If operators will follow these precautions in buying it will help to keep the pop-corn vending machine business on a high plane, from manufacturing to the buying public. Imperfect machines or unethical promotional methods will even go so far as to injure public confidence in all pop-corn vending machines. Thus operators by exercising care in buying will help to insure the future of the pop-corn machine business.

Foreign Reports

Three excellent reports on coin machine trade conditions, written especially for *The Billboard*, are awaiting publication at an early date. They were written for publication in the 1938 Convention Number, but lack of space did not permit the use of all three in the same issue. So they are being held for a later issue in which we hope to publish them together as a rather complete coverage of foreign trade conditions.

Hans Ullendorff (New York) contributes "Automatic Observations in Europe," a report of three months spent in visiting eight European countries. Mr. Ullendorff is on the staff of *Der Automat*, German coin machine trade paper, and is thus well qualified to discuss the subject.

Donald Caswell, London editor for European trade journals, writes his interesting observations of the coin machine trade in Britain. He knows America as well as Europe and makes some interesting comparisons.

Theodore Wolfram, *The Billboard* news correspondent in Paris, gives a carefully prepared account of the most recent trade developments in Paris. Wolfram has been reporting coin machine news for us during the past several years and knows the leaders of the French coin machine trade.

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Royal Increases Its Office Space

CHICAGO, Jan. 15.—Visitors to Chicago during the week of the annual Coin Machine Convention are in for a pleasant surprise at the offices and display rooms of the Royal Coin Machine Company, says Reynold Pollard, head of the organization. The entire office and display room set-up has been changed, he advises, and doubled space for the transaction of business and the exhibition of machines has been made available.

"The large stock of equipment we have purchased for show visitors has made necessary our remodeling move and we are now doing business on two floors," said Pollard. "The main floor is given over to display room and office with the workshop in the rear, while the basement has been remodeled for additional display space and an auxiliary workshop. This new arrangement permits the showing of more machines. The staff of our organization has been augmented to take care of the many operators who have signified their intentions of visiting Royal during show week."

Daval Releases '38 Chicago Express

CHICAGO, Jan. 15.—Widespread demand among operators has prompted Daval Manufacturing Company to bring out the new 1938 Chicago Express, it is reported. This is a five-ball amusement game, officials state, that in addition to the ever-popular features of the first Chicago Express of 1935 utilizes bumper-

Beg Your Pardon

CHICAGO, Jan. 15.—The put in the mail December 24, the information listed below arrived too late for inclusion in our Buyers' Guide of last week. The reason for the delay was that the information had to come all the way from Germany.

RICHARD HIRSCHON, Berlin-Pankow, Britzenerstr. 45, Germany. Makes ice cream vending machine.

spring action and new ball-propelling devices called catapults.

Ben Kulick, sales manager for Daval, indicated that he found a universal preference on his recent trip thru the country for the 1938 Chicago Express. "Ops demanded," said Kulick, "another Chicago Express, and we built a real pace-maker in reply. The 1938 version has thrilling speed, real suspense and actual skill play. The player aims for the elevated track above the topboard and shows real skill when he gets into either of the two track entrances. Then comes swift action when lifts in the track entrances elevate the ball into the track and send it down to the high-score airport field. If the player misses both entrances the ball hits bumper after bumper, raising the score; and it may be caught by a catapult which flings it into an advantageous position to go into either track entrance or sends it into the high-score field.

"Another innovation," he concluded, "is the steel ball visible in the backboard, which rolls the entire length of the transparent train on the glass. No wonder veteran operators have acclaimed the 1938 Chicago Express with enthusiasm."

Ops Should Stick To the Home Field

"To the Editor: Here is a little thought that might prove helpful to someone. Many operators make the mistake of trying to get out of territory when it is not suitable for operating certain types of equipment or when conditions get hard in general. They will leave to look for other and greener pastures, although more conservative types of machines may still be used, even if it is only the penny machines.

"The operator who stays on the field by using equipment adapted to conditions holds his location and keeps in touch with the location owner. He is thus always in a position to act quickly when conditions change for the better. Whereas a cowardly quitter, oftentimes quitting the operating business as well, has lost opportunities thru nobody's fault but his own.

"Let them remember the old saying: 'A weak heart never won fair lady.' Every territory is important and money can be made there. For the operator I believe in diversification so that he can always stay in the field. I have been preaching that for the past five years. —Bill (the Sphinx) Cohen, Minneapolis."

NEW O. K. FRONT VENDER

Indicator shows what player will receive before he deposits coin in the machine.



FUTURE PLAY FRONT VENDER

The above machines should open up new territory.

The above machines are equipped with an indicator at the left-hand side of the reels, which shows the player the number of trade checks he will receive before he deposits a coin in the machine.

The above machines can also be equipped with the Skill Attachment, which consists of 3 buttons and by pushing the buttons you can stop the reels. The idea is to use your skill to pick a winner.

We use the famous fruit reel strips on this machine, no new combinations to learn, and when you take the fruit reel strips off a Bell then the Bell type of machine is dead. If plums, cherries and oranges were not the right reel strips they would not have been the most popular strips used on a Bell type of machine for the last 30 years.

For every nickel played into the machine the player will receive a package of mint and the number of trade checks indicated on the register in the window on the left-hand side of the machine.

You will note we have eliminated the Jack Pot on this machine and in place of it have 4 stacks of mint across the front.

In place of the Jack Pot we give you a machine with the \$3.00 payout: in other words, when the 3 bars line up the player receives \$3.00 worth, or 60, no value checks.

It has been claimed that these machines are just as legal as any premium scheme in existence. Instead of giving the public paper trading stamps, the machine automatically delivers trade checks which can be played back in the machine to see the reels go around, as the machine does not pay out a package of mint when checks are played.

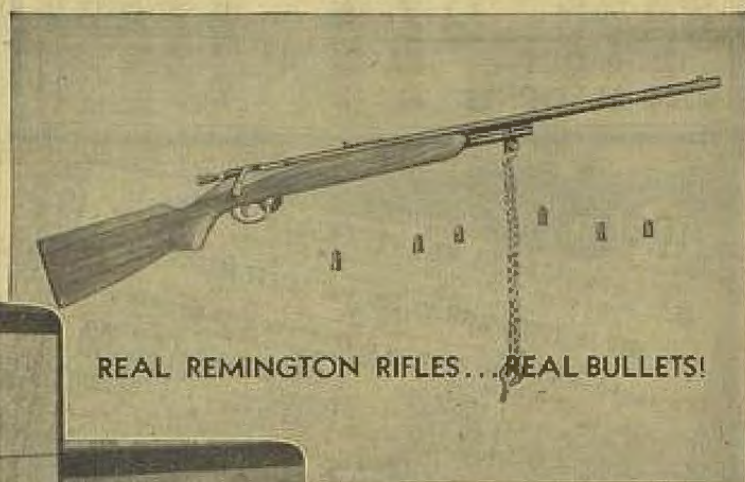
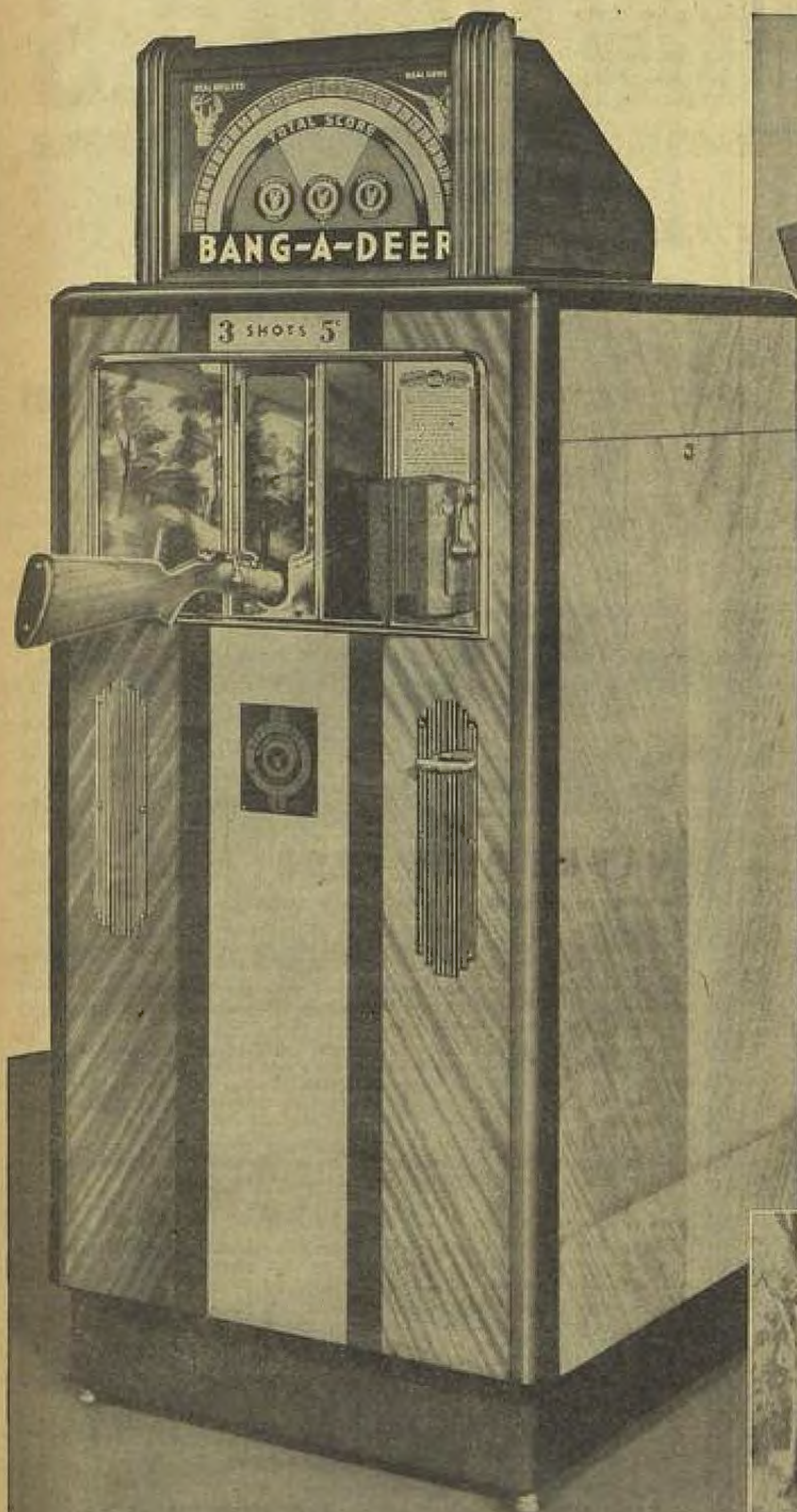
THE ONLY FUTURE PLAY FRONT VENDER ON THE MARKET TODAY WITH A \$3.00 PAYOUT

Write or Wire for Special Prices

MADE ONLY BY WATLING MANUFACTURING CO.

4640-4660 W. Fulton St., Chicago, Ill.
Est. 1889—Tel., Columbus 2770
Cable Address, "WATLINGITE", Chicago

NEW KIND OF SHOOTING

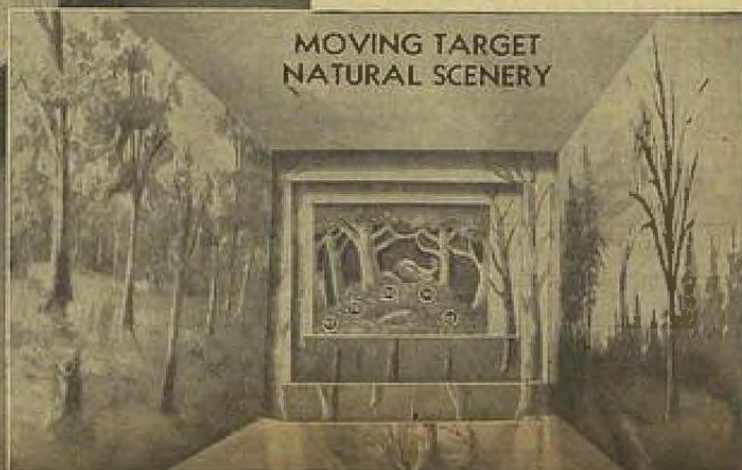


REAL REMINGTON RIFLES... REAL BULLETS!

The gun is a bolt-action rifle made by Remington; the bullets also made by Remington, have smokeless powder. You never have to clean the gun barrel.

- ★ LEGAL
- ★ REAL SHOOTING RANGE
- ★ NO ATTENDANT NEEDED
- ★ NO EMPTY SHELLS ON FLOOR
- ★ BEAUTIFUL CABINET
- ★ COMPLETELY SAFE

The moving target appears for different intervals of time between the trees. Hard shots score higher. The colorful scenes give the illusion of a real hunting shot.

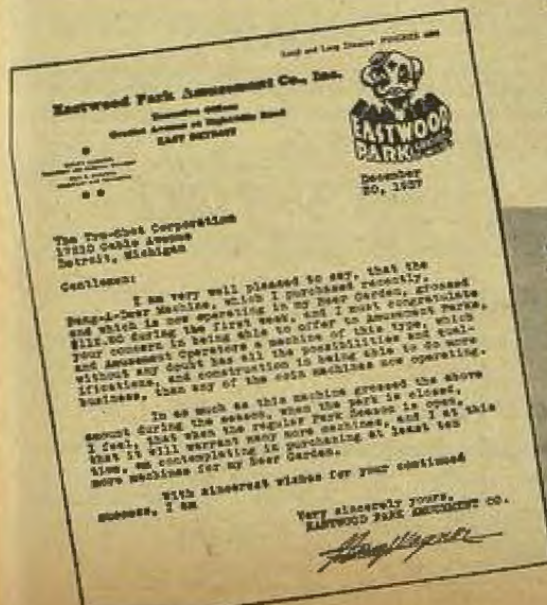


RANGE OFFERS AMAZING PROFIT OPPORTUNITIES

NOW a coin machine that gives "player thrill"
of REAL GUNS...REAL BULLETS



**ONE OF Many Letters
THAT POUR IN DAILY
FROM SATISFIED OPERATORS**



LOCATION TESTS ASTOUND OPERATORS; HAS CONSTANT PLAYER APPEAL!

Here's the Star of the '38 season—the coin game that has *everything!* BANG-A-DEER is completely different from any other shooting game ever placed on the market! Location tests in cities all over the country have proved its appeal beyond any doubt. Distributors and operators who toured these locations—who saw the numbers and the enthusiasm of the players—declare that BANG-A-DEER is unquestionably the biggest money-maker offered operators in years.

ATTRACTS CROWDS EVERYWHERE

Many operators stated they had *never* seen such enthusiasm over a coin machine before. Nickels flowed into the coin box in a steady stream. Hardly a player left the machine without trying his skill again and again!

HAS UNIVERSAL APPEAL

The fascination of shooting at a moving target with a real gun and real bullets proved irre-

sistible to men and women, young and old. The moving deer target passes behind trees spaced to expose it for long and short intervals, increasing the element of skill and the scoring possibilities. Scores appear on an electrically lighted dial on the top of the machine.

TOP-NOTCH MECHANICAL OPERATION

BANG-A-DEER is operated by a simple machine that seems never to get out of order. The Remington rifle is self cocking, easy to load and requires no cleaning. Empty shells are disposed of automatically. The rifle is chained to the machine, and all inside surfaces deflect the bullet to the backstop, assuring perfect safety.

BANG-A-DEER comes in a beautiful wooden cabinet, manufactured with the same care as America's finest furniture. The machine may be converted from 5 cents coin play to 10 cents.

Take a good look at BANG-A-DEER at the show! You'll see at once why operators and distributors are so enthusiastic about it. Be the first in your city to have one!

BANG-A-DEER Exclusive features fully protected by U. S. Patents.

See this MIRACLE COIN MACHINE ON DISPLAY

January 17-20
Booths 249 and 250

10th ANNUAL COIN MACHINE SHOW
Sherman Hotel, Chicago

Cash in now... ON THIS
SURE-FIRE MONEY-MAKER

TRU-SHOT CORPORATION
17210 Gable Avenue
DETROIT, MICHIGAN

Gentlemen:
Please send me as soon as possible literature and complete information about BANG-A-DEER.

Name _____
Address _____

A GENCO GAME is a Guarantee of DEPENDABLE-PROFITABLE OPERATING!

DOUBLE TRACK



The 2-in-1 Novelty Game . . . 2 playing fields—2 players at one time—Moving horses in competitive racing within the Dimensional Backboard! Its appeal monopolizes play on every location!
Single chute model—operation of both fields on single coin.

\$149.50
Double Chute Model permitting independent play on either field.
\$159.50
Prices quoted F. O. B. Chicago.



RUNNING WILD Jr.

A high score bumper type junior game for operation as counter or junior table game. Full size balls and bumper springs . . . kicker action, Skill Lane Shots, Totalizer Backboard

\$42.50
F. O. B. Chicago, Legs, \$2.00 extra.

JUNIOR

Bumper Junior game. Full size balls and bumper springs—Totalizer Backboard—high score play! Fits any spot in your location!

\$39.50
F. O. B. Chicago, Legs, \$2.00 extra.

CARGO

It's different! First ball played subtracts from total of 10,000. Figure remaining lighted is score to be equalled with remaining balls. Totalizer Backboard—Skill Track!

\$74.50
F. O. B. Chicago.

SKI-HI

Season's greatest sport thrill in backboard light-up action! Multi-Bump Cushion Bumpers—Bonus, Double, Combination Skill Tracks—Captive Balls! Progressive light-up scoring!

\$74.50
F. O. B. Chicago.

GENCO, INC. 2621 N. Ashland Ave., Chicago, Ill.

Big Floor Show

CHICAGO, Jan. 15.—The big floor show to be given at the annual banquet Thursday evening, January 20, has been arranged by Alpha Danmore, of the Consolidated Radio Artists, Inc., and the following acts are scheduled to appear during the evening:

Twelve Dorothy Byton Girls, presenting two elaborate numbers in each room; Johnny Senns, comedy acrobatic dances; the Mayfields and Virginia, sensational apache dance trio; Faith Bacon; Bud Carrel and Rosa, novelty rodeo specialty; Royal Whirlwinds, sensational skating trio of two girls and a man, also adding a "fat" lady for novelty; Jess Libonati Trio, exceptional xylophone and dancing attraction; Sue Hussman, beautiful semi-nude dancer; Six Lucky Boys, spectacular equilibrista and comedy novelty; Freddie Stritt, master of cere-

monies; Jean Mona, dancing star of the Chez Paree; Three Elites, sensational comedy adagio, two men and a girl; Jackie Del Rio; Jack Irving and Dottie Wahl, from Harry's New York Bar; Russ Wilkey Trio, strollers during the convention; Will Shore, specialty. Music will be furnished by the orchestra of Lew Diamond, 12 men; Herbie Mintz, eight men, and Charlie Straight, six men.

Minneapolis Ops Re-Elect Officers

MINNEAPOLIS, Jan. 15.—The Minneapolis Amusement Games Association held its annual meeting at the Radisson Hotel on January 13. The big event of the occasion was the election of officers for the ensuing year. The result was the re-election of the following officers for another year by unanimous vote: "Doc" Berenson, president; Doug Gleason, vice-president; Don Leary, secretary, and Isidore Bernstein, treasurer.

The association has been very active during the past year and looks forward to another year of service to its members.

Frank Impressed With Convention

CHICAGO, Jan. 17.—Among the first visitors on the display floors of the convention halls was Joe Frank, head of Nashville's Automatic Sales Company. Frank's comments on the offerings of the manufacturers reflect the spirit of his many customers in his territory.

"We were led to expect big things of this convention, and what I have seen of it to date is not disappointing," said Frank. "I am losing no time in lining up games for my clients. I expect to have all my orders placed early, which means some speedy visits to the various factories. As soon as I have taken care of the needs of my territory I'll be free to enjoy the convention entertainment with a clear conscience.

"Those of us in the territory who were unable to make this year's show

PRICED TO MAKE ROOM FOR HITS OF THE SHOW!

- MILLS 5c Q. T. BELLS...\$ 37.50
- JENNINGS 5c CONSOLE BELLS, Like New, Reconditioned \$79.50
- JENNINGS CHIEFS, Reconditioned, Like New 57.50
- TRACK TIME, Early Serials 115.00
- TRACK TIME, Late Serials 160.00
- MILLS BLUE FRONTS, Completely Reconditioned, Like New 69.50
- LARGE SELECTION OF LATE MODEL CONSOLES 100.00
- 1/3 Deposit With Order, Balance C. O. D.

A Complete Line of All the Newest Equipment Shown at the Show Now on Hand for Display

SEIDEN DISTRIBUTING CO.
1240 Broadway Albany, New York

CHICAGO'S PIONEER JAR DEAL MFG. WELCOMES YOU TO THEIR FACTORY—SEE OUR NEW 1938 LINE

A GIFT AWAITS YOU

STERLING GAMES CO.
1959 Wilson Ave., (Telephone Ardmore 6941) Chicago.

Still the Best — Gold Mine — Hollywood — Gold Diggers

FOR SALE

37 Genco Bank Rolls and 10 Gun Machines of the Tom Mix and Keeney types. All in good working order and on location, at \$40.00 each.
PENNSYLVANIA VENDING CO.,
1807 Westmont Ave., Garfield, Pittsburgh, Pa.

- Mills Blue Front, 5c.....\$ 39.50
- Mills War Eagle, 5c..... 31.50
- Paco All-Star Comets, 10c (like new) 47.50
- Jennings Chiefs, 5c (like new) 59.50
- Wurlitzer P-10s 82.50
- Mills Dance Masters DeLuxe, 5c, 10c and 25c 42.50
- 10 Merchantman Diggers; Roll Chutes, \$40.00 Ea. For 10 350.00
- Seeburg Symphonolas 125.00
- Seeburg Modernistic 150.00
- Rock-Ola Rhythm Kings 1937 165.00
- Rock-Ola Multiple Selective 125.00
- Mills Swing King 95.00
- Mills Do-Re-Mi 145.00
- Wurlitzers 616s 185.00

One-Third Deposit With Order, Balance C. O. D.
Prices F. O. B. Indianapolis.
GUARANTEE DISTRIBUTING CO.
2451 N. Meridian St., Indianapolis, Ind.

At the Show . . .

ACES WILD CHAMPS PARLAY-VOUZ LOOK VOGUE JO-JO BOOTH 153 - 154 - 155 - 156 SKILL DERBY

STONER CORPORATION

AURORA ILLINOIS



SOFT PICKIN JAR OR CIGAR BOX DEAL

500 Tickets and Seal Card. Takes in \$45.00; pays out average of \$31.20; average profit \$13.80. No label necessary. 50 green seal card with 50 green seals paying 20c to \$1 or red seal. 50 green seals to pull, 14 red seals paying \$2, \$5, \$10. Highest possible number of pulls at these 4. Lowest possible pulls at red seals, none. Average 1 winner to 15 tickets. Each winner has same chance to get in big money. Plenty of winners and at the same time a good profit for dealer is the reason for the large ever-increasing demand for these sets. Can be handled in Jar or Cigar Box. Seal card fits inside average cigar box lid. Sample Set, \$1.05. Dozen Sets, \$16.50. Check or money order for one-fourth amount must accompany C. O. D. orders.

BARNES PRINTING CO., New Paris, O.

Modern Features Slogan on Button

NEW YORK, Jan. 15.—Modern Vending Company reports that it has made arrangements to feature its new slogan, "Watch Modern in '38," on large celluloid buttons, which will be worn by the executives of the firm as well as employees and friends at the convention.

Nat Cohn and Harry Rosen, of the firm's New York headquarters, report they have reserved several rooms for the show at the Sherman Hotel. Irving C. Sommer, who is now taking care of the firm's offices in Miami Beach and Palm Beach, Fla., is also expected to fly in for the convention.

The firm expects to have a grand time at the convention meeting with its many friends from all parts of the country. They believe that this is one of the most important conventions ever held because it is being presented at a crucial period in the history of the business.

Legislatures in Session in 1938

WASHINGTON, Jan. 15.—The United States News (January 3, 1938) reports the following State Legislatures that will convene this year, with date of meeting and time limit set for session:

Kentucky	Jan. 4	60 days
Louisiana	May 9	60 days
Massachusetts	Jan. 5	None
Mississippi	Jan. 4	None
New Jersey	Jan. 11	None
New York	Jan. 5	None
Rhode Island	Jan. 4	60 days
South Carolina	Jan. 11	50 days
Virginia	Jan. 13	60 days

Raising funds for relief and for Social Security pensions will be among the pressing problems to come up before all these Legislatures. The American Municipal Association has already urged the Legislatures that Social Security funds must be provided for the cities.

2 in 1 Vender for Nuts, Candies, Ball Gum, etc.

USED NOVELTY GAMES

Next 'N' Mock	\$ 4.00	Dart Board	\$10.00
Ball Fan	9.00	Sequence	8.00
Boo Moo	18.00	Sprint	17.50
Daylong	15.00	Score Board	8.00
Chico Derby	17.00	Auto Derby	24.50
Roll Over	8.00	Ricochet	10.00

Eastern Distributors
Stoner Corp.
Ask Us About the New STONER Games!

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

1c and 15c Cigarette Venders.

HEADQUARTERS FOR SLOTS

We Carry the Finest Selection of New Slots (at Factory Prices) and Used Slots That Money Can Buy.

Get acquainted with our Mr. Barry at the Coin Machine Show or write us and let us know what type Slots you are interested in and we will quote you rock-bottom prices. Liberal Trade-In Allowances.

"When in Our City Pay Us a Visit."

BAUM NOVELTY CO.
2012 Ann Ave., St. Louis, Mo.
(Phone: Grand 7499)

NOTICE TO ALL ATTENDING SHOW

Will Trade WURLITZER PHONOGRAPHS For SLOT MACHINES.

Get In Touch With Me At Once.

HARRY H. COHEN
HOTEL SHERMAN.

FOR SALE

10 WURLITZER SKEE BALLS
\$50.00 EACH. F. O. B. BUFFALO.

Calling Extra if Required.

H. L. BARBER
110 Liberty Bank Bldg., Buffalo, N. Y.

LUCKY MATCH

GET LUCKY
WIN UP TO \$5.00
5¢ - Pick A Lucky Match - 5¢

SURPRISE!
MYSTERY!
THRILLS!

MANY WINNERS

Try Your Luck!

5¢ LUCKY MATCHES 5¢
Each Book Weighs 62.00

A sensational, brand new, money making game. Fascinating—mystifying—quick selling. Sells matches. Clover display. Sweeping the country. Takes in \$50.00, pays out \$24.00. U. S. Tax paid.

Be the first with this novel and unique "Lucky Match." Write quickly for full particulars.

LUCKY MATCH CO.
814 N. Sacramento Blvd.
Chicago, Illinois

TO THE HIGHEST BIDDER

OR WILL TRADE 100 BOWLING GAMES, in A-1 Shape—BANK ROLLS, BALLY ROLLS and BOWLETTES. All Reconditioned and Cleaned.

1/3 CERTIFIED DEPOSIT WITH OFFER—DEPOSIT RETURNED IF NOT ACCEPTED.

GRAND NATIONAL,
2300 ARMITAGE AVENUE,
Headquarters For Bowling Games
CHICAGO, ILL.



..... SINCE '32

Operators have always made money with "Modern" because Modern Vending Company has always given operators, jobbers and distributors the finest machines . . . the products of outstanding, reputable and financially responsible manufacturers.

For six years "Modern" leadership has been a shining example to the coin machine industry. It's the reason why "Modern" operators, jobbers and distributors are happy, satisfied and prosperous.

"Modern" continues in 1938, as for the six years past, to lead its operators, jobbers and distributors to bigger and steadier profits with the newest and best equipment.

WATCH MODERN IN '38!



MODERN VENDING COMPANY

656 BROADWAY, NEW YORK CITY, N.Y., U.S.A.
BRANCH: 822 FIFTH STREET, MIAMI BEACH, FLA.

"World's Largest Coin Machine Distributors"

RIO

THE RAGE OF SIX CONTINENTS

★ For several generations, in one form or another, it has been the rage of all six continents, *Rio!* Like a great river, it flows on invincibly, unceasingly. Just three numbers to select from—take one. It will be either One, or Two, or Three. Suppose it is two. Push the starter button and the spinner whirls. It stops on two! You have matched your selection and earned a score of Ten. If you wish to conclude your score at this point, you simply push the Collect-Button and your reward is paid out automatically. What is more likely, you will want to *let your Ten ride*. For if you can match your next selection again your ten will turn into thirty. Just consider. The spinner has to stop on one of three places—and it's your option to pick any one of the three—and yet if

you match your number, your score triples in value! Marvelous! The spinner, an intriguing, smooth and lightning-like instrument, revolves at insane speed—and stops. Hurrah! You have matched again. Your score is now THIRTY. Again, you have the option of concluding your score or proceeding. Who could resist that overpowering impulse to proceed? The machine is tripped up for another free play, you let your Thirty ride in hopes of reaching One Hundred, which is even more than three times thirty. You select your new number, push the starting button. Again the spinner starts its mad flight, and again it stops. You hit! It's now One Hundred! One more spin is left, and the grand total of Three Hundred is now your goal. You select, you spin, the final light flashes! Ah! And a couple of *oh gee's!* It didn't stop on your number, it picked on the one next to it! (When it doesn't stop on the number selected, it *has to* stop on one of the two that are next to it.) You just missed hitting the top score of Three Hundred—but what a ride you got for your nickel!

★ *Rio* is the big surprise of the New Year, and oh, how welcome! Breaking with all coin machine thinking of the past, it takes its theme from the old world. The explanation of its sudden success can be separated into three clear points: First, in psychology and in operating rules it is completely different from any coin machine ever made. Second, its luxurious cabinet and design, expressing the old world influence and richness, puts it in a class all alone. Third, its price is just about one-half of what you would expect to pay for such a masterpiece.

MILLS NOVELTY COMPANY

4100 Fullerton Ave., Chicago

"They Musta' Been Lucky"

By DAN SHIELDS
Industrial Analyst

"These Stoner boys," a somewhat weather-beaten real estate man who made the Hotel Aurora lobby his headquarters said, "have bit off more than they're gonna be able to chew this time, I guess."

"Yep," an elderly insurance salesman agreed, "I guess they were gettin' along all right makin' those crazy pinball games sellin' as many as six or seven of 'em every week, if you can believe what you hear—but imagine gettin' a factory just for those crazy things."

"Gentlemen," a traveling salesman at the cigar counter put in, "this coin machine stuff won't last. It's just a passing craze, like—well, like midget golf."

Had Harry and Ted Stoner heard the foregoing conversation it wouldn't have bothered them. They had already heard a lot of advice along similar lines. Nobody, it seemed, had any faith in their dream of a gigantic coin machine factory. Nobody, that is, except themselves. They had started making pinball games, strictly novelty games, in a small way. And they had seen something that others had failed to see. They had caught the idea that low-priced recreation, built along mass production lines for mass consumption, would be about as profitable a business all the way along the line from manufacturer to location owner, as any business in the world. They

talked things over and decided to branch out.

This branching out wasn't easy. Nobody at first believed in their plan. It was a case of going their own way—a rather rough and almost entirely uncharted way—with a crowd on the sidelines waiting to see them slip.

Today, seven years after the conversation recorded at the outset of this article, the cigar-store business forecasters are still talking about the Stoners. But the trend of the talk has changed.

"All I got to say," a counterpart of the real estate salesman observer, "is that they musta been awful lucky. Imagine takin' a crazy thing like those coin games and buildin' up darned near the biggest business in town out of it. Pretty lucky, I'd say."

But industrial analysts throught the country aren't inclined to agree with the real estate salesman's diagnosis of "luck." When an industrial organization does in seven years what the Stoner Manufacturing Corporation has done, you need a lot more than luck to explain it.

The plant employs about 400 people at peak times and frequently operates day and night to keep up with orders. A talk with some of the workers convinces you that the people like their jobs and like the considerate treatment they get. Personnel trouble is almost unheard of in this organization. Many of the workers were on the unemployed lists before they came to Stoner's, and you can't tell them this coin machine business isn't a great industry.

C. R. Adelberg, sales manager of the firm, is a man of extensive experience in dealing with men who was called into the Stoner organization about a year and a half ago and who has shown



GLOBE 1938 WINNER

SHIP-AHOY

TAKES IN 1500 HOLES
AVERAGE PAYOUT \$75.00
Price \$3.56, Plus 10% Tax.
Beautiful in Design and Color. A Splendid Money Maker.

GLOBE PRINTING CO.
1023-27 Race St., Philadelphia, Pa.
Send for Our Catalog.

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.
Groetchen Mfg. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

marked ability for the sales phase of the business. He has brought the practical business man's slant into the industry and buyers have appreciated his sound advice and help. The Stoner sales organization extends to the far corners of the earth, with a distribution system that has built business thru the same merchandising ideals that are characteristic of the Stoner product.

The games themselves have had a lot to do with easing the sales job. The Stoner Manufacturing Corporation early won a reputation for marketing "hit"

games. Their games worked and they got the play, which is about all a reasonable operator can ask. The games now in production have a long line of winners to follow. Every operator in the business has pleasant memories of Stoner games that have padded the bank roll. The games that Stoners are predicting will make prosperity a reality for operators will be on display at their booth. Stoners aren't worried about 1938—and it's easy to see why when you see their plant and the fast, clever games it turns out.



WESTERN

** Invites You . . .*

to the most astounding exhibit of coin machines ever held, during the week of the 1938 Coin Machine Show, at the Western offices and factory, 925 W. North Avenue, Chicago. This exhibit of outstanding Western games will unquestionably be the greatest money-making opportunity ever offered to operators, jobbers and distributors, in the history of the coin machine industry. Each machine to be shown

has been tested on locations, and for the protection of the trade will not be revealed at the Coin Machine Show.

Don't miss this unequalled opportunity to inspect this year's finest games - truly the hits of 1938!



★ AK-SAR-BEN

A tried and proven one-ball automatic in single coin play.

★ DEWEY JUNIOR

A new idea in console machines. Here's a machine patterned after the famous Dewey of years ago, made up with Western's famous seven coin head and offering the utmost in money-making devices.

★ QUINELLA

★ AK-SAR-BEN FREE GAME

A legal type of amusement table that will meet every territory demand and requirement

★ HARMONY BELL FREE GAME

Truly the monkey gland necessary to revive phonograph play. Location tested and fully guaranteed.

★ AK-SAR-BEN MULTIPLE

A six-way play one-ball automatic table representing the finest in this type of money-making equipment.

★ GOLFMORE

A strictly amusement machine that can be operated regardless of territory conditions. Here's a game that challenges the player's skill and offers competitive appeal never before embodied in games of this type.

A brand new, location tested, one-ball automatic table that offers more action, thrills and SUSPENSE than the best in console machines and tables combined. Available in single coin play, six-way multiple play and also in multiple selective seven-coin play. Three possible awards on every play.

Jimmy Johnson

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE

★

CHICAGO, ILLINOIS

MAN! IT'S HERE!

Evans' HIALEAH

Special

WITH PATENTED REMOTE PAYOUT CONTROL

Legal Everywhere!

TWIN PIN-GAME AND SPINNER-LITE CONSOLE

A knockout combination of 1-Ball Pin Game and gripping Spinner-Lite Console! May be operated for payout, checks, ticket or amusement. Answers your problem of making top profits everywhere! HIALEAH SPECIAL gives racing fans DOUBLE chances to win! First, by pin-ball play, matching selection indicated. If no hole is made, then FREE PLAY on Flasher-Lite comes up, and player may still win! Odds 2-1 to 40-1!

EVANS REMOTE PAYOUT CONTROL Unit (6" wide, 8" long, 3" high) may be placed anywhere. Registers payouts due player, so location owner need not leave his work. Available with

button control for starting game, thus eliminating coin chute! CHECK THESE OTHER GREAT NEW IDEAS: Locked payout drawer, accessible to location for repaying cash outlays or making change. EVANS' Patented Anti-Slug Chute, locks during play. (EVANS' 7-COIN HEAD AVAILABLE!) Moderne console cabinet, 21" deep, 37" wide, 38" high; walnut and curly maple, self-illuminated and has own shadow box. Inclined 10-color playing field, protected by guard rail. SCORES OF OTHER FEATURES! EVANS' precision mechanism — performance unconditionally guaranteed!



SEE YOUR JOBBER. SEE IT AT THE SHOW, or Write, Wire or Phone Haymarket 7630.

WELCOME TO CHICAGO!

Stop at EVANS' Booths, 29, 30, 37, 38—THE HIGH-SPOTS of the Show! See surprises that will set the trend for 1938!

H. C. EVANS & CO. 1522-28 W. ADAMS ST. CHICAGO

BALLY's Newest Sensation
"SKILL FIELD"
"LINCOLN FIELD"
 READY FOR DELIVERY

JENNINGS
"SKILL DERBY DAY"
 Combination Console **\$124.50**
 and Payout Pin Game

SAVOY VENDING CO.
 406-B W. FRANKLIN ST.
 BALTIMORE, MD.

1937 World Series \$135.00
 1-3 Deposit
 Used Very Little — Cabinets Unscratched. Thousands of Other Bargains. Send for list or tell us your needs. LET'S GET ACQUAINTED. Visit us at the Show — Rooms 303, 304, 305. Ohio's Largest Distributors.
THE MARKEPP CO., CLEVELAND, O.

TO UNKNOWN INVENTOR of PHOTO-ELECTRIC SHOOTING RANGE
 It will be to your advantage to write to understand if you invented a photo-electric shooting range and attempted to register same in Chicago in 1934 or earlier—or if you know of such invention. In your reply give your name and address or telephone number.
 Box 286, Billboard, Chicago.

SAY YOU SAW IT IN THE BILLBOARD

Gadco Invites Ops Visiting the Show

DETROIT, Jan. 15.—Harry Cheron, of the Michigan Reliable Operators' Association, states there will be a special meeting of the association in Chicago during the holding of the 1938 Coin Machine Show, at which time, said Cheron, "all the members will be given an opportunity to place orders for machines at a very low price."

He continued, "We are arranging a parade of 24 cars to go from Detroit to Chicago for the friends and operators of the General Amusement Devices Company. Reservations have been made by General Amusement Devices Company for rooms at the Sherman Hotel, Chicago, for all Michigan operators."

"We will have samples of all the new machines that appear at the show in our showrooms in Detroit and all Michigan operators are invited to place their orders with us for immediate delivery. We extend a cordial invitation to our many operating friends in Canada to visit us at our booth in the show."

Retail Locations Make Small Gain

WASHINGTON, Jan. 15.—Retail locations did pretty well during 1937, marking up the best sales year since 1930, according to the U. S. Department of Commerce. While many retail establishments are not adapted to the use of coin-operated machines, yet the government report includes such a vast field of establishments that it always indicates the condition of business with various types of locations.

Estimates of retail sales place the total at \$40,388,000,000 for 1937, a gain of 6 1/2 per cent over 1936. The 1937 total, however, is said to be 18 per cent under the high record of 1929.



TWO MACHINES IN ONE
 Cigarette Vendor or Ball Fruit Vendor.
ZEPHYR \$18.75 TAX PAID

Buy the smartly streamlined ZEPHYR Cigarette Machine and receive free of charge extra "Fruit Roll" strips—thus getting the benefit of two machines for the price of one.

Engineers designed an entirely new Mechanism for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

Ball Gum Vendor with visible display. Large Cigarette or Fruit symbols. 4 Reward Cards.

BALL GUM 15c a Box (100 Pieces).
MINTS Case Lots (100 Boxes), \$12.00.
 100 Rolls, 75c.
 Case (1,000 Rolls), \$8.00.

SICKING MFG. CO. 1922 Freeman Ave., CINCINNATI, OHIO

THINGS TO REMEMBER—TO MAKE YOUR CONVENTION VISIT WORTH WHILE!

★★★

- THE BOOTH NUMBER—144
- THE DISPLAY ROOMS—2200 N. WESTERN AVE.
- THE BARGAINS—GUARANTEED REBUILT and RECONDITIONED. Late Model Equipment and Brand New Factory Closeouts . . . plus ALL THE BEST OF THE NEW GAMES AT THE SHOW!

ATLAS NOVELTY COMPANY

The House of Friendly Personal Service
 2200 N. WESTERN AVE., CHICAGO

MIAMI

PITTSBURGH

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

NEW-CHICAGO COIN CHICO BASEBALL

A GAME WITH
YEARS AHEAD FEATURES

Not just another game—BUT SOMETHING NEW! Entirely new play—new action! Home runs, base hits and Hit The Umpire are recorded in lites on the rack. Strikes are also shown—when three are registered, an out is automatically recorded. A Hit The Umpire, many base hit springs, 3 home run new type posts and 2 strike springs are on the board. No ball lift—insert coin and play. Game ends when 3 outs are registered.

\$74⁵⁰
Tax Paid
F. O. B.
Chicago



COINLESS CHICO BASEBALL

WITH A NEW
MERCHANT CONTROL!

CHICO BASEBALL

● No Coin Chute—No Ball Lift! The player tells the merchant how many games he wants to play and pays the merchant for them. The COINLESS CHICO BASEBALL is made ready for play when the merchant presses the control button on the counter. The Merchant Control will permit 1 to 10 games to be played. A recorder on the backboard shows how many games are to be played, and as each game is played the next lower number lites up. The play is the same as the regular CHICO BASEBALL. NOW ALL TERRITORIES ARE LEGAL with Chicago Coin's MERCHANT CONTROL!

\$89⁵⁰

Tax Paid, F. O. B. Chicago.



MARS

A sensational money making novelty game with Chicago Coin's Double Back Space Bumper Glass Depth (not an illusion) Moving Action Springs—Repeater

\$74⁵⁰

Tax Paid, F. O. B. Chicago



DUX \$74⁵⁰
Tax Paid, F. O. B. Chicago

Rotating Ducks within the Actual Depth Back Rack! Repeater Action Bumper Springs! The 5-ball novelty hit that's out in front in the profit parade!



CHICO DERBY AT A CLOSE-OUT PRICE!

A Chicago Coin horse race novelty game with a real appeal! No holes—no spring or rubber bumpers! SEE YOUR JOBBER!



ALL GAMES ON DISPLAY AT BOOTHS 25 AND 26
ANNUAL COIN MACHINE CONVENTION

CHICAGO COIN

MACHINE MANUFACTURING CO.

1725 DIVERSEY BLVD.

CHICAGO ILL.

More LOCATIONS AND *More* PROFITS WITH

**ROCK-OLA'S
1938 GAMES**



**ROCK-OLA'S
1938 All Electric
ROCK-O-BALL**

"First Choice" in bowling games. Locations want Rock-O-Ball. Operators reap steady, high earnings. The new 1938 model features a convenient 12-foot length; the exclusive, all-electric, triple-score unit; the extra Veeder counter at back of machine which can be set by operators for any desired score. The counter registers every time score is equaled or bettered—gives positive check on rewards. Means sure profits.

See Rock-Ola for big money-making games. They attract—they excite—their novelty never wears off. They're built on the firm foundation of universal appeal. They win a loyal and enthusiastic following. And your profits pile up year after year. Let Rock-Ola games open new locations and hold them. An investment in Rock-Ola's games means long-time carefree profits. See inside back cover for ROCK-OLA'S Sensational 1938 PHONOGRAPHS and Talkie ★ HOROSCOPE.

★
Across the Board

At last—here's the one shot table that will make money for operators long after it has paid for itself. Extra-special—"Across the Board" is two games in one—two panels of flashing symbols go with every table. Offers variety. This quick-action, lively, light-up game is a challenge. For faster profits on a long-time basis, you can't go wrong.

*Thrilling new
payout table—
fascinating
play—
big
pay!*



**1938
WORLD
SERIES**

The only game of its kind in the world. Just a year old—yet leads all other games in popularity. People never tire of baseball. They play Rock-Ola's "World Series" baseball game constantly and will play it for years to come. Make BIG money—all the time—everywhere. No end to locations. A life-like robot baseball "nine" lines up and at the "touch" of a nickel "plays ball." Anything can happen—as full of suspense as a big league game. Get into higher earnings for many long years with "World Series."



*Other
Rock-Ola
machines on
inside back cover*



Rock-Ola

MFG. CORP.
800 N. KEDZIE AVE.
CHICAGO, ILLINOIS

BE SURE TO SEE BALLY!

Most Complete Line at the Show

To the 1938 Show Bally brings the most complete line ever offered by one manufacturer . . . covering every field of operation . . . and including the most amazing array of revolutionary equipment ever presented at a single Show.

FONO-FILM

Bally's long-awaited, revolutionary SOUND-ON-FILM Phonograph. See it in the Booth . . . hear it in Room 1508.

BALLY BASKETS

Leading the list of "NEW-TREND" 100% LEGAL GAMES Bally presents for 1938. See them all in the Booth or Room 1505.

BALLY'S BELL

Revolutionary new type three-fruit-reel bell machine . . . actually 2 MACHINES FOR THE PRICE OF ONE! See it in the Booth . . . Confidential Demonstration in Room 1506.

NEW NOVELTY HITS!

You'll be "rarin' to go" when you see the spectacular array of new-type novelty pin games in Bally's Booth and Room 1510.

ROULETTE

Highest priced coin machine ever built! 6 can play, 6 can win! Choice of NICKEL, QUARTER OR HALF-DOLLAR CHUTE! See it in the Booth . . . Private Showing in Room 1506.

NEW PAYOUTS!

You'll think those "good old Jumbo days" are back when you inspect Bally's newest payouts, one-shot and multiples in the Booth or Room 1510.

BALLY HOT-VENDER

The machine you'll operate for SURE POP-CORN PROFITS! See it in the Booth . . . and find out about our SPECIAL EXCLUSIVE DEAL by visiting Room 1505.

NEW CONSOLES!

Sensational in play appeal, payout appeal and appearance! See them in the Booth or Room 1510.

NEW COUNTER GAMES!

Loose-change harvesters that will make every counter a gold mine for you! See them in the Booth or Room 1506.

NOW IN FULL PRODUCTION

The Bally factory will be in full production right through show-week on the following: BULL'S EYE, BALLY ENTRY, BALLY STABLES, BALLY BASKETS, LINCOLN FIELDS, BALLY SKILL FIELD, FAIRGROUNDS, LITE-A-PAX, CLUB HOUSE, SADDLE CLUB. See them all at the Show!

BOOTHS 19 • 20 • 45 • 46 • 47 • 48

BALLY MANUFACTURING CO. • 2640 BELMONT AVE. • CHICAGO, ILL.

ROCK-OLA ANNOUNCEMENTS

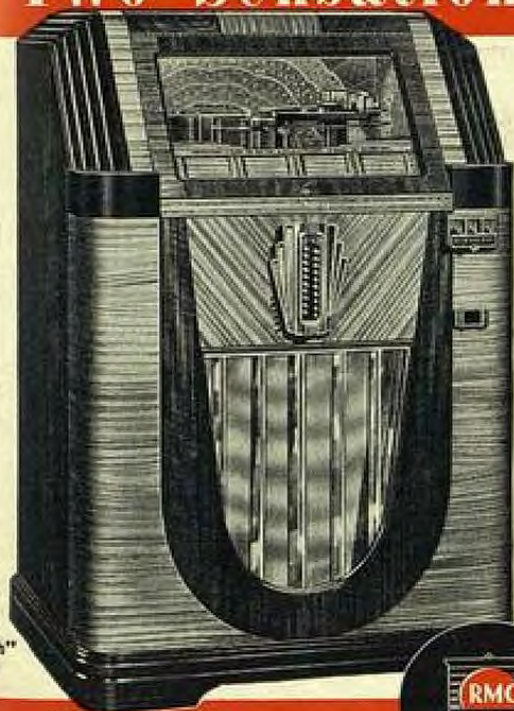


Talkie

HOROSCOPE

- ★ The only Horoscope that TALKS . . . exclusive with Rock-Ola!
- ★ Takes DIMES only . . . double money for you!
- ★ It TALKS! Then it delivers PRINTED horoscopes!
- ★ Universal appeal . . . men, women and children!
- ★ Special Announcer draws crowds every few minutes!
- ★ 475,000 locations! Taverns, Restaurants, Hotels, Depots, Department Stores, etc.
- ★ LEGAL everywhere . . . PERMANENT money maker!
- ★ Pays for itself . . . sold on RMC Time Payment Plan!

Two Sensationally Beautiful



20 Record PHONOGRAPHS

- ★ New slug-proof, drop-style coin chute takes nickels, dimes, quarters!
- ★ New, dazzling, streamline cabinet design—positively breath-taking!
- ★ New "Borealis" light-up grill in beautiful pastel colors!
- ★ New style slanting top gives mechanism greater display . . . attracts more play!
- ★ New style program arrangement permits quick selection without stooping!
- ★ Matchless Rock-Ola tone quality holds the best spots!
- ★ Lightweight crystal pickup doubles life of records and needles!
- ★ New "Ventilated Tangent Transducer" Tone Arm reduces record wear even further! Equipped with new, variable weight control!
- ★ Scratchless reproduction! No record hiss to interfere with music!
- ★ Full floating baffle kills vibration—permits undistorted tone!
- ★ Twenty Record multi-selector—exactly the right number!
- ★ Simple, flawless mechanism permits continuous earnings!

Monarch
Model



Rock-Ola

MFG. CORP.
400 NORTH KEDZIE AVENUE
CHICAGO, ILLINOIS, U. S. A.

HOT LIPS

A Blues Fox Trot Song

Henry Busse is also the co-writer of the famous "Wang Wang Blues"

Words and Music by
HENRY BUSSE, HENRY LANGE
and LOU DAVIS

CHORUS

He's got hot lips — When he plays Jaar —

He draws out

your toes —

HERE... THERE... EVERYWHERE...

Henry Busse's

brilliant music is enjoyed by millions thanks to

WURLITZER AUTOMATIC PHONOGRAPHS



Composer of such long popular hits as "Hot Lips", "Wang Wang Blues" and "Farewell My Love"; top ranking trumpet soloist and leader of one of America's outstanding orchestras, HENRY BUSSE is widely recognized for his diversified musical talents.

HENRY BUSSE and his band, now performing at Chicago's swank Chez Paree, extend a cordial invitation for Coin Machine Show visitors to come over and hear them play.



These
DECCA RECORDS
by HENRY BUSSE
are outstanding hits

- 106 "The Wang Wang Blues" "Hot Lips"
- 1207 "Aunt Hagar's Blues" "Changes"
- 1428 "The Yamp" "Yi As A Fiddle"
- 1285 "Five Foot Two, Eyes Of Blue" "Has Anybody Seen My Girl?" "Sam, The Old Accordion Man"
- 1028 "Alexander's Ragtime Band" "My Melancholy Baby"

Successful operators look for popular hits like those above for increased play appeal.

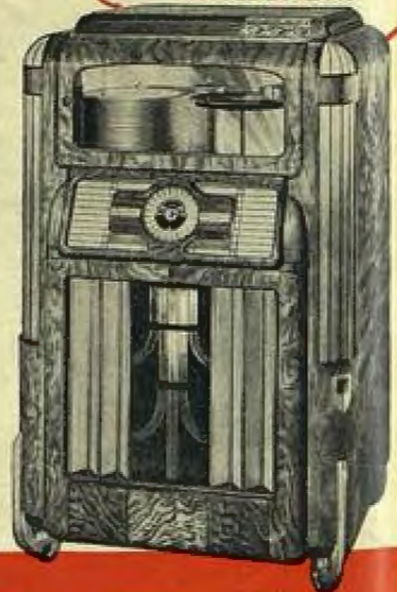
● A music lovers toast from coast to coast, Henry Busse and his star-studded organization have played repeat engagements in most of America's famous entertainment spots—are now a favorite Sunday night feature on NBC'S Red Network program.

But every night Henry Busse plays encore after encore—holds millions of tavern and restaurant patrons spellbound as they listen to his outstanding orchestra and his own sensational trumpet solos as recorded in living tone on Wurlitzer Automatic Phonographs.

Ideal instruments for locations whose natural limitations make automatic music the logical means of providing entertainment—the tremendous popularity of Wurlitzer Phonographs among location owners has won the attention of leading music operators everywhere.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

SOLD ONLY TO OPERATORS
MODEL 24-24-A



W U R L I T Z E R

AUTOMATIC PHONOGRAPHS

Bring the Music of Modern Masters to Millions