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# The *15 Cents* Billboard

The World's Foremost Amusement Weekly



FRED ALLEN



*Typists everywhere express their amazement...Never has there been such supreme ease of Touch or such fine typemanship. And all agree that it's the world's best-looking typewriter, too.*

*"Wait 'til my Chief sees this kind of typing!"*

*—we'll all have new Underwoods then!*



*The New*

# UNDERWOOD MASTER

*Typewriter is Here!*

**W**HEN Underwood defies all tradition in typewriter design and adds a new machine to the greatest line of business typewriters in the world, it's your cue to telephone for a free trial immediately.

The new Underwood Master not only offers you an advance-styled machine. It offers greater speed, accuracy, simplicity and ease of operation.

Here is completely individualized touch. A custom-built machine could not possibly "fit" the typist better. The Master is literally tuned to the finger tips of each individual typist.

Only by seeing the new Underwood Master can you appreciate what a crowning achievement its launching represents. Note its Champion Keyboard, the Touch Tuning feature within easy reach of the typist's finger tips. Note, too, the completely sealed back — an exclusive Underwood feature that offers greater protection against dust and provides far quieter operation. Be sure to telephone for your free trial today. Every Underwood Typewriter is backed by nation-wide, company-owned service facilities.



*From every angle it's the world's outstanding typewriter. Note its finely sealed back — exclusive Underwood.*

Typewriter Division  
**UNDERWOOD ELLIOTT FISHER COMPANY**  
 Typewriters • Accounting Machines • Adding Machines  
 Carbon Paper, Ribbon and other Supplies • One Park Ave.  
 New York, N. Y. • Sales and Service Everywhere  
*Underwood Elliott Fisher Speaks the World's Business*

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

Sixteenth annual convention surprises attendants by peace and quiet—no battles on reorganization plans—new dues adopted—Loucks' temporary in charge

By JERRY FRANKEN

WASHINGTON, Feb. 19.—The net results and values accruing from reorganizational measures adopted by the 16th annual convention of the National Association of Broadcasters were not evaluated until the close of the future. The old NAB, a loosely knit, largely impotent trade association, has been replaced by a strong organization able to show tangible benefits for its members. The broadest reason for the change was the absence of anything in an improvement over an NAB that could do and did little.

The first crucial test confronting the old NAB—the demands for further musician employment by the music industry—started the beginning of the end. Now, to establish the actual differences in strength between the old and the new, the new must be similarly confronted with a major industry problem.

No such problem seems to be an immediate factor. A possibility exists that it may not crop up for some time. Prediction of Musicians starts to get after unaffiliated indie stations for musician employment. There are many indies who claim the Independent Radio Network affords employment for their own NAB down to the river—sold the unaffiliated indie stations for making a net-loss deal. The Society of Composers and Authors largely extended through the industry. There is a strong internal strife and outside pressure from a two-front assault. The net results are not yet known, but already.

None of these two tests can develop. In all likelihood the association will avoid a crucial period until 1949, when it meets with Congress, the Society of Composers, Authors and Publishers and the AFM, both expire. However, there is a possibility that the test will be considered in discussing any unified industry action. That is, that radio probably more so than any other trade group in the United States is quite vulnerable. An international war might result in a total ban on radio. A strike might cripple the business to a great extent; a stoppage of ASCAP made it impossible to play any music. The answer, and that is a truly potent trade association, is to be considered in the event this might not suffice. There was the usual amount of grumbling after the reorganization, and protests on the new radio deal were quite proper in representing with this action, demanding that the new NAB be given time to prove itself.

## Fenceful Ouch

Before the convention was much talk that the reorganization plans, which had been in the works for months, would involve a total lock-out of the total lack of discussion and the complete unanimity with which the new corporation was set up. It was expected that everyone at the convention. Many took the line an unhealthy sign, a sign of interest. Many familiar with organizations, trade and otherwise, favored a certain amount of strife as a sign of a healthy organization—that the members were thinking about and concerned over industry pressure. Other, however, said that the concern and thinking had been expressed before the reorganization, and the broadcasters had finished making up their minds as to the new set-up and came to the convention prepared to accept the job. Voting for the new plan was that job.

Reorganization was enabled through support of a new set-up by Loucks, president of the latter as a paid president, who was replaced by a specific job. Treasurer, doing away with the present managing director's office; establishment of a new board of directors for Alaska and Hawaii; a board of directors of 23, 17 coming from the district associations; a new set-up of dues, and a new and higher scale of dues, based on net receipts of time sales.

## Committee

The reorganization committee of Ed W. Allen, WVA, and Tracy (KOH), Des Moines (WNSB), Walter Damann (WJLA), and James H. Jones (WJLA) works. Mark Ehrhardt (WJLA), with (See IMMEDIATE TEST on page 8)

**Welcome Josef Cherniavsky**  
CINCINNATI, Feb. 19.—Josef Cherniavsky, who joins WLW's musical staff tomorrow as co-director with William Brown, was tendered a reception at the Netherlands Plaza here last night by officials of the National Association of local newspaper men and trade-paper editors as guests. Speakers welcoming the Russian master, in a special broadcast were Mayor James O. Stewart, William Brown, WLW-WNSA musical director, and James D. Brown, new Crosby general manager.

# New NAB Directorate

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

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|---|--|
| <p><b>DISTRICT</b></p> <p>1.—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, —New York.</p> <p>2.—Delaware, New Jersey and Pennsylvania.</p> <p>3.—North Carolina, South Carolina, Virginia and West Virginia.</p> <p>4.—District of Columbia, Maryland, Maryland, Florida, Georgia, South Carolina, South Dakota.</p> <p>5.—Alabama, Louisiana, Mississippi, Texas.</p> <p>6.—Kentucky, Ohio.</p> <p>7.—Indiana, Michigan.</p> <p>8.—Illinois, Wisconsin.</p> <p>9.—Iowa, Missouri, Nebraska.</p> <p>10.—Minnesota, North Dakota.</p> <p>11.—Kansas, Oklahoma.</p> <p>12.—Texas.</p> <p>13.—Colorado, Idaho, Utah, Wyoming.</p> <p>14.—California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, Imperial, Nevada, Hawaii.</p> <p>15.—Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, Imperial, New Mexico.</p> <p>17.—Alaska, Oregon, Washington.</p> | <p><b>DIRECTOR</b></p> <p>John Shepard III, Yankee network.</p> <p>Harry C. Wilder, WYEL, Syracuse; WFTN, Jamestown.</p> <p>Clair J. Colburn, WDEL, Wilmington; WORX, York; WQAL, Lancaster; WAGL, Haxton; WEST, Easton.</p> <p>John A. Kenney, WCBS, Charleston; WBB, Parkersburg; WBK, Clarksville.</p> <p>W. Walter Tans, WFLA, Tampa.</p> <p>Edwin W. Craig, WSM, Nashville.</p> <p>Mark Ehrhardt, WKLO, Louisville.</p> <p>John F. Petzer, WKZO, Kalamazoo.</p> <p>Wesley J. Damm, WTMJ, Milwaukee.</p> <p>John J. Gillin Jr., WOIC, Omaha.</p> <p>Earl H. Gammons, WCCO, Minneapolis.</p> <p>Herb Hollister, KANS, Wichita.</p> <p>O. L. Taylor, KOCB, Amarillo; KPVO, Denver.</p> <p>Gene O'Palton, KPFL, Denver.</p> <p> Ralph R. Brunton, KJBS, San Francisco; KQW, San Jose.</p> <p>Donald W. Thornburgh, KNX, Los Angeles.</p> <p>G. W. Myers, KOIN-KALE, Portland.</p> |
|---|--|

The other six district directors were chosen from 12 nominees. It was explained by Mark Ehrhardt that when the tickets drawn for the NAB officials, the slate was "rigged" to place Frank Russell and Kenneth Berkeley, both of NBC in Washington, in opposition, with Russell winning. These six directors follow, the names in parenthesis being those who ran against them. In the clear channel field—Robert Hough, WJAP, Fort Worth (J. O. Maland, WHO, Des Moines), and Lester Kay, WRB, Atlanta (Earl Glend, KXL, San Luis Obispo). In the regional station field, Frank Russell, WJBC, Washington (Kenneth Berkeley, WMLA, Washington), and Elliott Roosevelt, Hearst Radio (Samuel Boettner, WFTL, Philadelphia). Local stations in the field were WJLA, WYCB, Baltimore (Lester Benson, WJLB, St. Louis), and Edward Allen, WVA, Lynchburg, Va. (James Hopkins, WJBC, Detroit).

# Stations in 3d NAB District Burned at Caucus Vote Switch

WASHINGTON, Feb. 19.—Owners of stations in the National Association of Broadcasters' newly created District Three (Pennsylvania, Delaware and New Jersey) are plenty burned at the election of Clair McCullough, who was elected to the directorship of the board of the organization. Election of the Lancaster man was said to have been made possible by WIP's Benedict Zimber, who was reported pledged with others to have voted for McCullough in exchange for WIP's Mutual Broadcasting System and general manager of WOR.

Zimber, who is also an owner and operator of New Jersey and up-State Pennsylvania stations held a caucus prior to the election of McCullough and agreed to vote for Strickland. The election seemed to be in the bag. However, when the ballot was taken two members of the caucus were away and when the vote was counted McCullough had been elected by a vote of seven to five. A count of noses was made and it was learned that Glendeb had decided to change his vote.

McCullough, who is a political power in central Pennsylvania, is reported to favor a Pennsylvania radio chain with WIP as the eastern terminus.

WIP now has several important accounts that are fed the stations over the Mutual network. Mutual lately has severed its relation with WIP, indicating possibilities of a schism between WPTL and WIP. It may evolve that Mutual business now on WIP may no longer get that clearance and revert in toto to WPTL. Later has dropped its close WLN line attention.

## NAB Coverage

WASHINGTON, Feb. 19.—Importance of the 16th annual convention of the NAB is well illustrated by numbers of trade papers covering the meeting. In these were, of course, the usual show business and radio publications which have covered previous meetings. The following are the titles: Advertising Age, Business Week and Printer's Ink, each sent a man to cover the convention. The latter two by its editor, David Fredericks. News, magazine with a writer on active duty, sent a man to cover the convention. The biggest of the biggest, the venerable Radio Guide was kind of mixed when they were told they'd have to pay \$10 for registration, this decision, however, was overruled by the board. WNSA figured this was necessary and the Radio Guide told 'em it reported NAB figures and news men to have to pay for stories.

# Report Chi Hotels In No-Radio Pact

CHICAGO, Feb. 19.—Authoritative sources revealed this week that local hotel men have signed an agreement with the radio industry which will stop off the air for a period of one year unless the \$10 weekly service charge imposed after March 15 by the radio stations is lifted.

Lewis B. Erling, secretary of Chicago's Good Housekeeping Society, flatly denied the report, however, and stated that the matter started up in a position to know if such a pact had been signed. Reason given for conflict of reports is assuming hotel managers had agreed to the year's ban on paid reports, it would be a bad piece of publicity for Erling. He stated that a radio man would steer clear of Chi until the year's process ended. Therefore hotel men are tightlipped about this agreement. They fear, too, that such a move might be frowned upon by the musicians' local, claiming the agreement would make it tough for traveling bands. With the Edgewater Company and the Medical Club leaving WBBM sent week due to cancellations of contracts made privately by the January radio pact, it is not one Chi hotel with a remote view. Only spots so far to return to the air since the pact started up. The \$100 are Colosimo's and Three Deuces, night spots, on WBBM. Others that remain right along are the Blackhawk Restaurant, Yur, Swineland, Grand Terrace and Chase Pines. Melody Mill Ballroom is kicking in with a century note to WGN.

# Met Life Decides To Stay Off Air

NEW YORK, Feb. 19.—Metropolitan Life Insurance Company has decided to shun radio in favor of printed media. The company has decided to stay off the air to save a large share of its advertising budget. The company and station men were hoping that the insurance company would buy advertising. Radio hopes were mixed this week, however, when it was stated that radio was not.

Further hope that insurance firms would take to the air to defend themselves remains in the finger-crossing stage. Insurance companies have been out of the radio business for many months. Latest in series of articles in the Scripps-Howard New York World-Telegram and Sun, which has been investigated are also expected to embarrass the underwriter-payers. Several books are being written by the industry caused stations to hope for a positive word from the insurance industry. It is, "Nothing doing."

## A Fast No

PHILADELPHIA, Feb. 19.—In an effort to cut down its overburdened WPTL last week asked permission to broadcast a program with Musicians to cut its house band from 12 men to eight.

WPTL's general manager, A. A. Tunnel, AFM's president, said it was, "Nothing doing."



**MUTUAL BROADCASTING SYSTEM** figured taking pictures at last week's NAB convention would get 'em. Flashing the smile in the above they figured right. All pictures show various and sundry NAB attendants having the Mutual favor pinned on 'em. Flashing the smile in the top picture is Elliott Roosevelt, son of a noted statesman, and president of Coast Radio.

## Tiny Windfall From Used Car Radio Wk.

NEW YORK, Feb. 19.—Used Car Week, March 8-12, will bring about \$150,000 to radio. \$200 is being spent in a quick ad campaign to unloose last year's best as well as the late 1931 models with good rubber.

Kitty for ads comes from manufacturers who are clipping in on a pre-raid basis. Each firm contributes a percentage of the total of the 1932 sales, and auto firms' agencies are handling disbursements. N. W. Ayer's Detroit office is planning the campaign for the Auto Dealers, Manufacturers and Suppliers' Association of New York.

Several hundred stations will be signed by Young & Rubicam; Roche, Williams & Cunninghamham; Geyer, Cornell & Newell, W. S. Advertising Corporation, J. Walter Thompson; Brocke, Smith, French & Dorrance and others.

ALBUQUERQUE, N. M., Feb. 19.—A year's contract for four 15-minute weekly shots for four 15-minute weekly shots for KOOO, Kilmage, secured by representatives Wilson-Hagedorn, will consist of aviation sketches.

## Offer Radio as Legit Training Corps; Orson Welles and Others

NEW YORK, Feb. 19.—Radio has suddenly become the totally unexpected. It has served as a testing and proving grounds for young talent that is now playing to good notices and box office in several highbrow legit shows. Radio's value as a training ground has, however, been so casual—critics will say unintentional—that it comes as a surprise to radio itself to find that its talent has merited a nod from the first-string critics on the dailies.

Radio training responsible for this has consisted largely of emoting in crassly commercial and supremely unimportant bits to boost the sale of soap, toothpaste or saddle polish. But the training's been legit and practical. No long six weeks' rehearsal-trip radio's hopelike. Quick study, busy rehearsals and rushed production grounded players in wringing as much as possible from the lines. Make-up and costumes have been lacking to make hairs better than they actually were. While even "training" paid divi-



**REGGIE SCHEUBEL**, of the Bloss Advertising Agency, getting the Mutual decoration, and looking at the she's happy about the whole thing.

dends of from \$300 to \$800 weekly for the successful handful, their fate was something akin to that accorded actors who played in pictures in the early days of play acting.

Back in those days the Broadway actor who reeled his rep by appearing before the camera was a rash fellow. The standard visualized pictures as a passing fad which would be quickly forgotten. Actors of the same type snuffed at radio, but now radio has developed its own crews whose playing is making Broadway reputations.

While some of these young radio actors received stage training at various dramatic talent factories or on the straw hat circuit, many of them have depended upon radio for practical training in show business. Orson Welles has developed much of his income and experience from radio (he's the lead in *The Shadow*). His Mercury Theater, well staffed with radio players, has been one (SEE OFFER RADIO on page 9)

## New NAB Dues Scale

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

CLASS	INCOME	MONTHLY DUES
A.—\$	0-15,000	5
B.	15,001-30,000	10
C.	30,001-60,000	15
D.	60,001-80,000	20
E.	80,001-120,000	20
F.	120,001-160,000	40
G.	160,001-200,000	50
H.	200,001-300,000	75
I.	300,001-400,000	100
J.	400,001-500,000	125
K.	500,001-600,000	150
L.	600,001-800,000	200
M.	800,001-1,000,000	250
N.	1,000,001-2,000,000	400
O.—Over	\$2,000,000	500

## WBMM Favors Farmers; Wants Tractor Biz

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

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

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

## Livingstones Adopt a Son

DETROIT, Feb. 19.—Charles (Chuck) Livingstone, assistant dramatic director of Station WXYZ, here, and his wife, Harriet, have adopted a three-week-old son. His name is Russell. Tom Dougan, author of the Ann Worth, *Homenage* drama heard over WXYZ and the Michigan radio network, is the youngster's godfather.

## WFL's Waxery

PHILADELPHIA, Feb. 19.—WFL is opening a recording service within the next few weeks for use of its clients and general public. Ad agencies and industrial firms have been circled and enough response has been obtained to get the service under way. The new department will be under the supervision of H. W. Clapp, WFL's business manager, and Ed Pamphilon, studio engineer.

## KOAM's DX Biz

PITTSBURGH, Kan., Feb. 19.—DX Gasoline has signed an KOAM for six 15-minute periods weekly for one year. Another new customer is pigsticker, which has been inked for five five-minute shots daily for a six months' run.

JOHN ELMER, who at the time of writing was still NAB president, gets his in the picture below. Sporting the zwie and the double chin, between the fencer girl and Elmer, is Lester Gottlieb, MBS press head.



## Fizdale Points To "Oversight" In An Billboard Publicity Survey

NEW YORK, Feb. 19.—The letter published below was received by The Billboard news service from the office in connection with the Radio Editor Press Poll which was mailed to stations on February 19. It is published in fairness to Fizdale and without comment.

"The survey and poll, with the attitude of getting a square deal—and definitely not with the intention of setting the record straight—I would like to comment on the returns of your Radio Editors Publicity poll in The Billboard of February 19.

"At the outset I'd like to make clear the fact that I consider the poll of tremendous importance to the trade, doubly so because it was honestly conceived and conducted. Respecting its value, I think you can understand my desire to simplify certain portions of the poll that seem to imply that my organization runs second in what is apparently a two-horse race: Purvis vs. Fizdale.

"On page seven, under the bank-along: 'Warner Brothers,' your editorializing finds justified consideration of press agents Jack Raberg and Albers' names, without showing in the survey because they are comparative newcomers in the matter of radio operations.

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

"In the following paragraphs I hope to show you the mitigating circumstances which bring in the matter under the rubric on 'best copy' rather than the number one position.

### Merger

"After operating Chicago with a happy degree of success I purchased the Taplinger business when Bob became a radio executive and returned to work for Warner Brothers. The time was October, 1937.

"The business was merged with my own Chicago enterprise at great expense in terms of time and money. I had acquired a New York City office and conducted by another man. Taplinger's business was merged with mine on any type of newspaper or publicity work is directed by the policy of the man in charge. To make the merger work, terms are optional and no two techniques correspond.

"In addition, Taplinger worked well, but there were certain things that I would like to mention which are his responsibility in any outcome. In publicity, like in any other business, there is more

than one approach. And, like in any other business, each man believes his own way is the best.

"Thus, for all practical purposes, Fizdale had been in the national publicity picture. Actually, he was appearing in papers nationally from Chicago only and receiving particular attention in New York and Hollywood.

"This is analogous to a newspaper dependent on wire service, in comparison with a strictly local newspaper. Both correspondents to point up a story.

"Assuming that The Billboard Survey was initially a survey of Chicago, then Fizdale outlet was judged on the basis of three months' work. I honestly think this rates editorial credit for my second-rate status.

### Exploitation

"Too, I notice the absence of any mention of publicity that does not originate in the typewriter. You are probably perceiving my comment on exploitation and I am probably familiar with such a move. If such is the case, be sure I am publicity man, but left the care of my organization's work in exploitation.

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

"I was the first to announce Dick Cannon's 25 years in the theater was promoted by our office. Original plans were engineered by Purvis, but left the scene for Warner Brothers before the 'stunt' came off.

"On Benny Goodman: It was our office that brought together the press, the impresario, and the William Eity Advertising Company on the matter of promoting Goodman's radio work. It was our office that failed. I think you're sufficiently familiar with those results to appreciate the public job.

"A natural? Without attempting to belittle, let me point out that Goodman's publicity, personal and as part of the Camel program, was handled by other press agents before Fizdale came on the scene. I am sure you will be glad to hear if they had tried.

"The NAB is the first independent publicity office that ever added to the convenience of radio editors through the publicity by being able to furnish pictures, etc. Don't you think our office rate attention on this?

"I am sure you will have an explanation of our status rather than open season on the radio magazines which we are unable to make.

—TOM PIZZALLO, INC.

(Signed) Tom Fizdale.

## Air Drefs New York

By BENN HALL

RUTHIMAGG & RYAN Man did a burn-up recently when he heard You Took Air Drefs, a radio program on the WEAP. Had been peevish at NBC's censoring part of his show and when he heard the words on a radio program, he went blow-up. B.B.: His staff still gets scared at that spot. Rusty Pierce is editing news-for-shortwaveers who don't know what to talk about. After listening to a number of reports they've been figures they must be hard up for something to gossip about and is sending them to the radio. You Took Air Drefs will probably spend most of their time now talking about Warden Lawes, Met auditors and other Cecil, Warwick & Legler shows.

Charles Bureau: Jay Joviny directed an amateur group which was alleged to be his "spare time." Alan Kent spending his spare time listening to that 25-minute play which his NBC brethren gave him when he departed for WMEV. Contains their farewells and other data. Bob Carter has resigned as WABC's boss sponsor, effective March 15. Joe Cooney, Ed. Ralph Edwards, CBS Inc., announced, did 45 shows weekly in his radio days. RCA Victor moves to New York. Lawson Zerbe has written an air drama

## Chicago

By HAROLD HUMPHREY

TOWN was all agog this week over the arrival of the "new" bears'—the panda and playmate for Bu Lin, another of the species, which has garnered a following of 100,000. The Chicago Brookfield Zoo since its exhibition there, WBBM literally spent a whole day following the bear and his mate, and Mike, and NBC picked up a broadcast of Bu Lin and Mike when they first arrived. RCA Victor moves to its new quarters Monday and hereafter does all its critical work on the right out spot instead of shipping the waxes to the Eastern branch. . . . Chicago Mail reports that the Chicago Wheeling Spelling Bee show this week, which was formerly sponsored by Fox De Luxe and is now sponsored by the Ideal, has a sponsor on an educational shot.

Fate did another of those strange twists this week at Al Williamson, former press chief at NBC here, resigned his job of only a few months on the St. Paul newspaper, to join Tom Fizdale, radio publicity, in his office. Tom used to work under Williamson at NBC not so many years ago. . . . George

tagged when I Grow Up. . . . Betty Williams set for Nick Kenny's new show. . . . Betty Williams doing a show for Cammy

A Agency Tivity: Sooner, despite reports, won't do a network show this fall. . . . B. D. & Co. have two shows dropped out. Beatrice Fairfax and Carborundum. . . . A picture game is slated to follow soon. . . . Talk that Colgate-Palmolive is going to sell advertising space to Bowles, Chicago, and that Bill Burt will quit University of Chicago's quest clerks for an ad exec, but it's all hush-hush.

One of the most unusual stations announcements to drag thru the courts, but the plaintiff continues to use the station which he's suing, to Barney's is suing WNNW, charging that the station obstructed it. If the Station denies this, and latest judgment is that Barney's will appeal a court decision to Inspector's fees and contracts. Meanwhile sponsor continues to air shows over station. . . . RCA TV station equipment new on the market for amateurs. Cost \$49,800 for major grades to trap ether-cutters. . . . RCA Station to be taken to Mills' Artists publicity.

Hooper, a page boy at NBC, left the station after the "new" bears'—the panda and playmate for Bu Lin, another of the species, which has garnered a following of 100,000. The Chicago Brookfield Zoo since its exhibition there, WBBM literally spent a whole day following the bear and his mate, and Mike, and NBC picked up a broadcast of Bu Lin and Mike when they first arrived. RCA Victor moves to its new quarters Monday and hereafter does all its critical work on the right out spot instead of shipping the waxes to the Eastern branch. . . . Chicago Mail reports that the Chicago Wheeling Spelling Bee show this week, which was formerly sponsored by Fox De Luxe and is now sponsored by the Ideal, has a sponsor on an educational shot.

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## Deca Writes Stations To Quit Using Records for Broadcasting

PHILADELPHIA, Feb. 19.—A warning to radio stations to quit using Deca records was sent out this week by the Record Company, Philadelphia, in the footsteps of RCA-Victor, which issued a similar ban several weeks ago.

In a letter to studio execs the company pointed out that it had no respect for copyright in the product and that commercial uses of its records are illegal.

"Use of Deca records for commercial purposes, such as radio broadcasts, constitutes an infringement of our rights and a breach of contract between us and the original purchasers of the records," the letter declared. "The use of records for 'profit-making purposes' constituted a direct competition with which we have the right to enjoy and claim damages.

Man is also expected to extend to copyright protection. The letter is also under fire of the National Association of Performing Artists, planning to sue to compel operators and dis-

### Dice Get Chill

PITTSBURGH, Feb. 19.—Come a claim that a commentator has closed a gambling casino by radio broadcasting. . . . The National Association of Broadcasters, and a group of vocal editors over KGV recently, "find fault" with about 100 of "offense." . . . Contents of station's p. 8—no effective was his talk that the "offense" casino closed voluntarily next day.

tributors of the machines to pay a license fee to the organization. The suit against several operators and discontinue the machines in Philadelphia. Common Pleas Court ruled in favor two weeks by Herbert Spieser. NAPA's

### IMMEDIATE TEST

(Continued from page 6)

Philip C. Loucks, who submitted an original reorganization plan, said to have been mainly conceived by Loucks, a former managing director of NAB, and now temporarily in charge of NAB's Washington office. This plan was then submitted to the NAB members and to nonmembers in the industry, totaling 100 letters of criticism and advice received to the committee on this 700. That Loucks was the main force made in the original draft. Sheppard draft resulted in the by-laws adopted.

Philip C. Loucks, managing director of the association, is now insists a portable, but will remain with the NAB until his contract expires in June. Baldwin was severely criticized by some for his criticism of the plan. However, impartial observers feel that the fault was not Baldwin's, but the organization's. Baldwin is not to be held for the industry, as it is claimed he had no voice in the plan. It is not that of the managing director. It was claimed, furthermore, that Baldwin had no voice in the plan. The industry seeking group associated with the industry. In his annual report, mailed to

members before the convention opened, Baldwin criticized the reorganization plan and reallocation steps taken by the reorganization committee.

Many names have been talked about in connection with the new post of paid publicity. Some of the names were supposed to select this officer and that of secretary-treasurer, is not expected to be so far at least one month. The convention chairman, has been urged for the combined secretarial-financial position, but no selection was made by the executive board. Directors named Mark Ehrhridge temporary chairman and named the following committee consisting of Ehrhridge, Craig, Walter Damm, Frank Eimer, and Herbert Spieser. Eimer, of a small station report. Eimer's post as NAB president expired with the revision of the association.

### Speeches

Three speeches were made at the convention, which was cut short one day from the original plan. The first was afternoons instead of Wednesday. Chairman Eimer's speech was a surprise. He made T. A. M. Craven, of the same body, and Senator Burton Wheeler made the closing speech. Eimer's speech was his original manuscript. Highlights were to advise broadcasters not to try to use force to get the industry to fund or improve their positions individually but to try to get the industry to cooperate with the PCC when the cooperation really meant that the PCC should criticize the broadcast industry's policies; that improper conduct would bring emphatic federal regulation; that

the industry should desist from liquor advertising and do whatever possible anti-monopoly (chain) action.

Craven spoke in favor of the American system of broadcasting, but took sharp exception with Baldwin's comments on Havana conference. Baldwin in his report said that their paper was adopted from the treaty. Craven denied this, saying that the program was not a misunderstanding, no doubt. Mr. Eimer kept came in from New York in a hurry. He said that he had Lord & Thomas has shipped Harold Barnes to Chi to aid in the production of the new Gray's Station. Mr. show, which has been undergoing some minor changes in routine and continuity. . . . Miss Williams' back from his sunny south beach.

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Headings passed were not very important. There was a bunch of them thinking this, that and the other, but no real action was taken. Craven spoke in favor of the American system of broadcasting, but took sharp exception with Baldwin's comments on Havana conference. Baldwin in his report said that their paper was adopted from the treaty. Craven denied this, saying that the program was not a misunderstanding, no doubt. Mr. Eimer kept came in from New York in a hurry. He said that he had Lord & Thomas has shipped Harold Barnes to Chi to aid in the production of the new Gray's Station. Mr. show, which has been undergoing some minor changes in routine and continuity. . . . Miss Williams' back from his sunny south beach.



























## San Francisco Clubs Warned by AFA

**March 1 deadline for closed shop—acts lined up—negotiations continue**

SAN FRANCISCO, Feb. 19.—Regulations set down by the American Federation of Actors group which will set working conditions for entertainers were mailed night club employers here during the last two months of negotiating.

They contain terms with the AFA local to cover all phases of working conditions, including hours, etc., and the effect of March 1. The local is attempting to bargain with each owner individually, although nearly two months of negotiating with the Cafe Owners' Association collapsed when the latter announced its dissolution.

The rules provide that night clubs employ only AFA members in all departments. Members of the AFA already under contract were advised that they must accept their engagement under the terms specified, but in the event they are not working under contract they are not to accept any work until after March 5 less than the minimum wage.

In its attempts to secure contracts AFA local officials are making the effort. The AFA would continue the policy of negotiating with each individual owner until a minimum scale is adopted. Smith said that a few out-of-town agreements had been reached, but that as yet no local contracts had been signed.

## Name Scarcity Forces Repeats

CHICAGO, Feb. 19.—Scarcity of night club names has the leading spots here meaning familiar notables for repeat engagements—and happy to get them. Pictures have been keeping headlines busy with the prospect of landing fat roles in forthcoming Broadway musicals are keeping the others away from the stage.

Cher Paré managed to land Lou Lou's leading engagement, repeating The College Inn, though Willie and Eugene Howard, recently at the HI-Rat, will be the prospect of landing fat roles in the HI-Rat re-engaged Willie Shore and Armida. Both recently closed a long campaign in that spot. Dolly Kay returned to the Royale Prolix yesterday. Last year she was there for nearly a full season.

## Kalcheim Joins CRA's Chi Office

CHICAGO, Feb. 21.—Jack Kalcheim, local agent, joins the Consolidated Radio Artists' Association as head of the new theater and act department. The appointment was made by Charles M. McKa before departing on a 10-day business trip to Europe.

Bob Sanders, formerly with the CRA Hollywood branch, was transferred here to take charge of Honolulu's 50th night division, with Cross Courtney and Hank Linder in as assistants.

## Bain Ork at Spokane

SPokane, Wash., Feb. 19.—Jack Bain as orchestra operator, and manager, engaged at the Desert Roundup room here Wednesday. He succeeds Chuck Donley, who has left for Honolulu. Assistant Manager Joe Crowe plans to have a floor show on Saturday nights, starting this week.

## Snow White Club

MILWAUKEE, Feb. 19.—Plans are under way for the opening after Easter of a new "Hesperus" night club on the corner of Clark and Broadway. Spot will offer dancing, "clean" floor shows and will be operated with a staff of a number of local vaudeville stars. A contest among youth organizations to name the spot is planned.

## Anti-Toxin

CHICAGO, Feb. 19.—One movie producer dropping a stopover here requested that "Hollywood" should stage a string of comeback shows. Lou Holtz, under contract to Selznick-Gemini, will be the first to come to the mount, and Milton Berle, at HKO, are making pictures. They also are in the chase audience from movie houses," he explained.

## Chi Casino Dark; Hotels Cut Shows

CHICAGO, Feb. 19.—Lent will cast a gloomy shadow over the local night club business, according to members of the Congress Casino in the Congress Hotel March 2 after a four-month season. Spot, according to manager Bob Lambert, will reopen after Lent. Following Jimmy Dorsey's engagement, a six-act floor show policy was instituted and the minimum was eliminated. Benny Meador's act will remain at the Casino until closing time.

Otto Kell, of the Stevens Hotel, will be the last Bookings agent to leave and move Sterling Young's Orchestra downstairs into the smaller Continental Room. Late last year but no entertainment was held. In addition to Young's Ork, a floor show will be presented nightly.

## AFA to Supply A. F. of L. Show

CINCINNATI, Feb. 19.—American Federation of Labor's Great Label and Industrial Exhibition show at the Music Hall here, from May 16 thru 21, will have acts from the AFA. The Federation of Actors. Show will be paid. IDEA will be afraid to let go of the benefits of products made by AFA union members.

W. H. Winstead, executive secretary of the AFA, is chairman of the entertainment committee.

## Seattle Spot Reopens; Others Have New Shows

SEATTLE, Wash., Feb. 19.—The Orestes floor show at the Bunch has opened this week. Cafe features floor shows nightly and is open every evening save Monday. Opening entertainment headed by Bernice Stephens and orchestra, Roma, Don Nye, Zeryle and Inconnce Hewitt.

The floor show at the Bunch has the Tai Sings, the Hunstley Sisters, Vivian Lee, Helen Kelly and "Boob" Whitson Lee and band.

## Maplewood, Wichita, Burns

WICHITA, Kan., Feb. 19.—Maplewood Supper Club, near here, was destroyed by fire here Monday. Estimated loss \$16,000. It formerly was Freshfield Tavern and dance hall.

## 50 Kansas City Clubs Using Shows; But Salaries Are Low

KANSAS CITY, Mo., Feb. 19.—Nitty activity still goes here despite lack of industrial movement. Caley's Club opened this week, with Al Schwartz as manager.

At least 50 local clubs are using professional talent and musicians every night in the week. Eddie Smith and Jack Pandango, of the Club Continental, are the only DJs in the city to handle a new floor show featuring five acts and Sidney Arden's Band.

Edna Kravitz continues at the Bavarian Rathskeller. Hotel Muehlebach Grill is offering Nick Stuart's Ork. Five or more acts are being used at the Brewery State Line Tavern, Club Continental, Oriental Club, The Palace, Perkins' and Reno Club, Antlers, Spinning Wheel, Three Bachelors and the Cocked Hat Tavern, all of which are doing well.

Business slumped badly after the Christmas holidays, but is on the upswing and is expected to pick up fairly rapidly here by agencies, but pay

## Swing Towards Vaude Gains Ground Throughout the Country

NEW YORK, Feb. 19.—Nation-wide effort on the part of dual act feature houses to supplant one of the two tickers with vaudeville is scattered sections of the week at least, has become more pronounced with the addition of several new spots booked in scattered sections of the country. Increasing problem of lining up even occasional good dual feature acts is also the inevitable result of lining up of the giveaways, or of similar stunts, has forced many operators to consider the return of a curtailed form of flesh.

Detroit the Colonial Theater has switched from three days to a full week of flesh. The Majestic, minus stage shows for years, is also on a seven-day rotation of vaude. The Del-Ray Attractions there is booking in Sunday shows at the Beacon Theater.

In St. Louis the Fox Theater, F. & M. House, is bringing in live entertainment for the first time in four years with the appearance of Fred Waring and his Pennsylvanians for a week, starting Friday. Any sensible response at all will mean the continuation of the policy there, but by the hands of Guy Lombardo and Horace Heidt already peacified in.

Mary Theater, Columbus, O., is adding Wednesday night flesh booking to Saturday evening vaude. The Pall, Meriden, Conn., is also adding Sunday to its Saturday vaude. Keith's, Indianapolis, is planning a week-end policy of eight-act shows for Saturday and Sunday. In addition to the picture, according to the operators, Central City Amusement.

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

## Lynch Gets Walton; Philly Spots Hyped

PHILADELPHIA, Feb. 19.—Jack Lynch, former manager of the Hotel Adelphi's Cafe Martigny, is taking over operation of the Walton Roof.

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

With the opening of the Walton Roof, Locust street is fast becoming Philly's "32 street." With Lynch back in the night club picture and several other spots taking a new lease on life a renaissance in aiteries is expected here.

## Claims Contract Breach

CHICAGO, Feb. 19.—Princess Lyndras, dancer, filed a complaint with the American Federation of Actors against Harry's New York Bar, charging legal cancellation of her two-week contract after her opening performance on the night of weeks ago. Her contract called for \$75 weekly.

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

## 1700 REWIND

is still not what it should be. Most of the reviews for grand shows at least a dozen new spots will open.

again at the Windsor Ebel Theater, starting April 24. Shows will be produced by Spadolini, formerly of the Casino de Paris, and will feature two new headline acts, supported by a name band.

Spadolini is bringing over costumes and sets from the Casino de Paris, but will pick up local line girls.

This will mark the second attempt to stage vaude in the "Big Top."

## Bands, Units Get Long Runs on Southern Tour

CHARLOTTE, N. C., Feb. 19.—T. D. Kenny Jr. head of the Southern Attractions Circuit, has acquired a flock of name bands and big units to tour the South during March and April.

Fats Waller Ork opens February 22 at Spartanburg, S. C. Max Ray Hutton Ork, featuring the Huttons, opens at W. Va. Anton Scibilia's *Waikiki Nights* will open at Greensboro, N. C. Major Bowen's *Antarctic*, featuring Earl at Greensboro, N. C., March 10. Count Dray's *Boyle Woodcock's Royal Revels*, Art Gleason's *Young Swindlers*, P. Nickerson's *Swingtime Varieties*, Bill Arno's *Havana Holiday*, Earl Pitman's *Hi Lo Club Revue* and Rosa Russelli's *Midnight Serenade*, will open at Greensboro, N. C., March 10. Harry Howard's *Hollywood Hotel Unit* and *Ward's Pennsylvaniaans*.

Small units now playing for Kemp include Paul Coleto's *Kit Kat Klub Revue*, *Boyle Woodcock's Royal Revels*, Art Gleason's *Young Swindlers*, P. Nickerson's *Swingtime Varieties*, Bill Arno's *Havana Holiday*, Earl Pitman's *Hi Lo Club Revue* and Rosa Russelli's *Midnight Serenade*. *Boyle Woodcock's Royal Revels* are currently playing the small units for eight consecutive weeks. Name acts are attracting getting only four weeks and playing only one and two-day stands.

## Bookers Favor State Control

PHILADELPHIA, Feb. 19.—Contractors' Association, local organization of bookers, is in favor of state control of the industry, provided it was made 100 per cent effective and cut rid of chieftains.

Organization, which long fought regulatory, held a meeting last Thursday night to discuss the matter. A license law, Florence Bernard, of the Edward Sherman Agency, was elected president. Other officers chosen were Jerry Shaw, vice-president; Madeleine Brown, secretary; and Sam S. Secretary and Clarence Supple, chairman of the board.

## Pitt Bookings Take Dive

PITTSBURGH, Feb. 19.—Reading slump in steel production, bookings have taken a dive, while the number of entertainers available is increasing due to immigration from other cities, according to the Entertainment Managers' Association here. In the past two months ago, when spots were clamoring for acts without getting them, some clubs are now cutting down on entries.

## Missouri Club Reopens

COLUMBIA, Mo., Feb. 19.—Busby Jorgensen's Ork, which closed at the Quadrangle Club last night after being dark since December 10, toward St. Louis and Edwin Dale's Ork, will be re-opening.

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

About 800 of them were night club reviews, and 200 were detailed reviews of new acts. Each review represented the thoughtful, frank opinion of an expert writer.

JUST ONE of the many features of The Billboard's Night Clubs—Vaudeville Department

## Leon &amp; Eddie's, New York

With Eddie Davis, always jacking up for the next three weeks, Jack Waldren has been brought in to head the new Broadway City orchestra.

Don't ask us what connection the title has to the show, which is a typical Leon and Eddie's affair, plus a little affair. It has the usual ingredients of a showmanly L. R. floor show—a happy, reliable entertainer, a singer, a dancer, a singer, a tap dancer, a colored dancer and a novelty act. It always makes good vaudeville.

Outstanding, of course, is Waldren. He is a play clown at the Hollywood Restaurant. He is a fast, clear-voiced, cup punner who sings out the gaps like a machine gun, and who knows how to handle noisy out-of-towners. We can't see of a better substitute for Eddie Davis.

Georgia Southern, burlesque stripper makes her stage club debut on for two or three red-hot minutes in which she shakes everything, strictly in the manner which she performs always expect. Jean Scott, cute brunet in leopards costume, is an for a pleasing musical act, and blond, gorgeous Edith Brooks offers a flashy personality and a convincing singing. Edith Brooks, an awful singer, she should try easier numbers or stick to straight talk.

Blond, new-eyed Mildred Foster makes a solid impression, her clean-cut personality and good handling of ballads and rhythmic numbers establish her as a stand out. The La Fawn Troupe, three boy and two girl Orientals, present a melting of plate spinning, floor arabesque, table contortionists, high kicks and what not. Good music staff, but the contortion numbers should be played down, especially during the dinner show.

Fitzgerald, Willoughby and Gregory, colored trio, got the show off to a good start with their rhythmic singing, dancing and dancing. Lillian Fitzgerald, beautiful and versatile, sings and dances, while her two male partners, one on the piano and hoof fast and furious. The show was closed by Lane, Tree and Edwards, three youths doing a very, mostly spiky singing of special spiky tunes, topped off with a dash of buffing.

Three heavyweights and a dancing midget combined to put them over, winning a couple of encores. Aside from the show, there's Lou Martin's band (playing both dance and show music competently), and Eddie Foster's staging and swing outfit for relief. And, of course, there's the friendly Leon Cohen, doing the bookending and begging (rightfully) about the good food and liquor.

Harry Davies is still a p.a.ing. Four shows a night. Paul Deuts.

## Savoy Hotel, London

Three good acts on view at the Savoy. English humorist, is an excellent entertainer and a slick jester. Kent and Peady, English comedians, are a good second. The terpolite some surprising and difficult balancing stunts into their bright comedy.

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

## PATRICIA

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N. Y.

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BRITISH COLONIAL HOTEL

Nassau, Bahamas.



Just week here. This shapes as the best act of its type to be seen at this spot. Orchestration is keenly noted, whist Ross is the star of the two girls, and a high mark.

## Club Tivoli, Juarez, Mexico

Current show at Club Tivoli has three acts to play during the holidays. The new talent is only fair.

Bonnie Allen, one of a trio of dancers, opened the show with an Oriental dance which brought a fair hand.

John Condy, handsome emcee, finishing up a long run, was next, singing Josephine, which netted a good hand.

Ernesto, a young singer, sang about Frank and Betty Hall, comedy tap dancers, new act, whirled on next to a couple of tap and got a good hand.

Routine is ordinary.

Nina Cavalero, now in her eighth week here, showed signs of needing a long rest in her song, *Song My Hero* and *Sympathy* to good hands but appeared tired and pale, singing without microphone.

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

Hal Middletonworth.

## 400 Club, Wichita, Kan.

Arlo Simmonds, one-time Kansas Theatre star, is the new act in the new band; He learned at the Hammond Electric Organ and Theims Mitchell on vocal.

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## Yacht Club, Chicago

Another small seater in Chicago's Greenview Village attracting a late crowd. It is the name for both most of the recent topovers having been improved.

Current headliners are Billy Gray and Jerry Bergen. Gray returned after a one-act absence, having previously made the rounds here as an emcee. He has since developed a smarter style, a more mature personality and a new class that is dominant in his delivery of both gags and songs. Jerry Bergen, who is funny and has a number of good bits on the floor to help him stay that way. Bergen's chief attraction is his emcee. Some of Gray's lyrics are off color and are strictly for cafe and late-hour patrons.

A line of six heavyweight gals opens every night. During some weeks, plenty sexy, altho oversized for this spot. June Jolly, blond sex dancer, followed the girls in a tricky, high-heeled, wheel finish. Hazel Harmon, swing vocalist, moved in for a warbling session.

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Norman Warren is doing a commendable managerial job pitch-hitting for the coasting Sunny Goldfish. Opening

also played to a capacity room. Minimum is \$2.

## Hi Hat, Chicago

Names, favorites with local night clubbers, are proving drawing attractions in the city. The act will be operated by Lot and Elmer Pakenstein. For a long time, the act has been concentrating on two or three strong acts (usually singles), augmented with a couple of four-act acts, and a light dance team. Business has been holding up, and the \$150 week day draw is a credit.

Nan Blackstone, scheduled for this act, is a young singer who left the Swing Club in Hollywood to take in the local environs. She is a smart and melodious performer, possesses a brilliant personality and enough showmanship to keep her on the floor plunking away at the piano just as long as she desires.

Her material is good night club matter, easily enough for after-dark tastes and entertaining all the way. It's a striking set-up. Nan sitting at one piano and her accompanist, Varny Rogers, at another. Did parodies of such tunes as *Let's Get It On* and *Never in a Million Years*. You'll get a good laugh with double meaning lyrics.

Willie Thorne, popular emcee here, is back in the night club reins, clowning away between acts and on his own occupying a lot of nonsense under the emulative title of *All-American Show*. Willie is a first-class, a night-club singer and a likable chap.

Arnela, Mexican pepper pot, is also back in the night club. She is a fiery personality, both in song and dance. Brought some new songs back, but all of them are old.

Branch and Manners, youthful tap act, is back in the night club, doing routines early in the bill. The kids make a nice appearance and the act is a good one. For variety, the act steps but are presented in a pleasing manner.

The four Hi Hat charmers parade thru the opening and closing numbers in attendance. The act is a new one, and the routine and finale is another contribution to the swingman's lane.

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## Rendezvous Villa, Youngstown, O.

Despite curtailed industrial production, keenly felt in recent weeks by night club operators, this spot, just outside city limits, continues to pack in with its grand policy and 25-cent admission.

Food and service are nothing to brag about, but never less than a dozen sets are on tap from early evening until well small hours, and seldom is the club without a good crowd.

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## Casa Havana-Madrid, N. Y.

With Mario (Mario's Mirror) owning a 20 per cent chunk of the establishment now, this spot is expected to be better able to handle patrons as the music of Broadway. The shrewd addition of the "Casa" to the old tag was probably the best move that has been to change in policy that is evident. Dinners remain at \$1.50 and there is no cover charge. Thurs. shows a night and two

alternating bands are still offered. Cuisine of Spanish and American dishes is an attraction at this terrific.

Entertainment feature of the new show is Nano Rodriguez and his band of eight technicians, who give a terrific. The outfit, besides having gained some repute as a reit band in a few of the better spots, locally, proves to be a choice by its versatility in providing both Latin and American tempos in a tempting variety. Accompanying them is the all-Spanish floor show is faultless.

Revealed in handled by Don Casanova, an agreeable and interesting act, a devoted singer and singer as his name is better. His material is a bit less romantic. His partner, who is a very nice and flowery bit, his manner is charming, and there is power as well as appeal in his high-pitched voice.

Carlos and Carita are a youthful dance pair in native offerings that more than make up in good and steady showmanship what they may lack in technical finesse. Their two numbers were fast and colorful, and the last, a rumba, worked in all the little tricks that go toward making

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General Delivery, Hillwood.

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Man With 1,000 Feet.  
Gagner Double.  
New Playing  
Partners and Club Dates.

## ERLE

Man With 1,000 Feet.  
Gagner Double.  
New Playing  
Partners and Club Dates.

## The Great INDIAN FAKIR

Blacaman

Blacaman

Blacaman

Blacaman

Blacaman

Blacaman

Blacaman

Blacaman

Blacaman

Blacaman

Blacaman

Blacaman

Blacaman



the dance intriguing and exciting. In the Milencourt a dark lass, stage a tango number with expression, and La Guarnita, a striking-looking gal, adds a bit of musical and costume accompaniment to her stirring Flamenco vogue.

Only holdover is Oscar Tapia, lithe dancer equally adept at intricate heel-work and at a tango. In addition to his solo work he is also teamed with Mlle. Grace, a golden-haired, fox-facial beauty, who has accompanied to her stirring Flamenco vogue.

The Socarras (Mago Flute) band supplies alternate dance rhythms with the Hispanic touch.

Publicity for the spot now handled by Irving Zusman. George Colson.

### Murie's Crisis, New York

One of the standard Greenwich Village spots, this cozy, intimate eating place run by Marie Demont is still a popular rendezvous.

Only three singers and a pianist—and Marie herself—but that's more than enough for a spot this size. New comer is Nena Aquilar, Venezuelan, lovely brunette with Mexican folk songs, as a delight. Her American pop stuff is good but not as fine as her native tunes.

Here for more than a year, blond Mimi Muril is singing finer than ever. Her repertoire is a range of songs. Her octavo gives her numbers, especially ballad and torch songs, that extra quality. Her rendition of *I Want To Be Alone*, written by pianist Bill Corrigan, is superb. Corrigan, another Venezuelan here, is an excellent entertainer, too.

Tall, blond Eleanor Nelson lends her soprano to operetta and pop tunes, displaying control and an easy-to-hear tone. She's here four months.

Dinner in excellent and prices are moderate. Paul Dentis.

### Madrid Cafe, Detroit

The thing that makes this spot interesting is the Mexican band, new to this territory. Arturo Waters and his Latin Americans moved in here a few months ago from Texas, where they already had reputation, and now bring up this Michigan avenue cafe into a leading spot for the Latin social groups, with a more than 50 per cent attendance of probably native Americans as well. The band now has six pieces and will shortly expand to 10. Waters does his own arranging and piano work, and

## Material— Protection Bureau

### A Free Service for Readers

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steps as well. Band men have their specialties, like the clarinet solo of *When My Baby Cries Me Sweetheart*. Strips of the band are cut from hot jazz to waltz, with an ability to adapt play lists to both types of music in an instant.

One prominent stands out, also some individualistic work is done by some on occasion. It is, instead, a well-tempered ensemble, with a good teamwork. They provide plenty of volume in a spot that requires it to be heard above the crowd, but do not play softly as shown by interlude music.

The crowd liked this style of playing. The show was a hit, and the band, by dancing by every couple on the crowded floor. Secret of Waters' Band appears to be the music, and not the crowd and the players feel like close friends for a few minutes of playing. The show is a hit, and the band, by dancing by every couple on the crowded floor. Secret of Waters' Band appears to be the music, and not the crowd and the players feel like close friends for a few minutes of playing.

Madrid is under management of Jonny Perez, who was one of the town's first night operators in the LaPlaza Cafe five years ago. H. Zerch.

### Antlers Club, Kansas City, Mo.

Two acts and the superold sepi awing style of Tommy Douglas' Band here this week.

Bill Christian, colored hooper, who clowns as he taps, is entertaining and surprisingly adept on band choruses. Used *I Got Rhythm* and *Chiefdom*, with the Douglas boys in the groove behind him. Two more.

Little Dixie, colored gal, scores with her singing of *Nasty Man*, *Rosette* and *The Duke* and the Duke and again doing accompaniment job up brown. One bow for Dixie.

Reminders of the show is all Douglas. Besides Tommy, who toots also sax. Miffie McFly, colored and Willie Dewey, piano, provides jive of an indispensible meaty quality. Others in the band are Willie Smith, Harry Ferguson and Robert Hiber, trumpet; Lawrence Anderson, trombone; and Paul Jones, tenor sax.

Douglas and his partners have a nightly midnight KCBY wire, and sometimes it's impossible to forget how Count Basie, playing in a similar low-class club on Kansas City's 12th street for years, finally was recognized and sent up to the "big time." The same should ring true for the Douglas combo, for it is the best jive unit to this section.

Club itself is large and plainly decorated. Attracts fair patronage and can accommodate more than 275 persons.

not of the tux and tails type, but extremely superb. Nevertheless, it is a swell spot in which to see fair acts and super musicians at a minimum cost, and thus does it prosper.

Not a few excellent acts are even consenting to dance. The club is in the city's west bottom, near parking.

Dave Deater Jr.

### Ritz Hotel, London

This noted spot has two acts, both American, on view. Three Music Hall boys, plenty popular in London's West End, get heavy laughs with their witty Victorian vocal routines, accentuated by loud but true-to-period dressing. Boys have corking pipes, too.

Nella Candelaria, one American songstress who is easy on both the eyes and ears. Fascinating brunet has tons of personality and a fine voice, hitting the highest notes with ease. Bern Aross.

## Big FTP Revue Is Canceled

### CHICAGO, Feb. 19

The elaborate vaude revue scheduled by the Federal Theater Project for the Great Northern Theater here has been canceled by Harry Minturn, local head, who, it is reported, was not satisfied with the material and talent shown during rehearsals. Not Dandy, who has been with FTP for the last 10 months and under whose supervision the revue was cast, was dismissed. Acts that would have been used in the revue will be spotted in the FTP vaude units now playing schools and other public institutions in this area.

### Vaude Spurt in Indianapolis

INDIANAPOLIS, Feb. 19.—Vaude is on the upswing here, with both acts again entering the field with a two-day stage show weekly. Shows are presented on Saturdays and Sundays with first-run picture. First show last week was Hollywood Sketch Book, headlined by Haines Brown and LaVelle.

On Friday the Circle opened with Fred Waring and band. Johnny Perkins, round comedian, headlines the new show at the Lyric.

### To Check Florida Benefits

NEW YORK, Feb. 19.—Alan Cecil, Theater Authority and host, left for Florida Wednesday to check on the Kiwanis Club benefit in Palm Beach and check on the stage at Miami. Both are supposed to be run off latter part of this month.

### Sees Brothers After 32 Yrs.

SEATTLE, Wash., Feb. 19.—Palomar Theater during the past week was the scene of the first reunion of Bert Wall, known on the stage as Bert Bond, with his brothers, Harry and Ed. Wall in 32 years.

## More Vaude Set For Omaha Houses

OMAHA, Neb., Feb. 19.—More stage shows for the Orpheum Theater here are announced by E. H. Cummings, Tri-State district manager. The Orpheum booked in traveling shows about nine times in 1936 and the same number in 1937. This will be doubled during 1938 and may be jumped to two week-long vaude shows a month, Cummings said. Heat of time house will show dual.

Interest in stage shows was renewed when *Walsh's Nights* and a feature program grossed \$3,500 in one day last November. House seats 3,000. Lita Gray Chapin, with *Starbuck of 1934*, pulled \$16,000 for the first week in January. Bad weather kept Ted Lewis and his show down to \$12,500 for the last week in January.

Brandeis Theater, planning on stage shows, is having dressing rooms and stage renovated and dickering with the musicians' union.

**3 PEPPERS**

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THE BULLDOG OF THE BOXING RING, FORMER WILT WRIGHT, CHAMPION OF THE WORLD WITH A SURE-FIRE STAGE ACT. THAT PACKS A PUNCH

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S.R.O. ENTIRE WEEK OF FEB. 18 AT THE PALACE, BUFFALO, N. Y.

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**THE BETTY COEDS**

"A DIFFERENT DANCING LINE"

Now Playing YACHT CLUB, CHICAGO

Direction—SAMMY CLARK-WM. MORRIS AGENCY—CHICAGO

# Club Management

## News and Angles on Night Club Operation

type of publicity and management in addition to new talent. This idea of a clean-cut change of policy has proved a success.

### Homemade Noisemaker

BENJAMIN COLLADA, owner of the El Chico, New York, likes to fool around with mechanical gadgets, especially when they are of the "noisy" variety. Among the trickiest devices is a home made "noisemaker," which is a combination radio loudspeaker with a horn. When plugged in this gadget lets out a whirring noise which fills the void and prevents voices from booming. Thus patrons are not bothered by intrusion of other patrons' voices. Also have the feeling that the place is alive. When the band is playing the "noisemaker" is turned off so it will interfere with the music.

### Matinee Shows for Women

ART PADULA, of the Arcadia-Intertown, Philadelphia, is enticing women customers to a Wednesday afternoon matinee that has a novel and compelling twist. Intended to attract the string femme

## "Big Apple" Here To Stay

CHICAGO, Feb. 10.—Big Apple number, used as a finale in the College Club show, has proved a success. It has caught on so well that Manager Frank Bering has decided to hold on to it. The feature, including an extra added attraction. The line gals are prominently featured, and bring them on the floor to strut their stuff.

The stunt has caught on famously and many of the other spots in town are planning to follow suit. Padula reports almost capacity turnouts for the matinee, thus filling in very profitably what used to be very dull afternoons.

### Club Owners Check Talent

MR. AND MRS. GLENN SCHMIDT, managers of the Beverly Hills Country Club, South Gate, were in Chicago last week looking over new talent for coming bills in their spot.

## Talent Agencies

WILLIAM MORRIS Agency, Chicago, is reviewing showing nights at the Stratford Chicago Club, which has been out since New Year's. . . CHARLES GREEN, CHA. pres. has been in Chicago for a week or two, but no news. . . BILLY RANKIN now booking club dates for Sigill & Tyrrell in Chicago.

SILICH & SYRELL, Chicago, plan to book a New York office next month. Also reports it will book the new inside Club, Fort Worth, which Tom Daley is managing.

EMPIRE THEATRICAL BOOKING SERVICE, Detroit, reports the renewal of contract with the Kentucky Club for the new inside Club, which was formerly of Burns & Curtis, is now an associate with Empire. . . RAY FIELDS, Detroit booker, booked the entire floor show and music for the Old-moore Club, Detroit, on January 15. Jay Jason, impersonator, who appeared at that show, held the floor 45 minutes. . . Leo Curtis, Detroit booker, formerly of Burns & Curtis, is now operating as himself. He says while Chicago has allowed up he doesn't think it as good as it is pictured.

DANNY COLLINS-RALPH WONDERS, Chicago, reports that he has secured the offices now occupied by the Lou Irwin agency in the RKO Building, New York. . . WONDERS is planning to be handled. . . Concentration of their activities to "cost" about more and more in negotiating smaller New York quarters for Irwin. . . JOE GLENN is to continue booking old-time attractions for the Rockwell-O'Keefe office, but will occupy separate quarters in the RKO Building.

RUTH BALLANTINE of Leo Selman Attractions, Chicago, booked the Burton Boys to the Chez Paree as a fill-in bandstand combination Monday. . . MISS LOUIE LIPSTONE, wife of the head B. & K. booker in Chicago, lost her mother last week.

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

EARL BAILEY, of MCA's London office, is in Chicago last week for a big conference with B. & K. bookers in Goodhart. . . LUCILLE FRIEBER has left the Will Harris booking office in Chicago.

## Ohio Spot Gets New Name

EAST LIVERPOOL, O., Feb. 18.—Master-Book Line is the new name of the former Lincoln Lodge, three miles east of East Liverpool. The place has been renovated. Floor show and Bobby Fitzgerald's band current.

STACEY is emceeing the new show at the Black Bear, Reading, Pa. Others in the show are Nelson and Boston City, Sizzac and Little Robert, Jay Lee and Benny Lewis, emcee at Mattoon's, Alton, Ill. STACEY is presently expected to hold the pod on another three at least. . . BESSIE MITCHELL, emcee at the Black Bear, Detroit, Del. as emcee for a show which includes the Duranin, Zelma Reed, Mack and Mack Little Robert, Jay Lee and Benny Rhythmatist. Ted Austin's music. The new bill is: VICTOR WITTE, emcee. The bill is to be in the 10 weeks they've been at Murray's, Alton, Ill. STACEY is planning to go on another week at the New National Hotel, Terre Haute, Ind., with his male trick band taking up an assumed act at the Dorman Club, Clinton, Ind.

fully Writers Rein Business IT STRIKES us on the height of stupid industry management when an operator magnifies and in other ways creates unrest among his waiters when things go wrong with business and profits.

There was a classic example at an Ohio spot. The manager of the place is quite fashionable and the owner patronage fell sharply. The owner tried to stem the bill with more lavish and more expensive entertainers in prices. He knew that the food and the liquor could not be improved, yet nothing had been done. Suddenly the pendulum began to swing the other way. The owner finally confessed that the trouble had been with his waiters, and that he alone was at fault. He had tried to force them to work 12-hour shifts for \$1 instead of \$1.50 and the men had walked and grown grumpy, with the result that service suffered.

A matter of less than \$10 a day had undone the good work of a fine reputation, a consistently excellent cuisine and the splendidly trained hundreds of dollars for added entertainment.

## Dance Cavalcade Idea Gains

A New York, N. Y., near week is the "Dance Cavalcade" idea. It is for four dance teams being featured each week and vying against each of the patrons' favor. The patrons will be given a chance to vote for the team that catches their fancy most. The two teams receiving the biggest votes will be held over for the following week.

## Good Coffee Important

PREPARATION of good, green plenty of attention at the Chez Paree, Chicago, the management feeling that a good cup of java is essential to any club. Co-operator Mike Pitzel himself supervises the making of the spots individual brand and issued a standing order to make fresh coffee every 10 minutes.

## Neighborhood Spots Grow

THERE has been an unusual growth of neighborhood night clubs in New York area. The new spots are in the "down town" spots and also interesting new patronage to the night club. The neighborhood spots feature informality, no cover, small or no minimum charge, and a casual, friendly policy. Operating under comparatively low overheads these clubs are becoming genuine competitors to the bigger downtown spots. Some club owners foresee the possibility of big brackets in the exception of one or two of the spectacular type).

## A Real Change

WHEN Bill Robbins was named executive booker of the Park Central Hotel, New York, he brought with him a. a. Ed Wetzer, and also a new head-writer—claiming the spot needed new

## Photo Post CARDS

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**DANCE HILLS** PROTECT YOUR PROFITS  
 The Famous Dance Club that through its brilliant management has become the most successful and profitable in the city.  
 Special Reopening and Greeting Cards to Order.  
 LEATHERY NON-TRANSFERABLE DANCE CHECK  
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## New York

THE KENNY FAMILY have a bit of a monopoly on the string spots at the Park Central Hotel, with Kenney C. Use Cococut Olive and Lillian in the cocktail lounge. . . GOWER and JEANNE have been demoted. . . DOROTHY FOX called for London and 100th St. Ok. returned to the Radio City Rainbow Room in the late spring. . . PATRICIA and her sister have also been taken for dead by their families and best friends these past three months, according to the police. . . A new act him a greeting card from Detroit. . . A new colored harmony trio recently formed in Love and Hesse, have been set thru Fanchon & Marco for coming bills. . . CHAS. C. Dorey, slated for March 15. Clarence Robinson has been contracted to do the show. . . "PATRICIA" and "COSTER" accordingly, who stayed 12 weeks at the Rainbow Room and Grill here, set to open at the British Colonial Hotel, Nassau, Bahamas, February 22.

## Chicago

THE BOOTS MCKENNA line at the College Inn has become a permanent fixture. The new act, "COSTER" goes into the new Inn show Friday. . . CHICAGO TIMES, following conflicting reports, the advertising and editorial departments, is now eliminating reviews of the new night club shows. . . LINDY BIRD, slated at the College Inn this week to open a theater tour. . . "COSTER" and "PATRICIA" bought a novelty number from Gilbert & Walker here. . . THE DUNANS are after the "COSTER" act. . . RUTH and BOB COSE. . . HELEN MORGAN is pinned in for the 1st Mat. . . BEATRICE HOWE closed with Eddie Varcoe and returned here.

## Here and There

DOROTHY DUVAL, accordionist-comedienne, is in her seventh week of an indefinite engagement at the Ventura Hotel, Ashland, Ky. She is playing the "COSTER" act. . . RUTH and BOB COSE are back in town, this time at the Bismarck Hotel.

## Talent

booker, set the Wayne Four, Peanuts and Pepper, the LeMaires, Lois Marie and the "COSTER" act. . . The "COSTER" act at the Barton Bartenders' Hall at Castle Park, Cincinnati, Tuesday night of last week. . . TOMMY DORNEY's OK. furnished the melody. . . CORVINO and VOYVA have split since they were in Chicago with a partner, Ardelia. . . AKEE RONGER AND ANDRILLITA visited relatives in Denver last week en route to the West Coast to play vaude and clubs. . . VALLEY AND LEE will play Castle Park, Cincinnati, next week of February 20. . . PAUL AND PAULETT and Fanchon and Fanchon are set for an indefinite stay at the Merry-Ground Club, Dayton, O., booked by Jack Middleton, Cincinnati.

THE THREE SEENADERS (Jack Dalton, Joe Kosser and Jack Morton) are in their second week at the Coliseum, in Chicago. . . ANN BUTLER is filling a return engagement at the Club, Milwaukee. . . On the same bill are Cecil Blair, Jay Jason and Nelson and Marsh. . . TITO CORRAL heads the new bill at Beverly Hills Country Club, Southgate, Ky. Also there are Tommy Hartley, Johnny Wills, emcee, James Williams, Joe and Pete Michon and Roosevelt and the "COSTER" act. . . GUARDMEIN: Howard Nichols, Juggler, and Garland and Frawley, dance team, comprise the current bill at Hotel Gibraltar, Cincinnati. The Guardians are

WALKY BRENNAN and ALMA, now working Midwest clubs for Eric Greesh, Chicago. . . The "COSTER" act at Murray's Buffet, Richmond, Ind. . . BILL BRUBAKER takes his show, "The Parade of the Stars," to the "COSTER" act. . . Thall and Rooney into the Nine-Mile Hotel, Cincinnati, Tuesday (22) for an indefinite stay. . . GALE SEXTON open a week's stay at the Deep Well Tavern, Niles, Mo., on the 22d. Then move on to the Nison Cafe, Pittsburgh, for two weeks. . . OLIVE WITTE, emcee, is in the "COSTER" act at the Nison Cafe, Pittsburgh, next week. Set by Lew Weiss. . . JEFF and MARY HOLLAND were in the "COSTER" act at the Nison Cafe, Pittsburgh, next week. Set by the Vincent & Fields office, Philly. . . RICHARDS AND MONNETTE have been held over second week at the New Penn, Pittsburgh. . . JACK

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egy and views the stepping of his son with parental affection. They do not notice the rhythm until Pat, Jr. adds a lot of eccentric material.

The Timbings, with their nervous, eccentric style, take the second prize. Open with laugh chatter, Timberg, Jr. then takes over with a series of "The St. Vitus-like style of hoofing is interesting. Timberg Jr. creating the impression of a second act. Timberg, with Audrey Parker, in the next piece of business. Girl does an excellent number which turns into a "The Things I've Love To Keep Me Warm with Timberg singing and dancing. Timberg has talent. Does comic impersonations, and so does Timberg Jr.

Timberg a dancer. Both the Timbings, too the Timbings and Rooney come out for the wind-up of dancing and gag. Timberg and Rooney, in a piece of business, a short turn in front of a production number, but suggests a piece of business. It is certainly something unusual to watch.

Timberg and Rooney appear in a few production numbers, and in one, a Vienna waltz, are abetted by the 12 Dancing Dames. Timberg, with the Foster brothers, however, is a bicycle turn. Timberg and Rooney, in a piece of business, a short turn in front of a production number, but suggests a piece of business. It is certainly something unusual to watch.

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### State-Lake, Chicago

(Reviewed Friday Afternoon, February 18)  
 The new team, Neal and Sharp and birdwork work, supported by the house band, is a very good one. The production work is excellent. The house band is a very good one. The production work is excellent. The house band is a very good one. The production work is excellent.

Joe Morris and Company do a burlesque talk act that will probably do well in the burlesque line. Does the paper out for a big time, with junior and senior partners. The production work is excellent. The house band is a very good one. The production work is excellent.

Monroe and Grant are back in the Windy City and their comedy acrobatics on the stage. The production work is excellent. The house band is a very good one. The production work is excellent.

Judith Allen, screen actress, is featured. Works in front of the band and starts off with some ordinary Hollywood talk. Interviewed by Maestro Verne Buck. The production work is excellent. The house band is a very good one. The production work is excellent.

Billie and the lovely blonde, and has a good personality, but like other Hollywood comedians, she is not very good. Does a dramatic skit and follows with a couple of songs.

The production work is excellent. The house band is a very good one. The production work is excellent.

### Paramount, New York

(Reviewed Wednesday Evening, Feb. 16)

Clyde McCoy and orchestra and Mizzi Green sing bromides on the Paramount boards this week, with the Nicholas Brothers taking a good slice of applause for their last tap.

McCoy's outfit is danceable and pleasant to the ears. McCoy has a good vocal trio in the Bennett Sisters. McCoy's vocal trio is a good one. The production work is excellent. The house band is a very good one. The production work is excellent.

Nicholas Brothers' turn is sure-fire

and too well known to warrant full description. Their work is hot, rapid and snappy, and they are on for quite a spell.

Mizzi Green, late of Babes in Arms, has a very good vocal trio. McCoy's vocal trio is a good one. The production work is excellent. The house band is a very good one. The production work is excellent.

House doing very well with strong pie and flesh offerings.

### Wintergarten, Berlin

(Month of February)

Current program, "The Three Richies, two men and one woman, is a very good one. The production work is excellent. The house band is a very good one. The production work is excellent.

Both and Shay, acrobats and fine musical comedy. The production work is excellent. The house band is a very good one. The production work is excellent.

Continental pantomime, is not so forte. Gets a fair amount of laughs but lacks some material. The production work is excellent. The house band is a very good one. The production work is excellent.

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### Vaudeville Notes

MAE WEST has gone over to BKO for her stage appearance on Feb. 25 and 26, and in Cleveland, March 4; but she is not expected to appear in New York. It has been reported that Loew's offered La West \$1,200 for one week at the State, only opposit to the Paramount, but was turned down by Miss West.

WILLIAMS, German comedian, and his Uncle Jim's Question Box radio program, have been given their first appearance by Pancho & Marco.

JUDY GARLAND, Stu Erwin and Dick Henry, will be featured on the Rockwell-O'Keefe office for future radio dates.

BERRY BROTHERS will March 10 with an act in Paris and three in London already set.

SHAVIER, with Gene Cole and George, go into the Palladium, London, June 6, for six weeks and follow that with two weeks at the Grand Hotel, Paris, October and November, at the Scala, Berlin. Handled by Dick Henry of the Williams-Morris agency.

ART JARRETT was booked for four weeks of Intimate Time in Houston by Danny Collins. Jarrett plays Texas, Dallas, and Houston, and will be in New York.

SID MARION, with Madeleine Kilburn, will open in England June 26. ... BOBBER, with a new act, will be in English dates July 4, booked by Dick Henry.

The William Morris foreign booker also set HICKORY AND HICKORY for the C. B. Cochran show at the Trocadero, London, April 1. Eng act dates open on theater tour about August 26.

LA CONGATA POLLE, Alex Gerber's act, will be in English dates July 4, booked by Dick Henry.

FULTON THEATRE, with a new act, will be in English dates July 4, booked by Dick Henry.

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## Reviews of Units

### The 1938 Swing Show

(Reviewed February 13) at Cereside Theatre, East Liverpool, O.

Variety is the keynote of this unit, with slapstick artists, a trained bear, a dancing 12-girl chorus and a musical comedian. Adequate for middle-sized movie houses, accents swing tunes, excellent dancing, novelty and comedy acts.

Mickey Honefeldt's Orchestra is better than average, playing catchy music and ably pacing the acts.

The Thomas Twiss blonde, and eight of the line work several production routines.

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

The Morris, man and woman, offered a bit of balancing and cubs juggling. Derrick and Allen do a nice bit of acrobatics playing with pantomime. Maxine and Bobby, the latter a small terrier, do unusual tricks without cues.

On the screen, The Patient in Room 18.

Reviewed by Joe McConnell.

### PITTSBURGH ACTS

(Continued from page 3)

EAWP President Bobby Eife, will also consider invitation by Alliance to establish permanent headquarters in the labor union building.

Expected to come to a head will be issue of skill acclimating with any union, a more general issue of what return is American Federation of Labor symposium.

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thiers. Cymo-session pool of entertainers at EAWP dance last Sunday revealed majority in favor of organization along AFL lines, but with local autonomy.

Chief objection raised to possibility of affiliating with national union was central control system of American Federation of Actors, which was rejected last summer by EAWP committee that petitioned Ralph Whitehead to consider Pittsburgh as an autonomous branch.

If meeting tomorrow fails to produce solution to entertainers' sentiment for maintaining file plans to ask Pittsburgh Central Labor Union for charter which will grant EAWP sympathetic co-operation by "mistake," barkeepers and hotel-restaurant locals, while allowing his group to retain independence in handling matters and amount of dues.

Jeffries, former Pittsburgh AFA agent who heads entertainment committee for People's Alliance, claims he "wants to arrange wage scales and see the show" people organized into some kind of union, regardless of what return as long as pay can be raised from its present situation.

If Sunday meeting fails to push out Jeffries will ask Whitehead to come here and offer AFA tie-in with local autonomy.

For five hours last Sunday agents and acts buried the hatchet to stage the second annual "Big Dance in the Roosevelt Hotel Gold Room. Volunteer acts in four show were Marie Wagner, Donley Sisters, Klida Tins, the Magnumettes, Lola Donn and Nita Raymond, Mying Demons and Fish Brothers, Syd Magdison was emcee, Mastered by Joe Schaefer's Orchestra.

Committee for the affair included Billie Conolly, Amy Bellinger, Booth Eife, Magdison, Freddie Meyer, Ruth Stevens, Helen Vele, Louise Carroll, Garnette Taltchik, Gloria LaMarr, Betty Simon, Rita Heron, Nora Lewis, Loretta Johnson, Terry Holmes and Deacon Livingston.

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 OF SCANDINAVIA  
 Comedy and Ballroom Interpretations  
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"The Magic of the Marquis"  
 MARQUÉ THE MAGICIAN  
 Directed by LYNN M. PARKS









## Actors Ricket N. Y. Interics

### AFA pushes vigorous union drive—more clubs sign—ambitious national plans

NEW YORK, Feb. 19.—Performers picketed on the night club scene this week as the American Federation of Actors stepped up its campaign to organize the night club field. Along with straight picketing went such stunts as the handing out of leaflets to pedestrians as an indication of what Chinese restaurants pay their acts' and also use of walkspies to explain the picketing. Among the spots where negotiations are now going on are the Radio Plaza Broadway entrance, Chino, Chin Lee's, Monte Carlo and the Cavalier.

Meanwhile several night clubs came to terms with the AFA including the Corbo, Rainbow Fun, Russian Art, Russian Ketchum, Little Russian Rendezvous, the Second Avenue Ketchum, Howdy Club and Orel's. This action brings the key spots of the field and the Lower East Side under AFA regulations. The main Times Square area was organized some time ago. The AFA is going after the Bronx, Queens, Long Island and Northern New Jersey areas.

With executive secretary Ralph Whitehead back from Miami, where he conferred with William Green and other leaders of the American Federation of Labor, the AFA council this week laid plans to extend its night club organizing drive through the country. Boston, Philadelphia and Pittsburgh may get night club organizers next.

The AFA reports that generally poor night club conditions have been depressed in night club areas and that, therefore, more there seem to be an increase in the number of shows in night clubs and lounges. As a result, the AFA reports its organizers have been welcomed by the night club operators and policy makers anticipated in the night club field.

The Village Grove Nite Club reopened this week under new management, it being the only important new spot of the week. The Paradise switched direction to a no-music, no-shows policy this week.

### Robinson Gets the Gavel

NEW YORK, Feb. 19.—Bill Robinson, president of Negro Actors' Guild of America, will receive a gavel March 1 when the Guild holds a soiree in the Mayfair Ballroom. Plans are being made to maintain its office at 1674 Broadway. Robinson's Committee will also maintain the pending plan. Fred Washington is the Guild's executive director and secretary.

### FTP Statistics

WASHINGTON, Feb. 19.—Survey of Federal Theater Project activities during the two years it has been operating in this country reports a total of 1,503 performances, 2,107,843 people a month to its 4,549 average monthly attendance. Monthly average attendance at music classes has been 149,521.

### BROADWAY BEAT

(Continued from page 5)  
RET. The secretary, lighting, costume and direction makes our lower strata professional stage look slick." They sound as though they were pretty good.

The Bureau of New Plays, over which the Dramatists' Guild had something of a battle, has released the winner of its first competition, Robert Weaver's "Fool's Hill." To the Theater Guild's credit it is worth noting that the play is the creation of a stable of non-Guild writers for the benefit of the film company—which was said to be the reason the Bureau was established in the first place. It will also be the first play to be staged at the Guild. Head of the Bureau of New Plays, it is also at the helm of the Theater Guild. . . . Speaking of the Eastshore Players, as they were in the last paragraph, the same source reports that the best part of the evening was the performance of "The Great Game" by John Campbell, Housley Stevens Jr., Phyllis Ellerman, Josephine Bonidy and John Becker who stand out work. . . . If both of Mr. Spinich's constituents will forgive him, but they will have not the least check on the subject. . . . The boys have seemingly become more careful; at any rate, no slips were noticed during the week.

### See the World

NEW YORK, Feb. 19.—Glória Reyes, dancer, who was with some friends leaving for Europe on the Deutschland and found herself in the middle of the business of packing overnight her time saying as regular Miss Reyes' baggage hangup up and the boat under way. She paid her passage both ways and claims she did not get into the cabin as couldn't eat the German food. This is seeing the world in spite of a bad cold.

### American Academy Students Present Two Productions

NEW YORK, Feb. 19.—The senior students of the American Academy of Dramatic Arts came a cropper this week with their pair of productions at the Helms; they were J. B. Priestley's "Dampers Corner," given Tuesday afternoon, and Rachel Crothers' "When Ladies Meet," offered yesterday—and the kids failed to do particularly well by either of them. If consolation is to be had, the production was probably a bit the better of the two—but it wasn't very good.

"Dampers Corner," the most fascinating of all mental mystery dramas, practically dead in the water, was managed to get in its way most of the time. There was a really fine reading—by Joan York, as Freda; Ellen Moore did a really beautiful job in the small part of Helen; and Peggy Spitzer, as George Hotel skated well enough over the top. The only other thing that was an acceptable Betty and Richard Mayer was at least as nice as Robert. . . . King accentuated the quiet smooth and suave Stanton, and Beverly Small, as Owen, brought the best role of the play, fished to bring any effect even to the big speech at the start of the last act, then which as a matter of fact, she should be playing. The last two acts, incidentally, were run continuously.

When Ladies Meet also had a few nice things, but the main part of the play really better than Corner, also suffered by a statement from William E. Stroh, chairman of the House committee on patents. Stroh said the bill favored by only radio and hotel interests, whereas films, sept and publishers were opposed. These latter are the chief industries interested in copyright legislation.

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### The Lincoln Play Contest

NEW YORK, Feb. 19.—Southwestern University of Los Angeles is offering a \$1,000 playwriting contest on the Indiana film of Abraham Lincoln. Amateur dramatists are invited to submit a play must not be less than three acts and not require more than two and one-half hours for production. Manuscripts may be original.

Contest closes January 1, and manu-

### WOR Subsid, CBS to Co-Op on Club Dates

NEW YORK, Feb. 21.—Deal between the CBS and ABC Theaters (Columbia Artists, Inc.) and Radio Quality Group. WOR's program producing subsidiary and ABC's Radio Quality Group, whereby the latter will book club dates on which CBS receives inquiries, is due to be announced in the near future. Dates will be booked thru Nat Abramson, head of and partner in the WOR Artists' Guild. However, the last-named department will not appear in any of the publicity material. The booking agreement will be similar to that which has another deal along the same lines pending with another theater.

Deal will not give the Radio Quality set-up the exclusive on dates produced by WOR, which is retaining its right to shop in the open field on any such affairs. A split on the profit will take care of CBS' WOR's booking agent is a leader in the club date field, having secured talent last year for 700 such affairs, Abramson states.

Abramson additionally has his own to book. He is handling the Bureau, which he had before joining only.

### Share-Work Plan for P. A.'s

NEW YORK, Feb. 21.—According to Emanuel Eisenberg, president of the Group Theater and spokesman for the New York Theatrical Press Agents, a new "share" plan for P. A.'s work is definitely in line for the p. a.'s. Committee over the week-end met and drew up a plan. Under the arrangement, probably will be submitted to the members of the group. The practice of a press agent garnering an indefinite number of shows is understood to be set for the scrap heap.

### Duffy Bill Seems Doomed

WASHINGTON, Feb. 21.—Chances of the Duffy Copyright Bill meeting with success were knocked into a cocked hat by a statement from William E. Stroh, chairman of the House committee on patents. Stroh said the bill favored by only radio and hotel interests, whereas films, sept and publishers were opposed. These latter are the chief industries interested in copyright legislation.

### Ted Shawn Series Set

NEW YORK, Feb. 19.—Ted Shawn and his male dancing company will give five consecutive Sunday evening performances at the Majestic Theater, starting February 27. The group has been touring the United States, Canada, Cuba and London for the past two years.

### Hutton Unit Tour Set

NEW YORK, Feb. 19.—Ina Ray Hutton and her all-girls company will give a series of one-nighters in theaters thru Virginia, West Virginia, North and South Carolina. House do not usually book valuable. Tour opens at the Granada Theater, Charlotte, Feb. 21, and ends at the Carolina Theater, Spartanburg, S. C. March 16.

scripts should be mailed to Ivor J. Robinson, 100 Broadway, New York 19, N. Y. The idea, at Bonaventura, Ind. Association will control 25 per cent of the profits. House do not usually book valuable and filming of the play, the 75 per cent going to the author.

### Marionettes Mystify Agents

NEW YORK, Feb. 19.—L. E. custom agents, mysteriously with instructions to suspected Bob Finch of using strings and controllers to camouflage extensively, but others by the name of Nicolai for smuggling into the country. The agents are supposed to be denied, unless while the performer edited the agents.

Agents, wishing to avoid similar inconveniences at the Canadian border should present official reports of their theatrical efforts.

### Philly Performers Want Agency Pact

PHILADELPHIA, Feb. 19.—The United Entertainers' Association demanded that a "virtual" "closed shop" be granted it by booking agents at a meeting with the Contractors' Association Thursday night (17).

Tom Kelly, UEA business agent, declared that bookers should be compelled to hire only talent which held UEA cards. Other demands made by Kelly were:

1. Written agreement between booking agent and actor.

(2) Orders for acts must be in writing.

(3) Act books to be issued by the State.

These demands were backed up by Victor Girard, agent for the State Department of Labor and Industry, in charge of enforcement of the booking-agency law.

Officials of the Contractors' Association, who were present, agreed along with the new provisions, provided the State rigidly enforced them and clamped down on "chokers."

### Detroit Armory May Go

DETROIT, Feb. 19.—Detroit may lose one of its largest auditoriums, according to a resolution passed last week by the city council. The Navy Armory, a combination of State, city and government-owned buildings, has been used for various types of shows for several years. According to the council, "such use of the Armory is unfair competition to privately owned institutions engaged in similar activities, which are required to pay a license fee for the use of the building costs from income."

The resolution was unanimously petitioned Governor Murphy to allow sufficient State funds to be granted the Armory to the use of for use for such public entertainments.

### SECRETARY WANTED

ATTENTION—Persons of young people who are interested in writing, editing, or translating, for publication, office detail or other work, in any of the above mentioned professions in this city, will be glad to hear from you. Write to: BOX 4-D-121, The Billboard, Glenside, O.

### WANTED—LASSES WHITE'S ALL STAR MINSTRELS

Misses Max that can sing, dance, also Edna Mae and other girls, experienced in variety, address: Mrs. D. HALE, Box 282, Dethan, Ala.

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**ADCOX**—Mrs. Mattie, mother of Mrs. Huber, Mrs. W. O'Wesley, wife of Ray O'Wesley, assistant general manager of Hotel Bismarck, Chicago, last year. Recently, St. Louis. Burial in that city February 10.

**ALBERTS**—Earl (Bernie), former ride operator at the Circus of S. D. February 14 in McKesson Hospital, Spokane, Wash.

**ALFERNON**—Mother of Edward L. Alphen, in command of Grand National Features, Omaha, recently.

**ALLEN**—Mary—Age 67. European born, in Paris, recently.

**ANNON**—Mrs. Alice M., mother of George, proprietor of the Grand Opera House Theater, Clarkburg, W. Va., and Karl and W. E. Annon, for the past few years. Burial in Clarkburg, W. Va., at her home in Phillips, W. Va., after an illness of 10 years. Also survived by her mother, Mrs. Ann, two sisters and two brothers. Burial in Clarkburg, W. Va., February 20.

**BIGGS**—Jacob Philip, 70, former exhibitor and theater manager at Martins Ferry, O., February 13 in Aultman Hospital, Canton, Ohio, after a long illness. Survived by his wife, two daughters and two sons. Burial in Martins Ferry.

**BLANCHI**—Roy, camera man, killed recently at Wooloomooloo Bay, Australia, Chicago, Feb. 19, after a long illness. Was filming scenes for an Australian film on his boat.

**BONICK**—Mrs. Irene, 48, who with his brother Leo operated the recently built Saybrook Theater, Madison, Conn., and who was near death in Chicago and there, that city, recently in Madison, Conn., after an illness of two years. His wife, three children, a son and two daughters. Burial in Mt. Olivet Cemetery, Detroit.

**BONICK**—Sam, 71, musician and former vaudevillean, February 10 in Los Angeles hospital, after an illness of two years with the Venetian Trio and other musical acts and appeared with prominent artists in vaudeville. He had written scores for a number of films. Survived by his wife and five children.

**CAPHART**—Charles, 60, president of the Caphart Amusement Company, spent the last 10 months of his life in his home near Phillips, N. Y., of heart failure, following an illness of several months. Survived by his widow and a son, Bernard, Chicago. Services February 22 in St. Ignace church.

**CARNEY**—Mae, 50, vaudeville performer, February 17 in Boston following pneumonia. Her husband, "Boss" Charlie Magle Cline, she played vaudeville for many years before the war and later was a night club entertainer.

**CARY**—Mrs. Leland C., 69, musical composer, February 14 in Fifth Avenue Hospital, New York, after month's illness. As Marie Louise Day, she was for a number of years in vaudeville and remained on the musical comedy and vaudeville stage for 10 years until her death. Survived by her husband, who was in the military service, and her husband.

**COLEMAN**—Joseph, father of Jess Coleman, died of a stroke. He had been ill four days.

**DALRYMPLE**—Percy, 61, carnival electrician, died of pneumonia in Philadelphia, Pa., February 13 in Lehigh Hospital, Johnstown, Pa., of bronchial asthma, survived by his wife, Mrs. Mary E. Johnson. Burial February 17 in Benschoff Cemetery, Johnstown.

**DONAHUE**—Mrs. Emma Scrogge, 66, vocalist and singing teacher in Detroit for more than 40 years, recently in that city. Survived by her daughter, DONAHUE, R. J., February 6, after an operation in that city. He had been ill several weeks and was in the Rhode Island State Boxing Commission.

**ELLIOTT**—N. V., 82, father of Mrs. D. Brock, executive secretary of the Ohio Fair Managers' Association, February 15 at his home in Bellefontaine, Ohio, after an illness of several weeks.

**FORGETT**—Mrs. Roy, wife of Roy Forgett, manager of the Balaban & Katz, recently in Chicago.

**GALBY**—Nate, identified with the Seaside Theater, died of pneumonia, member of the operators' union, recently in that city of pneumonia. Survived by his wife, Mrs. Edith, and two children.

**GARGAN**—Mrs. Irene, mother of film actors William M. and Edward F. Gar-

gan, February 3 in Brooklyn. Services February 7 at St. Francis Xavier Church, Brooklyn, N. Y.

**GEORGES**—Alexandre, French composer of comic opera scores, in Arras, France, recently.

**GEITZ**—George F., former owner of a private zoo near Holland, Mich., February 14 in Detroit, Mich.

**GLOVER**—Mrs. John D., Waterboro, B. C. and owner-manager of the Ritz W. C. and later in that city February 7 of a heart attack.

**HALLER**—E. Thomas, 68, for 30 years, owner of the Grand Coast outdoor amusements, February 13 at his home in Hermosa Beach, Calif., after a long illness. Survived by his wife, Mrs. Hermosa Beach, and burial in Calvary Cemetery, Hermosa Beach, Calif.

**HENNE**—Louis, 63, 25 years ago operator of Hanna Bros. Shows and later dealer of kiddie rides, February 9 in New Braunfels, Tex. He retired about 10 years ago. Survived by a daughter, Louise; a brother, Adolf, and two sisters, Mrs. Theodore Todd, and Mrs. H. F. Finner, all of New Braunfels. Services February 11 and burial in Comolona T. Cemetery, New Braunfels.

**HUNSON**—Mrs. John, 50, mother of Jerry DeVera, chorine with Balshoou Musical Shows, San Francisco, Calif., recently of pneumonia in Stockton, Calif., after an illness of several weeks. Survived by her husband and three sons. Burial in Stockton, Calif., February 17.

**JACKSON**—Frank A., 49, for 17 years in charge of musical shows and Franco Films and later in charge of Gaumont-France Film-Aubert, recently was in charge of the Grand National mount's sales department. At one time he was in charge of the Grand National mount's sales department. At one time he was in charge of the Grand National mount's sales department. At one time he was in charge of the Grand National mount's sales department.

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20 years stage manager of Elna's Hippodrome Theater, Toronto, Ont., February 10 in Hospital, that city.

**MARSHALL**—Mrs. M. C., Coast singer. Survived by a daughter, Audrey, and a son, Robert. Services from Miles Mortuary February 14 and burial in Prospect Cemetery, Toronto.

**MARTIN**—Ben, for many years associated with his brother-in-law, the late Walter Martin, in Coast outdoor amusements, February 13 at his home in Hermosa Beach, Calif., after a long illness. Survived by his wife, Mrs. Hermosa Beach, and burial in Calvary Cemetery, Hermosa Beach, Calif.

**MASON**—Emma, 78, mother of the late Dick Mason, owner of the original Show Busk Company, recently in Hollywood.

**MELLES**—George, 77, pioneer producer of French films, in Paris hospital recently. He began producing in 1905 and presided at the first international congress of the cinema.

**MELLES**—Edith, died February 17 after a two-week illness. Burial in that city.

**MELLI**—Tommy, veteran burlesque comic, February 13 in Cook County Hospital, Chicago, Feb. 13, last survived by his wife, Mrs. M. M. Melli.

**PARKE**—Benjamin F., 63, last survived assistant manager of the midge show at the Grand National Shows. He was the husband of Mrs. Leona Parke, known professionally as Midget Leona, February 7 in Los Angeles hospital, after an illness in show business many years. Survived by his widow, a sister, Mrs. E. D. Morrill, and two children, Mrs. M. M. Parke, and Andrew. Services February 11 in Hollywood Park, San Antonio, Tex.

**PAUL**—Emil, 49, formerly of Polle & Berger and Polle & Lato shows and engaged to be married to Grace Paul (Mich.) Shrine Circus as salesman, February 10 in St. Mary Hospital, that city. Burial in that city. Survived by his wife, Mrs. M. M. Paul, and a daughter, Mrs. M. M. Paul, who was in charge of the Washington, D. C. territory of the Shrine Circus, and a daughter, Mrs. M. M. Paul, who was in charge of the Washington, D. C. territory of the Shrine Circus, and a daughter, Mrs. M. M. Paul, who was in charge of the Washington, D. C. territory of the Shrine Circus.

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of the Green Bay musicians' union. He appeared for three seasons with a group of five comedians, including the late Florida. Survived by three daughters, two brothers and a daughter, his career work more than 100 acts.

**WHITTING**—Richard, 46, for 25 years a well-known composer of popular music, February 14 in that city. He died after a long illness. He composed such songs as "Tulip Time in Holland," "Japanese Song," "The Blue Bird," "The Blue Bird of Water," "I'll Meet Again" and "The Blue Bird." He was a native of Philadelphia, Pa., and his career work more than 100 acts.

**WOLFGINGER**—Herman M., 63, make-up artist, February 14 in that city. Burial in that city. Survived by widow, Galle.

**WOLFGINGER**—John L., 84, builder of Million-Dollar Pier, Atlantic City, February 15 at his home in West Palm Beach, Fla., after an illness of several weeks. Young developed into a real estate operator. He built Atlantic city's first freestone brick hotel and developed Central Amusement Pier, and in 1956 constructed the Million-Dollar Pier Company until recently, when returned to his home in West Palm Beach. He was president of the Million-Dollar Pier Company until recently, when returned to his home in West Palm Beach. He was president of the Million-Dollar Pier Company until recently, when returned to his home in West Palm Beach. He was president of the Million-Dollar Pier Company until recently, when returned to his home in West Palm Beach.

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# The Inland Empire

## Marriages

**BIORDI-BUZZELLI**—Andrew Biordi, owner of the Majestic Theater, Ellwood, Pa., and Mrs. M. M. Biordi, of Purification B. V. M. Church there January 24.

**CAMPOS-MORGAN**—Dr. Oswald Campos, Brazilian surgeon, and Dorothy Morgan, nurse, both of New York, were married in New York City, Jan. 22. Mr. Campos is a graduate of the University of Michigan and is now in charge of the St. Mary's Hospital, New York.

**COLLINS-HEPENEWELL**—Charles H. Collins, of Chicago, and Mrs. E. W. Hepenewell, of St. Louis, were married in Chicago, Jan. 22.

**MCCLAIN-ROBERTSON**—Thomas H. McClain, of St. Louis, and Mrs. Betty Robertson, of St. Louis, were married in St. Louis, Jan. 22.

**HEILER-ORRELLY**—Jackie Heller, radio personality, and Ruth Orreelly, of Chicago, were married in Chicago, Jan. 22.

**STILLARD-MURPHY**—Jack Stillard, singer at the Royal Pines Club, Chicago, and Maureen Murphy, film girl at the Royal Pines Club, Chicago, were married in Chicago, Jan. 22.

**MCCLAIN-ROBERTSON**—Thomas H. McClain, of St. Louis, and Mrs. Betty Robertson, of St. Louis, were married in St. Louis, Jan. 22.

**KISSINGER-KUHN**—Clyde Kissinger, guitarist and member of "We Two," St. Louis, and Kathleen Kuhn, soprano, of Dayton, O., in Cincinnati Feb. 15.

**LANGR-POWERS**—Homer Langr, non-prophet, and Mrs. J. C. Powers, soprano of the Chicago City Opera Company, in that city February 16.

**WILSON-MORTON**—Lester Morton Burnett, English actor, and Virginia Burnett, actress, in San Francisco February 12.

**MASCHINO-PALMACEA**—Henry Maschino, actor, and Mrs. L. Palmacea, actress, in Bradenton, Fla., February 12.

**MEERS-FRINK**—H. M. Meers, assistant manager of Malco Theater, Inc. Hot Springs, Ark., and Lela Frink in that city recently.

**NEILSON-MER**—James Neilson, actor, and Mrs. L. Mer, actress, in Washington February 17.

**WILSON-MORTON**—Lester Morton Burnett, English actor, and Virginia Burnett, actress, in San Francisco February 12.

## O. O. McIntyre

Dear Old McIntyre, 54, whose column *New York Day by Day* was syndicated to 380 newspapers, died in his New York home February 14 following a heart attack. Born in Pittsburg, Mo., McIntyre never left the small-town life until he came to Manhattan in 1923. Starting out as a cub reporter on *The Gallipolis* (O.) News, he went on to work for the *Chicago Daily Tribune* and the *Chicago Daily News*. Long editor of *Country Club* and *Country Club* magazines, he was a member of the Madison Square Theater touring company, played leads in the stock company of the Grand Opera House, Pittsburgh; the Auditorium Theater, Kansas City, Mo., and Boyd's Opera House, St. Louis. He was a member of the *Arizona Under Two Flags*, *Tout of the West*, and *Paid in Full*.

**MAINSIDE**—Albert Thomas, 64, for

## Births

A 7 1/2-pound son, William, to Mr. and Mrs. Ben Levy in Lebanon, Ky., January 24. A 7 1/2-pound son, Frank, to the daughter of O. E. (Shatts) Taylor, tent post showman.

A 7 1/2-pound son, Velta Mays, to Mr. and Mrs. Jack Shafer in Scott City, Ky., February 1. Father is a well-known circus man.

A 9 1/2-pound daughter, Mabel, to Mr. and Mrs. C. Shattuck in Scott City, February 11. Father is tap dancer with Wright's Tent Show.



Larocedez, Jimmie & Orch. (Maletic) San Francisco
Lynn, Tommy (Gals) NYC, ne.
Lynn, Fredrick (British Colonial) Newark, N. J.

McCullough, David (White) NYC, ne.
McEly, Bob (Blumiere) NYC, ne.
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THE NONCHALANTS
Eleventh Week
PALMER HOUSE, CHICAGO.
CROONER: MUSIC CORP. OF AMERICA.

THE TITANS
"RHYTHM IN SWING MOTION"
New Appearing
Philadelphia, Pa.
Directed by FRANK MULLER.
International Theatrical Corp., New York.

HIRST CIRCUIT SHOWS
Black & White Revue (Orpheum) Reading, Pa.
(See ROUTES on page 71)

NEW ADVERTISEMENTS
FOR 1938
NOW ON SALE
Arranged Especially for Your Needs
Dated From January 1, 1938, to
January 1, 1939.
The most complete memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World Maps, 110 pages of daily memorandums, space for recording receipts and disbursements, financial figures, and much other valuable information.
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**AT LIBERTY — YOUNG MAN CONCESSION**  
 For any amount of time, sold and profitable. Balances offers only. No pretense. **ALSO PATRONE**, Box 15, Greenleaf Park, N. Y.

**AGENT, BOOKER**, Publicity Director, Promotional Director, Chief-Booker Enterprises, 100 West 42nd St., New York 18, N. Y. **CHIEF'S AGENTS**, 140 N. W. 11th St., Miami, Fla.

**BANDS AND ORCHESTRAS**

**ATTENTION! ATTENTION!**  
 — Booking, Musical Cameos, Singing, Entertainers, Ladies, Male, Female, Piano, Vocal, Synchrotes; Men, Sax, Clarinet, two Violins, Violoncello, Guitars, Bass, Drums, etc. P. A. System and good Wardrobe. Uniforms, Cut Hair, Perfect Dances. **Write for details** if you want it necessary. **THE NORDS**, 2731 30th Ave., Carroll, La.

**HENRIETY 25—FOUR PIECES, PIANO, SAX**  
 Tenor, Drums. Good doubles, featuring mouthpiece swing and vocal. Young, lively, and smart. **Write for references**. **Write or phone** **ORVILLE RINGOLD**, The Cave, Livingston, La.

**FIVE-PIECES HOTEL NOVELTY SWING BAND**  
 Available for parties, night clubs, etc. Sax, Solo, Trumpet, clarinet, singing guitar, bass, piano, drums. Two good vocalists, novelty, and Southern style. **Write for references** for Northeast or Midwest. **State all SWING** **THE NORDS**, 2731 30th Ave., Carroll, La.

**RAY PALMER AND HIS ORCHESTRA** — A versatile and entertaining Dance Band, 514 E. 10th St., Tulsa, Okla. **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar. **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar. **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar. **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**TOP-NOTCH TEN-PIECE BAND — SMOOTH**  
 — Swing or swing out. Plenty personality and good dancing. **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar. **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**LADIES' ORCHESTRA** — With Men Dixie, 414 1/2 10th St., New York 18, N. Y. **Write for references**. All offers considered. **Address** **BOB** **THE NORDS**, 2731 30th Ave., Carroll, La.

**CIRCUS AND CARNIVAL**

**AT LIBERTY—A-1 SCENERY ARTIST AND SIDE**  
 Show, 2130 1st St., New York 18, N. Y. **Write for references**. **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY—BROOKING, WHOSE GAMES IN**  
 — Available for parties, night clubs, etc. Sax, Solo, Trumpet, clarinet, singing guitar, bass, piano, drums. Two good vocalists, novelty, and Southern style. **Write for references** for Northeast or Midwest. **State all SWING** **THE NORDS**, 2731 30th Ave., Carroll, La.

**COOKHOUSE CHIEF AT LIBERTY—WANT TO**  
 — Hear from Owner of a Carnival having the best cookhouse. Satisfactory and capable of taking full charge. **Salary or percentage**. **LOUIS ROSENBERG**, 52 N. W. 5th St., Miami, Fla.

**ELECTRICIAN — WANTS POSITION WITH**  
 — Circus or Carnival, 20 years experience. **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**"UNCLE SIV AND SALLY" — NATIONALLY**  
 — Available for parties, night clubs, etc. Sax, Solo, Trumpet, clarinet, singing guitar, bass, piano, drums. Two good vocalists, novelty, and Southern style. **Write for references** for Northeast or Midwest. **State all SWING** **THE NORDS**, 2731 30th Ave., Carroll, La.

**AT LIBERTY—Two Acts, Trick Bicycle, Brown**  
 — Available for parties, night clubs, etc. Sax, Solo, Trumpet, clarinet, singing guitar, bass, piano, drums. Two good vocalists, novelty, and Southern style. **Write for references** for Northeast or Midwest. **State all SWING** **THE NORDS**, 2731 30th Ave., Carroll, La.

**AT LIBERTY—For Side Show or Rebuda or Rebuda**  
 — Available for parties, night clubs, etc. Sax, Solo, Trumpet, clarinet, singing guitar, bass, piano, drums. Two good vocalists, novelty, and Southern style. **Write for references** for Northeast or Midwest. **State all SWING** **THE NORDS**, 2731 30th Ave., Carroll, La.

**RENESE WALK TROUPE** — There is only one troupe of this kind in the world. **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**WILL TAKE JOB** — Accepted alone as **Billie Hahn** **THE NORDS**, 2731 30th Ave., Carroll, La.

**AT LIBERTY—Like Show** — Available for parties, night clubs, etc. Sax, Solo, Trumpet, clarinet, singing guitar, bass, piano, drums. Two good vocalists, novelty, and Southern style. **Write for references** for Northeast or Midwest. **State all SWING** **THE NORDS**, 2731 30th Ave., Carroll, La.

**AT LIBERTY**  
**COLORED PEOPLE**

**14-PIECE COLORED ORCHESTRA—ORGANIZED**  
 by **W. H. H. Library, on terms and P. A. system**. This band has plenty of fish and good dancing. **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY**  
**MAGICIANS**

**FEATURE MENIAL ACT** — **M. W. H. H. Library, on terms and P. A. system**. This band has plenty of fish and good dancing. **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY**  
**MISCELLANEOUS**

**GLASS BLOWER—CAN MAKE AND REPAIR**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**SECRETARY—Girl, age 21. Desires work with**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**BROTHERS—3 Men, featuring American**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY**  
**M. P. OPERATORS**

**AT LIBERTY — SOUND PROJECTIONIST.**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**GAMERMAN with Production experience wants**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**PROJECTIONIST—16 years' experience. Present**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**PROJECTIONIST—Electrician, Home Man, Public**  
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**AT LIBERTY**  
**MUSICIANS**

**A-1 CELLIST — UNION.**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**HARPIST (LADY) AFTER**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**MELOPHONE — CIRCUS**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**A-1 TRUMPET — GOOD READER, RANGE**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**ALSO SAX — DOUBLING CLARINET, BARITONE**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**BASS MAN AND DRUMMER—TEAM. NICE**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**DANCE CORNET—29. RELIABLE. SOBER. SING**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**DRUMMER—EXPERIENCED, UNION. AGE 25**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**FIRST TRUMPET MAN—READ WELL. HOLMES**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**DRUMMER—AGE 29. SOBER. RELIABLE. FOR**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**CIRCUS BAND—MUSICIAN. DANCE. TRUMPET**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**STRIKE SAX—ALSO, CLARINET, TRUMPET**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**CLUB SAX—DOUBLING PIANO, ARRANGE**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**TENOR SAX, CLARINET — SING, UNION.**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**TENOR SAXOPHONE — TRANSFOSING ALSO**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**TRUMPETER—PLAY SWEET OR HOT. READ**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**ALSO SAX—Bassoon, Clarinet for location sax**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**ALSO SAX AND CLARINET—Experienced, reliable**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY—Also Sax Man doubling Baritone,**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**DRUMMER—Young, hard worker, good all**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**DRUMMER AT LIBERTY—Age 27. Best**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**HARPIST—16 years' experience. Present**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**THIRD ALTO SAX, CLARINET—Had very**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY**  
**PARKS AND FAIRS**

**BALLOON ASCENSIONS**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**BALLOONISTS AND AIR**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**LOG-ROLLING CONTEST AND EXHIBITION—**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AERIAL GOWNS — Three Standard Acts**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**GLOW AT LIBERTY—March 12 to 21**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**FIRST TRUPE**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**(Continued from page 4)**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**Dr. Sydney Ross, table worker doing**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**Some of the bands and acts start in**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**FRED AND MARIE GUTHRIE — Four**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**HIGH-DIVING GUY ACT—Two attractive**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**PANAMA-SIA DOG ACT—Two**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**TAP DANCER — Three Musicians, Acrobats**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY**  
**PIANO PLAYERS**

**PIANO MAN—Read, fine, temperance, clean**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY**  
**SINGERS**

**PRETTY GIRL—For Cocktail Lounge**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY**  
**VAUDEVILLE ARTISTS**

**THE ACKERS — MAN, BLACK, LADY**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY**  
**FOR TEN SHOW OR GIGGLE—Lads, six**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY NOW—Black, White, Sing,**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**FOR TEN SHOW OR GIGGLE—Lads, six**  
 — **Write for references** on Carletons and Baritone Sax. String Bass, doubling on guitar.

**AT LIBERTY NOW—Black, White, Sing,**  
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## Ringling, DeBaugh Confer With Bary; No Other Ringling Show

PERU, Ind., Feb. 19.—Robert Ringling and Dan DeBaugh, manager of Ringling Bros. circus here, just were in conference with Howard Y. Bary, manager Hagenbeck-Wallace Circus, and Charles Clavin, manager of the Ringling show. It was reported that Ringling that he was impressed by the work of rebuilding the H-W cages and surprised by the amount of live sound work that had been used in them. The color scheme appealed very much to Messrs. Ringling and DeBaugh.

It also was stated by Mr. Ringling that he was very interested in the work with all phases of the local circus situation and conditions existing at the winter quarters and at the car shops at North Peru, headquarters for the H-W activities.

Asked whether another railroad show would be launched under the Ringling banner and buildings erected, Mr. Ringling stated that there was no truth to rumors.

Mr. Ringling further stated that there was the most friendly feeling in both a

social and business way between management of Ringling Bros. and Barnum & Bailey Circus and the Ringling H-W show. Mr. Bary's show will have many new mechanical improvements and a new feature in Blaceman, Ringling fakir. He will be the concert attraction.

SARASOTA, Fla., Feb. 19.—Willard D. Coxy, pioneer Ringling press agent, is in constant demand as a speaker before various local and tourist organizations. Last week he addressed a meeting of the local branch of the American Ringling Club next week. He is also taking advantage of his presence here to gather material for a circus book.

William F. Dunn Jr., secretary-treasurer of the Big Show, returned to New York last week after a month in Sarasota.

## North Bitten By Huge Ape At Sarasota

SARASOTA, Feb. 19.—John Ringling North sustained a painfully injured arm at quarters here last Tuesday when the hammer toe close to the eye of Orangetown the Great, new Ringling gorilla, and was sent to the hospital by the bite.

The gorilla grabbed North's arm, pulled it thru the bars of his cage and bit his wrist. The gorilla was restrained and forever banished from the beach away from the circus.

After first-aid cauterization to the wound, the medical attention of Dr. Ringling, show physician, North was rushed to the Joseph Halton Hospital for further treatment and observation.

Following a telephone consultation with Prof. Robert M. Yerkes, head of the Yale University department of primatology and foremost authority on primates in anthropology, Dr. Halton injected 1,500 units of anti-tetanus serum in North's arm to check any possible lockjaw infection.

North was able to go to his home but was kept under close observation for any sign of infection. Circus men recalled that it was similar wild-animal bites that caused the death of John H. Sparks.

## Bond for Shows At Moberly, Mo.

MOBERLY, Mo., Feb. 19.—The city council has just made a ruling that shows exhibiting in the city may just up bond in case of damage to streets. It was stated that the council will do damage to one of them. Truck shows can get around this by using the grounds just outside of city limits. This is the lot used mostly and motorized shows do not have to use city streets to get to it.

County circus license is \$5 to \$35 a day, depending upon admission charge.

## Seils for Stevens Point

STEVENS POINT, Wis., Feb. 19.—The seasons council here has voted to permit Seils-Sterling to show for one day this season, but struck out of the contract clause "It understands no license or permit shall be granted to any other circus, menagerie, dog and pony or trained animal show or exhibition here two weeks prior to and two weeks after exhibition date."

## Showmen's Club News

Circus folk interested in the activities of the various outdoor showmen's organizations will find the news of each and every show in the Billboard generally in the Carnival Department.

## Howe Bros.' Show Sold

Frank West obtains animals — Joe B. Webb to manage Art Mix show

KANSAS CITY, Mo., Feb. 19.—Howe Bros.' Circus, located at Orange, Tex., has been sold. Frank West, owner of West's Wonder Show, completed the deal with Webb, manager of the U. S. Printing and Engraving Company, this city, for all animals. They will be shipped to the city by rail and truck.

A change of property has been bought by a local attorney. Announces that Joe B. Webb, formerly with Seal Rogers' Circus, will manage a show, which will open about February 23 at Orange under title of the Art Mix Circus. Mix will be with show, which will move on 14 trucks. Two trucks will be an advance, also two press agents and five billposters.

## Warren Tank Receives Order for Robbins Flats

WARREN, Pa., Feb. 19.—Warren Tank Car Company has received order for flat to be used on the Robbins Flats for Robbins Bros.' Circus. They will be delivered about April 1.

Fleets of the May show cars are on the trucks here and will be painted blue and white.

## Cole Bros.' Chi Dates

CHICAGO, Feb. 19.—Cole Bros.' Circus will open season at the Chicago Stadium. The show will be with show, which will be at the Stadium was signed last week.

## George Smith's Rise in Circus Business; Started in Cookhouse

LOS ANGELES, Feb. 19.—George W. Smith, the new general manager of the Ringling Bros. and Barnum & Bailey Circus, began his circus career in 1910 with the Popsburgh-Sells Circus, working for Charles Bowers in the cookhouse. The show was managed by the Ringling Bros. Others with the show at that time in executive capacities were Charles W. Hart, Charles C. Farrell and Chief John Reese.

Smith went to the Barnum & Bailey Circus in 1912 with Charles Henry in the cookhouse and was there until 1918. In the time of continuation of Ringling Bros. and Barnum & Bailey shows, he was made assistant to Frank McIntyre, who in charge of the show. He succeeded McIntyre in 1920, but was in charge of front door until 1927. In

## Dennie Curtis Has Big Show For Twin Cities

CHICAGO, Feb. 19.—Dennie Curtis, who has the Zurich and Omenia shirite circuses in Minneapolis and St. Paul, has pulled up one of the sturdiest shows he has ever had. He has had the Twin Cities for several years and the engagements have steadily grown in size and importance. Noel Van Tilburg, prominent business man and circus fan, is general chairman for the Minneapolis engagement. Curtis is field man and director, assembling and running the show.

Talent in the Twin Cities shows include Minnet DeCoto, comes-in clown; skating tournament; Machedon Bros. and Smiletta Trio, comedy ground bars; Harry Beatty, lion, tiger and elephant (See DENNIE CURTIS on page 43)

## Smith Will Not Be With H-W; Mother Ill

LOS ANGELES, Feb. 19.—Mel H. Smith states that he will not be with Hagenbeck-Wallace Circus, with which he had been contracted, as side-show manager and that he had wired his resignation to Howard Y. Bary.

Smith stated that the continued illness of his mother in Los Angeles General Hospital, Ward 5300, is the reason.

## Herb Duval With Big One

LITTLE ROCK, Ark., Feb. 19.—Herb Duval, of this city, last year with Tom Mix Circus, will be legal partner with the Ringling-Barnum Circus this season. He has been in circus business for 25 years.

## George Smith's Rise in Circus Business; Started in Cookhouse

1928, at time of resignation of Fred Ward, he became assistant to the Carl T. Hathaway, serving in that capacity until 1932; then he had rest period and engaged in other pursuits.

In December, 1937, he was appointed manager of Al O. Barnes-Sells-Floto Circus, at the resignation of J. J. Cronin. From December 31 until February 1, 1938, he was with the California Show Company. Then came the announcement of John Ringling North of his appointment as general manager of the H-W show.

Mr. Smith is married, his wife living at Worcester, Mass. He stated: "I was asked what his hobby was, he stated: 'Only thing I ever have had time to do was work.'"

## New Tots for Beers-Barnes

New territory to be played — advance brigade enlarged—20 vehicles

MIAMI, Fla., Feb. 19.—While most of the equipment of the Beers-Barnes Circus is stored at Savannah, Ga., management is building and repairing here.

R. T. Jessop, of U. S. Tent and Awning Company, was here on Monday to place an order was placed for new canvas for his top, side show, marquee, cookhouse and banners for kid show. Had train will be used on big top and marquee.

Trucks are being remodeled and all new side-show paraphernalia has been completed. Clint Edwards will manage the kid show and will have about 12 people.

Management will invade new territory and has enlarged the advance brigade. Roger A. Barnes will do contracting and will have three billers. George R. Beers will be manager; Charles Beers, treasurer; Herman Wilburn, in charge of big top. Will move on about 20 vehicles and open near Savannah, Ga., about April 1.

## Activity at Quarters Of Barnes-Sells-Floto

LOS ANGELES, Feb. 19.—Everything at quarters of Al O. Barnes-Sells-Floto Circus is hustle. Red Forbes and crew are using a lot of lumber and heavy hardware. The Portland crew and assistants are busy getting the seats ready. Jack Joyce and Bob Thurston work daily with marquee, high jumpers, netting group. Stated there would be new big top.

George Cunningham with the Hollywood Girl contingent started rehearsal of new dances. The Hoffmann wardrobe for two new acts was about ready, that the interpolated dance numbers would be about new lines. There were new solo voices would be heard in center arena in presentation of opening pageant. Capt. W. H. Curtis and crew are getting started. George Tipton is getting ready to start. The Hoffmann wardrobe will come from Ringling-Barnum to replace the Cristiana. Reported to be spending about \$25,000 at San Diego for two days.

## Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Showmen's Club Department of The Billboard during the winter.



# With the Circus Fans

By THE RINGMASTER

**Postoffice** CPA **Inspector**  
**MELTNER** **HEINICH** **W. M. M. HAM**  
 114 E. Main St., Toledo, Ohio  
 (Incorporated by **WALTER HEINICH**, Toledo, Ohio  
 The Company, Toledo, Ohio)

**NOCHELLE**, Ill. Feb. 19.—The CPA is co-operating with the management of the New York City Museum, in connection with a circus exhibit to be held in connection with the building of Fifth avenue and 50th street from April to July. The museum is for the object the preservation of those phases of American which are fast disappearing from the scene and desire to stimulate interest in the circus by calling attention to its historic past. Andrew Dykes, president of the Circus Lumber Company, will be chairman of our particular committee in New York assisting in this matter.

Dr. William Mann, director of the United States Zoo and chairman of the James E. Cooper Top, spoke on the We Frolic Program February 17.

Frank Friedman, State chairman Adams Forehand Top, is a member of the committee in charge of showing samples of Osmen Temple Shrine at Auditorium in St. Paul next month.

Co. Carolyn's Birthday Mr. and Mrs. Walter M. Buckingham, of Norwich, Conn., went to New York and did the legs over the week-end.

Dr. David E. Reid, CPA of Lebanon, Ore., has an interesting article, *Friends of the Zoo*, in February number of *Ostropofolia* magazine.

Dr. William S. Sneed, of Chicago, attended the funeral of George S. Gots

Henderson, Ky., February 14. Getz, whose home is in Chicago, died at Miami, Fla. John P. Grace, of Kokomo, Ind., was a recent visitor at Cole Bros. quarters at Rochester, Ind., and reports plenty of activity.

## Gainesville Show Receives Tents, Other Equipment

**GAINESVILLE**, Tex. Feb. 19.—Tents and equipment recently purchased by the Gainesville Community Circus have been laid up awaiting supplies. Repairs and painting quarter and side poles. Construction of war back seats have been laid up awaiting supplies.

Behaviors under direction of the Conner train are being worked out. Some new acts being developed. Doris Marie Norman, 7-year-old aerialist, is learning to walk and heel catches to be added to her routine. She will work over a net.

Mr. and Mrs. Tom Henry and little daughter, start season with Howe Circus, have been the guests of the Conner family.

Joe Rowland, veteran circus man, has returned from Los Angeles, where he spent several weeks. While there he suffered several strokes of paralysis but is recovering and hopes to disband his cable soon. He is a daily visitor to the community circus quarters.

A Morton Smith, program director of the circus and who formerly did serial numbers in the Gainesville circus, now resides at Wichita Falls, was a recent visitor.

## Hall Animal Acts With Harris Bros.

**NASHVILLE**, Tenn. Feb. 19.—Negotiations of past two months have resulted to a close by signing of contracts between W. H. Henry, owner Harris Bros.' Circus, and Charles H. Hall, of Hall's Trained Animal Show. Because of his Mr. Hall, of the Hall circus family, decided to take the show of the season and his old cast, consisting chiefly of animal numbers, to the program.

The various displays—dog, goat and monkeys, will be offered along with the Hall military elephant act, mixed group, to be featured. Consists of camel, sea animals, bears and great Dane dogs. Mr. Hall, who has a large number of cat animals to manager.

The show, some from leading American circuses, will be a feature. Mr. Henry feels that the clown is one of the backbone of the white top. It is his intention to feature them, both in animal billing and in program.

The following have been placed under contract: George Chandler, Bill Bailey, Jack De Soto, Charley and Peggy Kline (Elmer and Elvira, rube cow workers), Jimmie De Cobb, Sherry Hinkle, Harold D. Smith, Ed. and Edna, George Powell Sr., Harry Hoffman, Red Harris and the Lelloy Thompson Trio of dwarf clowns. Mike and Dan Fyvie will also be with show.

## Smith Working on Chase Equipment

**KANSAS CITY**, Mo. Feb. 19.—Buck Smith and crew are working on overhauling equipment of Chase & Son Circus. Frank Kelsoe and three assistants are working on the show. November—Liberty horse act, pony and rail, circus and three menage horses. Thirty-eight head of stock are used by show. Fielding Graham, owner-manager, has returned from the south, where he negotiated for two elephants.

Big top will be a 70 with three 30s, making the total capacity in one tent last year. H. V. Darr will be contracting agent, with three billers.

## Fowler Again With Haag

**MONROE**, La. Feb. 19.—Bennie Fowler has again been appointed general agent of Isaac Bros.' Circus, show will probably start in from here into Louisiana, opening about April 9.

**HAGENBUCK**—WALLACE show has been booked for Evanville, Ind., Sunday, April 24.

## Conway May Have Another Operation

**BRIDGEPORT**, Conn. Feb. 19.—William J. Conway, contracting agent for Ringling-Barbarn Circus, is resting comfortably at the Bridgeport Hospital after being operated on three February 12 for a prostate gland by Dr. Neill. Inquiry at his home, 71 Washington terrace, revealed that another operation, possibly necessary, as the other is not believed to have been successfully completed.

Conway when stricken was at the height of contracting activities.

## Animals Bought By Parker-Watts

**MEMPHIS**, Kan. Feb. 19.—Everything is going fine at quarters of Parker & Watts Circus here. Ten head of pointer, four head of spotted horses and a white Arabian horse have been purchased. Grand stand is ready and new chairs for same are on the way. Willis Mitchell, master of trapezeartists, is overhauling motors.

Featured in concert with Kirk Cusum will also be Three Parsons, Charles Brady takes particular pride in the clown calliope; Red Monroe in the jive waltz, and Leo Hinkley in toy band waltz—their own creations in way of entertainment. The attractions are that his side-show attractions are practically lined up.

Heri, Kinsman, equestrian director, makes shining circus in Kansas City and then will come here. George King and Blaine Bowman are breaking mirror horses and elephants.

Erna M. Watts and George Duvall returned from Mason City, Ia., where a special line of paper is being made. Charles H. Parker and Ben Houser returned from the South, East and West and report that white conditions are not in good shape, show should be able to get some money in towns of population.

Foot show has been engaged as brigade manager.

## R-B Concessions Again to Millers

**CHICAGO**, Feb. 19.—It was learned here this week that Frank and Bob Miller, operators of concessions on the Ringling-Barbarn show in recent years, have again been awarded the contract for this season. Miller will have all concessions inside and out, except chameleons, programs and commissary.

Reported also that they will operate concessions in Madison Square Garden during the circus' engagement there this spring.

## Mayer Firm To Publish Programs for Several Shows

**NEW YORK**, Feb. 19.—Harvey A. Mayer, president and general manager of the Joseph Mayer Publishing Company, of this city, reports that he has secured contracts to publish programs for the Ringling-Barbarn show, Barnes-Sells-Photo show, Bob and Gene the new Robbins Bros.' Circus and Col. Tim McCoy's Circus. Mayer firm, long printers of Ringling and Barbarn & Bailey programs, will also be in Madison Square Garden for many of the leading circuses in the past.

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 110-Ft. Royal Top in White and Wall good condition. One Set Athletic Show.

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 Featuring **JAPINO**  
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# FOR SALE

**CIRCUS PROPERTY**  
 Because of changes and additions to our show we have for sale a complete show show Pres. 12 Double Back and 12 Double Back Double Back Show Banners, all in perfect shape, new last season. Also for sale: 1000 lbs. of 100 lbs. Double Back Double Back Windsor King Curbs, 200 Set Heavy Best Ink Printing Press, 1000 lbs. of 100 lbs. Double Back Double Back, several sets of 100 lbs. small ink bags. All additional items listed on separate list. Write to: **W. HENRY**, Evansville, Ind. or **CHAS. CUSUM**, Chicago, Ill.

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# Bar Performers Notice

Be the last to hear from Bryant and Gandy Bar Performers. They will be in the city in a few days. Address: **BOB BRYANT**, 1000 Broadway, New York City.

Address: **BOB BRYANT**, 1000 Broadway, New York City.

# Under the Marquee

By CIRCUS SOLLY

ART POWELL, of Phoenix, Ariz., says that he is bed with injured muscles.

CHARLEY V. TURNER will manage opposite the bridge on the McCoy circuit.

HOLLAND and DOCKHILL will again play the St. Louis Police Circus.

MILLIE RODGERS will be with Itang Bros' Circus. Has been wintering at Covington, La.

ROY FLETCHER is doing a bit of stock fishing on Fort Annans, Tex. Is living in Chicago.

MELLS'S KIDDIE CIRCUS is now playing Algers Circuit in Northern Illinois. Business is good.

A. L. TAGESON, wrestler, has signed the Barber & Watts Circus. Has been with Itang Circus.

OUTDOOR SHOWS are threatened in Kentucky. See article on page 3.

JOSE BAILEY, old-time showman of Boothwyn, Pa., recently visited his old pal, Frank B. Hubin, in Atlantic City.

BERT LEO, clown, is in Youngstown, Ohio, and is being paid for his services by his buggy and pony. Will open early in March, advertising around town.

MADEL STARK, of the Barnes show, is in charge of the Park, Calif. February 18 that she has started an animal subjugation school for women.

LITTLE BUDDIE, trained dog, for many years a feature of the Pareton's, recently was shot, died at Tidouise, Pa., February 9.

BETHRAM MILLS' Circus at the Olympia, London, Eng., drew a big crowd. Circus announced that \$20,000 people had visited the circus and fun fair.

HARRY B. CHIPMAN, company manager for Suptent, with Pauline Frederick, who formerly with Barnes Circus show; Will Damon and E. H. Christ in his crew.

PRINCESS LOLA cards from Montebello, that she will soon start an operation. Will go to her daughter's home in Milwaukee. Husband will be in the city.

JACK RIDDLE, who has been ill for some time, is improving and says he will troupe this year. His daughter has added light wire to her act of sets without use of umbrella, etc.

WHY DO they make the pie eat the first few weeks and then will 10 blocks out of the pie for sixteen weeks? How do they pay days? It is not necessary for the circus owner to have a route card to know when June 1 arrives.

MAJOR JAMES BECOMBER, of Canton, O., has granted Cole Bros. a circus permit to exhibit these May 19. The show has agreed to parade, Secombe

BETH and GEORGE OREGO will be with Tom Mix Circus. Lattie is working night club in New York, this being his fourth week in the city. He will appear at Wirth's Circus in Jamaica, L. I.

RANDOLPH WADSWORTH, trustee of the John Ringling estate, returned to the Fort Worth circuit on Monday night, February 13, from Saratoga, Pa., where he had been since the first week of the season.

E. J. CARROLL saw Fred's Kiddie Circus at Montgomery and Shoals, Ind., and his big act at both schools. One-hour show consists of clowns, acrobats, magic, music, puppets, Punch and animal acts. Mustard, magicians, and a hospital crew.

HARRY and LORETTA LAPELLE, will be with the Mack's Circus. They are for Frank Wirth Harold McElroy will be with them. Harry will produce four numbers and have his acts at Shrine

HOW ABOUT it, folks—Who is your favorite circus? Name the show, give a favorite act? Send bot and name and direct your communication, signed, to the circus editor. A postcard will do.

Circus, Indianapolis, Eddie Keck and wife, Marion, have been wintering at Indianapolis, where they have several days in Indiana with LaPelle's circus.

DOO WADDELL says he will be on "We, the People," Coast-to-Coast program, February 25, 7:30 p. m., Eastern Time, as "The Circus Preacher."

THE PUBLIC wants to laugh. Why not a comedy sking act or a German mule burlesque? The clowning circus is one sure-fire comedy act but has not been done. Here is about size for the funny Ford.

BUDDY WEDIN, midget clown of Tom Playman, Mich., will not be with Sells-Grauman Circus as previously mentioned. Doctor says that his legs are still weak and it will be some time before he is again ready for the road.

JAYVIEE TEE GREAT (Jerry D. Martin), high pole and trapeze artist, will have Miss Corda as partner this season. She learned the act with him. They will open April 28 and is booked until October 15.

FOLLOWING have signed with Harris Bros' Circus: Jack DeBono, to do general clowning; Phil DeBono, to do general clowning; DeHouana, contortion, comedy acrobats; Ernest Hader, Jack and Clara Moore, wire performer; and Miss Moore, loop-the-loop.

AGNES SHAW is spending a few weeks at her home in Wexford, Mass., before taking the singing act to the States. She recently had Lora Walden as her guest. Says that Miss Walden will soon rejoin her husband, Dan, who is doing a single wire cycling turn.

JOE GOULD is entertaining at clubs, lodges and conventions, working in and out of the city. He is going to entertain at a banquet in Doon WaddeLL's Chilloitche, with the orchestra. He will also entertain Kwanians at Chilloitche at their annual ladies' night affair March 17.

ANOTHER SAIL SHOW is the field-jump act of the Reddick Bros' show. The more the merrier. The Reddick, Inc., showmen have every confidence in the act.

HENRY W. E. (BUDDY) NORTH has joined the great staff of the Ringling-Barnum show, working under Roland Johnson, Columbus, O., as a trouper with a banquet at the show in the Sarasota papers, and it was he who was responsible for naming the 400-pounder, Jock Gargantuan the Great.

ROY BARRETT, after closing at Grotto Circus, Cleveland, will go to Indianapolis for some days. He will be with the Itang Circus, Omaha, for Blink Wright. Had seven weeks with Grinn Circus, Fort Worth, and will be with Itang Circus engagement, third season he will work under direction of the circus manager, and Terrell. Will open May 26 with Jay Gould Million-Dollar Circus and will be with the Mack's Circus.

FOLLOWING SHOWFOLK are registered and meet nightly at Mack's Bar and Grill, Miami, Fla., to visit their old pal, Bill Atch. They are: George W. Muir, Blackie Dild, Walter O. Morris, Ed Perkins, Harry G. Parker, W. H. Howell, Jimmie Evans, Percy Hamilton, Joe Thomas, H. A. McCormick, Major George Root, Esther Sutton, Leo Brydon, George Root, George Root, George Root, Alice Percut, Charles Bowman and wife, and George Root, George Root, George Root, George Schreiber, A. C. Beck, E. H. McCune, Frank Croyne, Jack Corle, F. J. Howell, Jimmie Evans, Percy Hamilton, New Haven; H. Morris Hansen, Frank Leiffel, Philip J. London and John Root. The showmen were mentioned in issue of February 5. Joe Croyne and his troupe are being mentioned in the issue. Plans are being made for a farewell banquet for the showmen who will soon leave to join various shows.

## Page Has Downie Camels

MACON, Ga., Feb. 19.—George Page, former Ringling elephant man, will have a circus of the camel herd with Downie Bros' Circus. He is at quarters here in Macdon, Ga., where he is planning the act, in addition to riding the racing camels.

## Barney Green

### At El Paso March

### 12; Heads East

EL PASO, Tex., Feb. 19.—Barney Green's Circus will close here March 12 and set out. Two new cages have been completed, a quick change truck and motor has been overhauled. Under the Green, producing clown, is building props for the show.

Joe Levine arrived from Houston with new truck and top for candy stands. Chief Bed Cloud, chief actor, Ralph Noble will assist Tommy Arena in training the side show; Peggy Waddell and Matt Lounsbury are working stock daily; John D. Post has the advance lineup; Carl D. Voss will have all national advertising with the show. He and his wife are in the East in interest of the show. Henry Blum will have the band, Eric Kilburn will be cornetist and Jack King drummer. "Ty" Cobb will have the cookhouse. Bernard and Robert Schaffer, who will work for Levine, arrived with their lunch stand. Neon signs have been ordered for big-show ticket wagon and side-show entrance.

Among recent visitors were Edna and Black Edgington, who will be with Edna and wife. Show colors will be blue, white and gold. Billy Dick postponed his trip. Fred Frank, who has been a daily visitor, left for Kansas City, Mo., on business for the circus. The side show, Peggy Waddell and Young Players in Texas, are awaiting the circus. The family of Paul Heady are in Phoenix, Ariz. Fred and Lillian Schultz are wintering in Ohio. Frank Dugan is expected to arrive soon.

## Lewis Opens April 24; Has 44 Trucks

JACKSON, Mich., Feb. 19.—Lewis Bros' Three-Ring Circus, under management of Paul M. Lewis, will open April 24 at Jackson, Mich., with 44 trucks and three 400, which was new last year. Side-show top is 100 by 50. Managerie Lewis is the wife of a 10-foot midget. Will house many new animals and will be under direction of Lee English, who is the wife of a 10-foot midget. Bringing total of show-owned trucks to 44, Lewis Bros. are now in the act and mounted on trucks, going away with house trailers. Seventeen semi-trailers will be used, and management will have a new modern office wagon.

Nine head of horses have been bought, which are being broken. A great article has been purchased. Show will have a lavish show.

John Williams will be equestrian director. Kenneth Peley assistant. Among those contracted are the Aviano Co., Jerome Smith and his lions, Hassan Ben Abdur and his Arabian troupe, Jimmie Yarnato, Prof. Huffman and Prof. Fob and Dorothy Morris, Beale Costello.

Some five folks are at quarters. William Dingley is in charge of work. Side show will be under the direction of Daniel. Charles E. (Chuck) Moudis, secretary, has arrived and is mailing contracts.

Dennis Williams and assistants are preparing the meals at quarters. Williams will be chief actor on road. H. L. Pilbert will be in charge of front door. Chief Bed Cloud and tribe of Shonks will be in charge of the side show concert. Ray Mello also has been contracted for the show, which will feature Joe Mix and company.

## WPA Business Good At Stanch's Arena

NEW YORK, Feb. 19.—The WPA Federal Theatre closed its season last week and run at Stanch's Arena, Cosmopolitan, February 19. Biz was excellent. The show was produced by Stanch where it appears under sponsorship of 1024 Medical Corps. Manager O'Sullivan has been ordered to form an opposition brigade. This unit functions under Harold Sullivan, in charge of the show. The show will be directed by George Thornton, midget in clown outfit. The show is a new type of re-entrant private industry, will be back on show, reports Wendell Goodwin.

## 15 Years Ago

### (From The Billboard Dated February 24, 1923)

Edward H. Litsinger, one of the principal organizers of the Ringling-Barnum and Avning Company, was a candidate for mayor of Chicago in the primaries. He signed with Sparks Circus, as an superintendent of the show. He was in Chicago in a message act. . . . Morris Handley, who signed with Golden Bros' Circus, . . . Professional clown, who signed with the Atkinson Show, was in the navy and stationed at San Diego, Calif. . . . Val Vito, who signed with the Ringling-Barnum Circus, . . . George J. Silvey, who signed with John Robinson Circus.

Jack M. Polachek was booked with advance of Sells-Grauman Circus. . . . Joseph L. Beckman, clown, formerly with Christy Bros' Circus and the C. A. Worthman, retired from show business to take up work in Escanaba, Mich. Peggy Waddell left Madison, Ia., for Des Moines, Ia., to join Christy Bros' Circus. . . . Savel LaBarr and wife, trapeze and tight-rope performers, joined the Richards & Son's Motorized Circus. . . . Silvers Johnson signed with John Robinson Circus for a message act. . . . A. H. Hon of the A. O. Barnes Circus was killed near Fort Worth, Tex., after it had been taken up from a truck during transit. . . . Charles T. Shooms, 85, midget man who owned the Ringling-Barnum Circus and Forepaugh circus, died February 8 at Barrington, N. J. . . . The London Girls show, which was in the act at the Tessa Falkender, of Golden Bros' Circus, . . . The showmen who were in the act at the Fort Dodge (Ia.) Indoor Circus February 22-24.

## Bobbie Warner Injures Knee

DETROIT, Feb. 19.—Bobbie Warner, elephant trainer, was taken to Highland Park General Hospital Sunday suffering from a broken leg. Warner was in an accident Sunday afternoon at the shrine of St. Ignace. Warner was with the Warner performs with the elephant for the elephant to lift the girl high in the air. Warner was injured slowly to the sawtut and place a foot on her knee. At the performance the elephant was seen to be carrying its weight against her knee. . . . The inmates of hospitals, clubs and elsewhere kept performers plenty occupied the past two weeks. One appearance was before some 50 youngsters in Children's Hospital, with one appearing in the cinema Joe Short, Paul Jung, Wm. Jerome, Pinky Hollis, Jimmie Mooney and Mickey McKe.

One of the features of the show turned out to be Chester Barnett's hind-groove, which did a walkout of entire stadium on its hind legs, being spotted by the showmen. The showmen were from the list in *The Billboard* last week.

## Performers' Club

By CHRIS CORNALLA

CHICAGO, Feb. 19.—Any member of the club will be invited to the club. Grace Di Perro, known professionally as Henry Walters, is requested to inform the club of her address. She is at her home, 144 Bertha street, Pittsburgh, Pa. Miss Di Perro recently released her show, which is going to be in the act on the road with the show. . . . Dave Winkle, of Winnie and Dolly, was when they were rigging snapper while playing Kicker Theater. . . . The club is none the worse for his experience.

Bill Talent, of Talent and Merrit, is doing a bit of stock fishing. He is booked to join a unit in the East. He has been in the act for a few weeks of indoor circus dates for the show.

John Carmond, manager of the Auditorium, St. Louis City, Ia., is contemplating a show. . . . Boye Woolfick is rehearsing a unit at the club. Roberts Troop advised it is a bit of stock fishing. . . . The club is just closed with a show. He stopped off at the club, then left for his home in Milwaukee.

## The Corral

By ROWDY WADDY

ROSE SMITH, cowgirl bronk rider, is springing the new line of horses breaking a horse for a new trick riding number.

CHARLES BURTON is rodeo chairman for the Charto Days Fiesta, which is to be held in Brownsville, Tex., February 26-27.

BOB HOEN CLANCY, press representative for the JE Ranch Rodeo, at present handling the publicity for the event, will join the JE Ranch about March 15.

BILL AND MARY PARKS, rodeo contestants, after being featured at the recent Chattanooga, Tenn., show, are visiting friends at Mountain Home, Ark.

LEFUY J. BILEY WHEELOCK, leader of the JE Ranch Rodeo Indian Band, has been released from the Philadelphia hospital after a successful appendectomy.

CLARENCE CORDRY, who furnished the Indians at numerous Western rodeos and has written for *The Motion Picture*, that he is getting his daughters together for some of the early spring shows.

BUDDY MPPHOOD, calf and fancy rider, with his special team, is being treated at Riverside Hospital, Manatee, Fla., recently was driving his own car seven days after the operation. He is in Percival, Fla., with Mr. and Mrs. Vic Bickstone.

BUCK STEELE, who is wintering in Daytona Beach, Fla., has completed a new liberty act, and it is reported that he will announce an jumping horse to be ready for the season's opening soon. Walter Davis and Coy Lee are assisting Buck at winter camp.

PT. DODGE (Ex.) Municipal Band under direction of Karl L. King, has been contracted to furnish the music for the opening of the season at this summer under American Legion auspices, according to W. L. Engbert, manager.

THE WILD WEST contingent, featuring Tom Mix and "Tony," is reported to be playing to capacity crowds in Havana, Cuba, after a winter tour. The new performance of the 30-day event, show-line-up also includes Bert Norrhus, Harry News and the Grand Quartet of Beesey.

CAPT. DAN FOX, of the Spotted Horse Troop of the New York State Police, accompanied by Mayor Frank Zuber of Norwich, N. Y., left last week by motor for a trip thru Texas. They will visit the Houston Rodeo and Pat Stock and the Big Bend Rodeo and Art Reiter, Lockett, arena director.

COL. JIM BISHOP and son, Junior, left their ranch near Woodstock, N. J., last week for Houston, where Junior will be one of the feature trick riders at the rodeo there. They were accompanied by the "Red" and "White" teams from Woodstock, who will also visit the Fort Worth (Tex.) Rodeo, where Col. Bishop plans to purchase several new wild stock for the coming rodeo at Cleveland.

FLOYD (BLINKY) HUFFMAN, who spent the past season on Billy and Beverly's circuit, is back in the saddle with the Lewis Bros.' Circus, and who also has service as a clown with the X Bar X Ranch Rodeo Company, wintering in Warren, O., and playing theater dates in the territory. He advises that he would like to head stock for the coming rodeo at Red McCoy, Australian whip-cracker.

TOMMY HORNBER and wife, Mildred, who are wintering in the territory, have witnessed a lively one-man rodeo presented by Slim Welsh at Ray Henson's Grandstand near the town of Hays, Kan. Slim rode two bucking horses, topped two bucking broncho steers, and rode a wild cow, and then rode a couple of calves. About 500 spectators were on hand to see the show, which was a full billed with more.

IT SEEMS THAT Vivian White, of Ringwood, Okla., is not content with being the champion cowgirl bronk rider, as she will be competing in the State Exposition and Pat Stock Show last year. She recently landed her trick horse in a trailer and went to Fort Worth, Tex., to demonstrate her ability as a fancy

rider before Verne Elliot, who is managing the rodeo there again this year.

CONTESTANTS AND RODEO EMPLOYEES: Get your Social Security cards and check your wages before summer opens. The United States Government says that you must have them not only for your own protection, but also for the protection of your employers, who are liable for you at all times and a year in federal prison if they permit you to work without cards. Any postmaster will be glad to mail you any further information you desire.

THE BRAHMAS took their toll of riders at the rodeo held in Phoenix, Ariz., February 15. Among the injured were Larry (Whisper) Parker, who sustained a fractured shoulder and a lateral broken ribs when his steer backed three fence and stomped him. Jim Hansen, who was thrown from his horse and landed about the head when his steer caught up with him before he could reach the fence. Floyd Stillinger suffered severe back injuries when he attempted to ride the show's top bronk, Red Goid.

SALT LAKE CITY Covered Wagon Days, annual rodeo feature of the Pioneer celebration held there, was placed in the five-year contract improvement plan last week when Gus P. Bachman, president and general manager, signed a five-year contract with Producer Joe Cramer, of Shawmut, Minn., who staged the annual rodeos there, including the 1937 show. According to the contract, Cramer must within five years build a new arena in Salt Lake City. They will surpass those such present built on hand in the territory in addition to furnishing an entirely new show with more rodeo stock than in 1937, new features, more local performers and an increased prize list.

### Cowboy Troop Does Its Stuff as Justice Wails

GEORGETOWN, N. Y., Feb. 19.—The Chuck Linn cowboy, scheduled to appear in a five-year contract improvement plan last week when Gus P. Bachman, president and general manager, signed a five-year contract with Producer Joe Cramer, of Shawmut, Minn., who staged the annual rodeos there, including the 1937 show. According to the contract, Cramer must within five years build a new arena in Salt Lake City. They will surpass those such present built on hand in the territory in addition to furnishing an entirely new show with more rodeo stock than in 1937, new features, more local performers and an increased prize list.

At 8 p. m. the trial was adjourned until the case was one which had aroused widespread local interest. Returning at 7:30 p. m., spectators and litigants found there was nothing to do until after the show, so most of them decided to stay, and the result that one of the largest crowds in the history of this court was witnessed the performance.

At first the audience was inclined to be rather hostile, but as the entertainment proceeded this feeling wore away. When the trial was over, the crowd remained in their places and court re-convened at about 10:15 p. m.

### Model Builders' Activities

ST. JOSEPH, Mich., Feb. 19.—The new letterheads for the Circus Model Builders and Owners' Association have been received. One new supply was sent to all paid-up members.

George H. Gray, Penn. Ind., has completed his new model of the Circus Model Builders' Association. He is now in Williams B. Bruley, Meriden, Conn., recently spent four days in New York City and returned on the Hoboy Lobby program over the Columbia network.

Charles N. Gray, Penn. Ind., has added 10 trucks to his circus. Recently visited Osborn Schients, Long Branch, N. J., and returned to his home.

Kenneth Audubert, Littleton, N. H., has added a model of the R-B side-show. His new model is now on display in a store window in his city. He recently visited by Charles E. Doekter, Harrisburg, Pa., and Harold Moore, Harrisburg, Pa., who saw the former's Great American Circus.

Charles Bernard was noted with regret as he was a friend of many members. He was a member of the circus and was in the territory. He was recently visited by John H. Shepard and his

## HAVE A DAY

GENERAL MANAGER OF THE MAGAZINE PROGRAMS FOR THE FOLLOWING LEADING SHOWS

- Ringling Bros. & Barnum & Bailey Combined Shows
- Al G. Barnes
- Cole Bros., with Clyde Beatty-Ken Maynard
- Robbins Bros. (Cole Bros.' 2d Show)
- Col. Tim McCoy Real Wild West Rough Riders of the World

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## BILL LYNCH CANADIAN SHOWS

SEASON STARTS MAY 15, TOURING CANADA AND NEWFOUNDLAND.  
WANTS  
FOR SIDESHOW—Working Arts and Talker.  
FOR MAIN SHOW—Man for Front Seat to handle show.  
FOR UMBROS SHOW—Man and Wife to handle.  
TOP OF 1000 lbs. weight.  
Address: ARTIE STEWART, 1821 Hudson Ave., Seattle, N. Y.  
Telephone: BR 6-6660.

Hale Bros.' Circus

Clarence Pfeffer, Johnstown, Pa., will be a big show ticket seller with Cole Bros. Circus.

Bert Blackmer, Decatur, Ill., recently presented a model of the R-B side-show to Ralph H. Miller, Memphis, Tenn., and a tableaux wagon to Gordon M. Potter, St. Joseph, Mo.

New members are Charles A. Davitt, Springfield, Mass.; Burt L. Wilson, Chicago, and George B. Hubler, Dayton, O.

### N. Y. Garden Rodeo To Run for 24 Days in '38

NEW YORK, Feb. 19.—Frank Moore, general manager of the annual Madison Square Garden World's Championship Rodeo, announced this week that the 1938 edition of the big cowboy show would give 38 performances in 34 days. This is an increase in the Garden engagement, runs for the last four years having been 19 days with only 26 performances.

Total prize money will amount to \$2,200. Moore said and that of stock will again be supplied by Everett Colburn and Harry Knight. Additional details, including appointment of judges, staff men and buying of acts, were not been accomplished as yet.

### Rogers Tent, C.S.S.C., To Initiate Five

PETERSBURG, Va., Feb. 19.—The Will Rogers Tent, C.S.S.C., and Circus of this city, will convene next Monday night and five neophytes will be given their swag.

They are State Senator Robert Daniel, P. H. Allen, E. H. Northington, W. Joe Allen and Dr. A. L. Seay.

### Workman's Costume Ball At Richmond, Va., Feb. 28

RICHMOND, Va., Feb. 19.—Regular meeting of the W. W. Workman Tent, Circus Artists and Artists Club, will be held last night at Saint Charles A. Bonoma's office at fairgrounds and arrangements made for the Grand Circus Costume Ball to be held February 28 at the John Marshall Hotel—Rough Riders.

### DENNIE CURTIS

(Continued from page 40)  
riding act; Arthur Smith, LaVenia Blatter and Fonda; and Gladys, double trapeze; Ciss Blevy, lion and tiger act; clown band; seal presented by Captains

## ART MIX CIRCUS & RODEO

WANTS  
For Sideshow—Working Arts and Talker.  
For Main Show—Man for Front Seat to handle show.  
For Umbros Show—Man and Wife to handle.  
Top of 1000 lbs. weight.  
Address: ARTIE STEWART, 1821 Hudson Ave., Seattle, N. Y.  
Telephone: BR 6-6660.

## FOR SALE

One large Round Family Tent, Rodeo and walk and good build.  
TERRELL JACOBS CROCK CIRCUS  
Cleveland, O., 311 Grant St.

## FOR SALE

28 SCOTCH HIGHLANDER BAW UNIFORMS.  
Complete, good condition, including extra Trousers, Belts, Buttons, etc. Price low. FASHION.  
BOY'S BASKET, 1000 lbs. Feats.

Heber and Terrell; single trapeze, Misses Kristian, Carlo, Jean Evans, Miss De La Plata, Jackie Terrell, Miss Eva and Bill Fonda, and Madame Helen Sharon and Wanda Werner, Mrs. Wood, Foot slides, Miss Christian, lady principal riding act; Christian, Duo and Bill Dobbs, perch act; clown number, A Trip to Mary; Jay Clodius, wire act; Bink White, balancing novelty; Christian Pharis, backboard, riding; Frank Shepard, best and the novelty on swinging trapeze; Trixie Barnett, wonder dog on track; Menage horses, ridden by Norma Humes, Gladys, Stephen, Betty, Stephen, George and Seven English Macks, acrobatics; Snapping horses on track, ridden by Gladys, Stephen, Betty, Howard, Wanda, Wentz, Andrea Gallagher, Helen Sharon and Betty Stephano, the Olympic orange flying return act. Novel clown numbers will be interspersed throughout program.

For the concert, in charge of Lou Durom, Curtis has the Norwich Twins; Cliff Thompson, Rita and the "Miracle Man."

A special show train of 10 cars leaves Chicago for the Twin Cities next Saturday morning.

# WORLD'S FAIR AT AGA

## Mayor Moves For Holiday Biz

Amusement interests tickled over latest sign of activity for early season

ATLANTIC CITY, Feb. 19.—With the same suddenness with which he ordered it closed Mayor C. D. White this week reopened the city publicity bureau in convention hall and ordered full speed ahead in the re-opening of the bureau, publicity and pictures for Washington's Birthday and Easter. Louis F. Cavanaugh, who succeeded the late Harry Resnick as publicity chief and who was in charge until the bureau was closed in December for "economic reasons," was reappointed by the mayor, establishing the hope of a half dozen aspirants.

Atlantic City Auditorium, thru Publicity Director's Mail Dodson, announced a big program of spring activities to start this week with a private ice carnival for the 12,000 school teachers in town for a convention. Vera Hrubis will star in the carnival, which will be reserved for the public on about a week. Among other features scheduled is appearance of Lucky Teller and a holiday week with about 6,000 participating. Washington's Birthday, coming early in the week, will get no special preparations.

Amusement interests are in reopening of the press bureau reined by the opening activities and bringing of additional week-end news which they feel, all but given up as a loss. The mayor has been receiving congratulations upon his move from amusement men.

## Permit Given For New Pier

Brigantine site selected by Fedullo, who plans a night spot as feature

ATLANTIC CITY, Feb. 19.—Brigantine, the small island next to Absecon Island on which is situated Atlantic City, is expected to have a new 600-foot amusement pier over the beach this summer. City council approved the project on February 14, and Emil Fedullo, who made the application, said work would start soon. For the past five years he has conducted a fishing pier on the island. Pier will be of modern construction and feature will be a night club at the once but did not put it over with any great success.

Brigantine's liquor ordinance would not allow an additional license, but because the pier is considered an improvement to the island and would provide additional revenue it hopes to pull from Atlantic City, city council amended the ordinance to allow operation.

## Urges More Hotel Bookings

ATLANTIC CITY, Feb. 19.—Hotels were urged to go further into the entertainment field in booking good attractions, orchestras, special musical talent and novelties this week by George Blair, travel expert of The New York Times, before Atlantic City Hotel Sales Association. Blair declared it is necessary to keep pace with the new times and the volume of the winter vacation hours crowded with the new amusement as he can get.

WISCONSINER, Wis.—Leaving here on March 19, Joseph Mercedes, "Wisconsin's Ambassador of Good Will," will again tour the Middle West in behalf of Wisconsin's Heart of the Lakes. Carried in a low-back trailer will be many specimens of the broader State's fish and wild life.

## Monday Holidays

ATLANTIC CITY, Feb. 19.—Utopia for seaside resorts is envisioned in a bill introduced by Senator Joseph P. Kamp by Assemblyman Frank Parker, Atlantic City. He would have the State legislate celebration of all holidays on a Monday, thus prolonging week-ends and bringing additional crowds to New Jersey resorts. Principal days mentioned are February 12 and 22; Decoration Day, Fourth of July and Armistice Day. When these holidays fall in the middle of a week they are useless as far as resorts are concerned, it is contended. But the fact that Legislatures in other States may do the same in the idea apparently has been forgotten.

## Michigan Flood Waters Routing Park Residents

DETROIT, Feb. 19.—Thousands of acres in Shelby and Harrison townships of Macomb County, east of Detroit, were flooded by overflow of the Clinton River this week and a dozen families were moved out of Swiss Valley, Ramona and Publica amusement parks which that area became inundated.

A canal bridge near Utica and a bridge near Schaeffer road and 13th mile road were washed out. Community Building on Ionia Freeway was flooded when Zonia-Portland areas were affected. Grand River at Ionia stood at 11 feet and still was rising, while rainfall there reached 2.63 inches.

## More Features for Tuscora

NEW PHILADELPHIA, O., Feb. 19.—Dance pavilion in Tuscora Park here is getting a new floor and the building is being pointed out as a new feature for a series of dances in April before the regular summer season. Social plan will again prevail, with traveling bands and district orchestras. Other park improvements will include new fun features before opening on Decoration Day.

## Cuba May Aid Zimny Swim

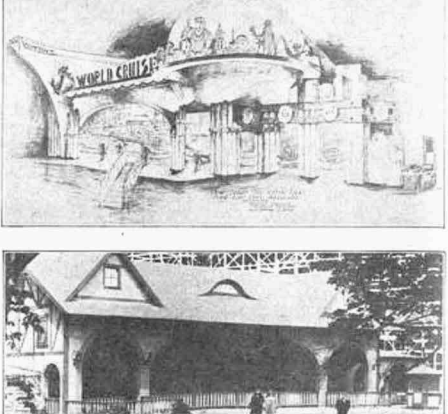
HAVANA, Feb. 19.—Charles Zimny, noted legless swimmer who swam down the Hudson River from Albany to New York last summer, is here to attempt a swim from Havana to Miami, Fla., thru a sea infested with sharks. He has been promised help from the Cuban government, which is expected to send a patrol boat with him.

## Wagner To Push Building

DETROIT, Feb. 19.—Henry Wagner, manager of Eastwood Amusement Park here, is expected to return soon from his annual vacation. Park work has been progressing well and new construction and rebuilding are expected to take on added impetus on his return, with a decision upon all plans for the season.

## New Front of Glen Echo World Cruise Transforming Old Mill

WASHINGTON, D. C., Feb. 19.—Reconstruction of Old Mill (McL) Amusement Park, renamed the World Cruise, has been practically completed for opening in the idea apparently Feb. 16, said Vice-President and General Manager Leonard B. Schlosa, who declares the work shows emphatically what can be done by changing a park building front. "This new front is of such originality that its attraction, as it now appears, would be worthy of a place at the New



OLD AND NEW ARE STRIKINGLY SHOWN in the reconstructed Old Mill in Glen Echo (McL) Amusement Park. Above: New front of renamed World Cruise, designed by Edward Schoeppe, and built under supervision of Joseph H. Hart, Glen Echo general superintendent. Right: elaborate scenes depict New York skyline and foreground of entrance, with glimpses of Paris, Egypt, Honolulu, Land of the Midnight Sun, Syria, India and China. Globe is 28 feet in diameter. Below: Former front of Old Mill, built in 1931.

## Paris Men To Bid For Space in N. Y.

PARIS, Feb. 14.—Louis Beral, well-known Franco-American park showman, is headed for New York to seek concessions in the amusement zone of the New York Worlds Fair of 1939. With M. Faure, Paris showman, he has secured a big collection of wax-works figures depicting Paris night life and hopes to find a spot for setting them up at the exposition.

The figures are unusually lifelike, it is said, many being mechanically operated so as to give illusion of life. Collection has been one of the attractions at Moulin Rouge dance hall, Montmartre, and depicts in realistic fashion night life of Paris.

Harry O. Traver would up his affairs in the amusement park of the late Paris International Exposition and is also headed for New York to seek concessions for rides and other attractions at the fair.

## Young Death Takes A. C.'s Pier Pioneer

ATLANTIC CITY, Feb. 19.—Capt. John L. Young, credited with having been first to demonstrate practicability of a pier out over the ocean as an amusement center, who passed away in his sleep at his West Palm Beach, Fla., home on February 15, aged 47, had come south last autumn following close of net beds over which he presided at Young's Million-Dollar Pier here. General Manager C. A. and Mrs. Hill, of the Pier, attended the funeral in West Palm Beach yesterday, and employees of the pier, which he built in 1906, sent a large floral offering, as did many others in all walks of life.

In 1888 he joined Stewart Moberg in starting Victoria Skating Rink and a Merry-Go-round at South Carolina avenue and the Boardwalk. In 1890 they bought what was then Applegate's Pavilion and enlarged it into a pier. Captain Young was cautioned that such a structure would be swept away by the ocean. However, he pushed the pier far out and had a theater, roller rink, slide and other attractions.

It was here that Belasco opened his Million-Dollar Pier with the big summer home, known as No. 1 Atlantic Ocean, where the great of the theater, political and social worlds gathered. (See YOUNG DEATH on page 43.)

MILFORD, Conn.—Leo Wettersbach is building a zoo here which when completed will be stocked with cost \$100,000. Emphasis will be placed on breeding and development of anti-venom serum.





# N. Y. JUBILEE MEET IS BIG

## Bad Practices Cited by Noyes

Commissioner hands delegates food for thought—numerous contracts made

NEW YORK, Feb. 19.—Convening in the New York Hotel here on Tuesday, the golden jubilee meeting of New York State Association of County Agricultural Societies went down on the records as one of the most successful and heavily attended sessions in the 50 years of its association history. Headed by Commissioner Holton V. Noyes, State Department of Agriculture and Markets, the program furnished ample food for thought for fair secretaries, other board members and representatives of fields allied to fair business.

Commissioner Noyes, in principal address of the afternoon session, warned fair managements of practices and policies being followed in some instances to the detriment of all, and found fault (See N. Y. JUBILEE on page 48)

## Art Censorship Is Invoked By Connick for G. G. Expo

SAN FRANCISCO, Feb. 19.—Art figures for the 1938 Golden Gate Exposition must pass rigid censorship, declared Harris Connick, director-general. He said that he personally thought, expo art should be the kind that a mother of young children could put on the mantel at home and be prided that nothing at the fair would offend good taste.

Director Connick got rid of a problem by passing on to the architects the un-draped creations called Abundance and Fertility, only to encounter another when Beniamino Bufano submitted models for figures to be erected on the shores of Treasure Island's lagoon.

"The architectural commission can pass its judgment on them, too," said Connick. Bufano's models are of a nude man, rather Egyptian in type, and of a woman who has a robe of quaint design which reveals much more than it conceals.



H. W. (DICK) NOLEN, re-elected secretary of Franklin County Fair, Benton, Ill., board of which is credited with having advanced that annual from "just another fair" to one of the best in Southern Illinois. A familiar figure at fairs in the territory, he finds time aside from his business and recreational duties to devote to starting racing with widely known efficiency.

## Benefits Seen By Officials in N. Y. Extension

ALBANY, N. Y., Feb. 19.—The 1938 New York State Fair, Syracuse, will run two weeks. A week's duration has been the rule in the past. Announcement of extended dates was made by Commissioner Holton V. Noyes, department of agriculture and markets, following conferences with Dr. Albert L. Brown, fair director.

Officials say the longer time will make it possible to vary exhibits to eliminate overcrowding, induce manufacturers to (See BENEFITS SEEN on page 48)

## Additional Aid Promised Boards In Louisiana Means Free Gates For All Except Two Big Annually

LAFAYETTE, La., Feb. 19.—Harry D. Wilson, State commissioner of agriculture and immigration, promised delegates at the annual meeting of Louisiana State Association of Fairs in the auditorium of Southwest Louisiana Institute here on February 11 a considerable increase in State aid, bill for additional funds to be passed at next session of the Legislature. First this aid Mr. Wilson plans to have all fairs, except the State Fair, Shreveport, and South Louisiana State Fair, Donaldsonville, accept a free-gate policy.

Appointment of additional funds will be on a ratio basis, fairs to be graded as to quality of exhibits, service rendered and other factors to be considered. Commissioner Wilson told the delegates that in applying for an in-

crease in State aid sufficient local interest in their fairs must be demonstrated, particularly thru appropriation by school boards and police juries, to justify the requests.

Delegates numbering 67 represented 25 fairs and an almost equal number of (See ADDITIONAL AID on page 48)

## Cuban Expo Opener Good

Mix troupe draws capacity stands—placing of exhibits on grounds delayed

HAVANA, Feb. 14.—Large attendance marked opening of the first annual Cuban National Industrial Fair and Exposition, February 12-March 12, although some exhibits had not been placed and some small construction was going on. Concession games and coin-operated (See CUBAN EXPO on page 49)

## Utah W. F. Body Selected

SALT LAKE CITY, Feb. 19.—Governor Wood named E. O. Howard, Salt Lake City, to head the new York committee; Frank M. Browning, Ogden, chairman of the West Coast committee, and Street S. Holmes, manager of Utah State Fair, a finance officer, in charge of exhibits at the East and West fairs next year. Legislature appropriated \$25,000 for a display in San Francisco and \$27,500 for a New York exhibit. E. J. Fejoldstad, secretary of Ogden Chamber of Commerce and manager of annual Ogden Live Stock Show, has been recommended to direct live-stock activities of the San Francisco expo.

## ESE Chalks Up Big Operating Period in '37; Execs Renamed

SPRINGFIELD, Mass., Feb. 19.—At Eastern States Exposition's annual meeting here on February 7 it was reported that 1937 was the best operating year in the past 12 with exception of 1933. Net profit for 1937 was \$30,206.29 after depreciation, with cash on hand \$92,452.19. Board voted transfer authorization of land to Connecticut for a new State building, construction to start (See ESE CHALKS on page 49)

## Wells, Clinton Progressing

CHICAGO, Feb. 19.—Toby Wells and Bert Clinton, operators of Performers' Consolidated Attractions, report that their recent trip to the Illinois fair convention in Springfield was productive of much good. They report that their bookings are well ahead of last year's and the 1938 season's outlook is very good.



SOME OF THE DELEGATES AT ANNUAL MEETING of Louisiana State Association of Fairs in Lafayette on February 11 were photographed on campus of Southwest Louisiana Institute, which was host to the convention. Third man from the left, front row, is R. S. Vickers, Donaldsonville, past secretary-treasurer; fourth man, P. O. Benjamin, Tallulah, new secretary-treasurer. Next men in front row, left to right, President Harry D. Wilson, State commissioner of agriculture; William R. Hirsch, Shreveport, vice-president; President William Boerne, South Louisiana State Fair, Donaldsonville; Frank B. Joerling, The Billboard, St. Louis; Art Briese, Theatrical-Duffield Fireworks Company; S. B. Doyle, World Exposition Shows; Dr. H. J. LaFarque, president of Sulphur Fair, and Cliff Liles, head of Park Amusement Company.







# Frank West Buys Animals

Announces a large trained wild animal show as one of this year's features

● **NORFOLK, Va., Feb. 19**—Upon receipt of quarters, General Manager Frank West, of West's World's Wonder Show, announced that it closed the deal for the Four o' Hearts, a sensational shy thriller, managed by Crash Dwyer, of Boston, as a feature attraction. A deal was also consummated by West and the U. S. Fritling Company, West purchased the entire lot of wild animal acts that had previously been with a motorized Wild animal circus. Groups composed of boxing kangaroo, lion, bear and a trained pony set of the province. These animals were stored at Orange, Tex., and are now en route to quarters here in a 24-foot elevated trailer, also purchased at that time. A steel arena and other props are being shipped via freight. These acts will be featured with wild animal acts purchased during the winter will make one of the biggest trained wild. (See FRANK WEST on page 60)

# Allan Herschell Enlarges Plant

● **NORTH TONAWANDA, N. Y., Feb. 19**—The Allan Herschell Company, Inc., announces that an increase in orders over the past and the prospects for 1938 have prompted them to make an addition to their manufacturing plant. This new addition was completed according to C. V. Starkweather, who recently returned from the Tampa Fair with additional orders for the first new combination ride and funhouse, which is titled HO-1.

In speaking of the orders in hand and prospects for future business and other matters, Starkweather spoke to a reporter for *The Billboard*: "Actual orders received by us for the combination funhouse and wild animal show, according to Allan Herschell Company to enlarge its plant this week and will result in a considerable business increase. In addition to the funhouse we have several orders as well as a new order for the fleet. (See ALLAN HERSHELLE on page 60)

# Bokan To Manage Winters' Shows

● **BEAVER FALLS, Pa., Feb. 19**—Curtis L. Bokan, last season general manager of Stanley Boren's Shows and for many years a well known act in the Bookish Shows, has joined hands with Harry H. Winters and will manage the latter's 1938 Exposition Shows for the 1938 season.

Many innovations are being planned and no expense will be spared to make the shows outstanding. The ride owned by Bokan was recently overhauled and repainted. New trucks and trailers have been added to the fleet. Trucks will move on 12 trucks and in three baggage cars. Mrs. Winters has run her new Packard sedan for 5,000 miles in the last seven weeks. It was a Christmas gift from her husband.

Free attractions will be featured, booked thru Paul Denish, of the Boston office of George A. Hamid, Inc. Reported by C. E. Boster.

# Gooding on Tour; Books Ind. Fairs

● **CINCINNATI, Feb. 19**—P. H. Gooding, executive head of the Boy's Amusement Company, was here yesterday on a business mission and visited with the general manager of the latter, who covered a greater portion of the Eastern States.

He made his annual visit to the Tampa Fair and again came away with high praise for the Boy's Amusement Show, which furnished the midway there. While in Tampa he placed an order with the latter for the following ride which is to be delivered to the Gooding beat-up. (See GOODING ON on page 60)



# Blairne Hippo Opens Season

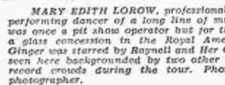
Press of New Orleans co-operates—show to remain until after Mardi Gras

● **NEW ORLEANS, La., Feb. 19**—After a six week lay-off, the Magnolia Marine Hippodrome No. 1 railroad unit of the Pacific Whaling Company opened the 1938 season February 19 here.

An advantageous location was secured on the Illinois Central railroad tracks in the heart of the city at Poydras and South Calumet avenue.

A group of *The New Orleans Item* and *The New Orleans Tribune* enable the show to secure an excellent newspaper publicity campaign. That coupled with the 15-minute daily remote-control broadcast from the whale on through the facilities of Radio Station WWL and Capt. Mike DeLeon's two daily broadcasts over Station WJLS, New Orleans, General Agent Maron E. Willis decided to extend the engagement thru the Mardi Gras week.

M. C. Hurton, president and general manager of the Marine Whaling Company, who has been spending the winter months in Miami, visited the show for the opening. Everything was newly painted and ready, as B. E. Banks, unit manager, and a crew of men had been working. (See BLAIRNE HIPPO on page 60)



MARY EDITH LOROV, professionally known as Ginger Ray, the punniest performing dancer of a long line of midway workers. Her father, Pop Lorov, was once a pit show operator but for the past 20 years he has been operating a glass concession in the Royal American Shows, being frecks attraction. Ginger was starred by Raynell and Her Gang in "Chez Farcie" last season and is seen here here accompanied by two other beauties of this show which played for record crowds during the tour. Photo by Jack T. Davis.

# Giroud and McLaughlin Organize New England Motorized Carnival

● **NEW YORK, Feb. 19**—Consistent with a previous announcement that he would organize and take out his own carnival this season, W. J. (Billy) Giroud arrived here recently from Florida and has perfected his plans for the new enterprise and opened an office in this city.

In conjunction with P. S. McLaughlin, also well known in outdoor show business, he organized the new show under the title of the New England Motorized Carnival, which has been incorporated and is now a going concern.

P. S. McLaughlin visited the shows' office this week and remained for two days in a conference with Giroud following which he announced that all details incident to the launching of the new venture had been perfected. He then went to Albany, N. Y., and attended the State fair meeting and closed several contracts. From there he returned to his home in Pennsylvania, where his idea and show properties are in quarters, and started men to work reconstituting and painting the equipment.

William J. Giroud was general manager of the New England Shows, Inc., last season and spent some time on vacation in Miami this winter, during which "lay-off" he laid the foundation for the New England Motorized Carnival.

The new carnival is staffed by William J. (Billy) Giroud, general manager; P. S. McLaughlin, business manager; and Ross Manning, general representative. Manning is on the advance staff of the O. C. Back Exposition last season and took to the road this week to line up the early season bookings, most of which will be played under auspices.

In speaking of plans for the New England Motorized Carnival Giroud said to a reporter for *The Billboard*: "We plan to make our carnival outstanding in the motorized field and find that the committee contacted are in a most receptive frame of mind as to contacting a new organization."

# Line o' Two of News

● **ORANGE, Tex., Feb. 19**—Miller's Great American Show has been booked for midway by Orange County Fair Association event in October, Frank Clark, president, announced this week.

● **JASPER, Tex., Feb. 19**—Roy Gray booked the Texas Longhorn Shows for the Jasper County Fair in October, fair president, announced this week.

● **REYNOLDSVILLE, Pa., Feb. 19**—Herman Hanly, general manager Hanly's All-American Shows, announced here Monday that this Carter, Holt circuit, had been booked as a free attraction for this season.

● **SANDESVILLE, Ga., Feb. 19**—On a visit here last week Joe J. Fontana, general agent L. J. Huth Show, announced the booking of the fairs held annually in Hawkinsville, Ga., and Jasper, Ala.

● **LAFAYETTE, La., Feb. 19**—At the meeting of the Louisiana Association of State Fairs held here February 11 the following carnival reported bookings: Jack Dwyer for Swan Greater Shows; S. B. Doyle, World Exposition Shows; John R. Ward, John E. Ward Shows, and Harry Burk, Harry Burk Shows.

● **LAKE CHARLES, La., Feb. 19**—While on a last fair circuit, last week, Cliff Liles, of this city, announced that he is putting out a carnival under the title of the Park Amusement Com-

pany. Dave Luchman, last season general manager of the State Fair Shows, is listed as the general agent for the new enterprise.

● **LAFAYETTE, La., Feb. 19**—While at the fair meeting here last week C. W. Nail, of Monroe, La., and representing the show, reported he has stated that he closed contracts for some fairs, which places and dates to be announced later. Nail made his headquarters in the Evangeline Hotel while here.

● **MIWAUKEE, Feb. 19**—L. E. Longton, commissioner of this city, stated here this week that he is desiring the services of the season with Marks Shows and will report in Richmond in time for the opening of the season.

● **MIAMI BEACH, Fla., Feb. 19**—Max Goodman, executive head of the Goodman Wonder Show, announced here last week that he is desiring the services of Beverly White as general press representative and that this season he planned to have one press stunt in advance and another back with the show.

● **JOHNSON CITY, Tenn., Feb. 19**—C. D. Crump, general agent Sam Lawrence's Shows, announced here last week on business in connection with booking the show.

● **HAVANA, Cuba, Feb. 19**—Among the notables of show business on vacation here this week are Ben Williams and (See LIVE ON on page 60)

# Spillman Head Sees Big Future

● **NORTH TONAWANDA, N. Y., Feb. 19**—In a statement made recently at the annual stockholders' meeting of the Spillman Engineering Corporation, George H. Cramer, president, reported that operations in 1937 had been very satisfactory and that he looked forward to an even better year for 1938.

Part of Cramer's enthusiasm for the coming year was reflected in the unanimous approval and acceptance of the new Spillman HI-De-Ho. This new funhouse with its modernistic front, he reports, has literally taken the show trade by storm. He also stated that the entire facilities of the Spillman organization were at the present time being concentrated on (See SPILLMAN HEAD on page 60)

# Billy Siegrist Enlarges Troupe; Chas. Gets Work

● **CHESTNUT, Pa., Feb. 19**—The Billy Siegrist Troupe of aerialists, under the management of Billy Siegrist, has been spending the winter here at this show along with others of his profession. The act was recently enlarged to four people by the addition of Al Crone, who is now appearing in flying trapeze. This combination worked at the recent Orange Festival which was held in Winchester, Pa.

The Charles Siegrist Troupe, which has also been wintering in this city, is being signed with Heiler's Acme Shows for the season and is scheduled to join a show, whose opening is being discussed here, in the near future.

MAX LINDERMAN, general manager of World of Merit Shows.









W. J. (BILLY) GIROUD  
General Manager

P. S. McLAUGHLIN  
Business Manager

ROSS MANNING  
General Agent

# NEW ENGLAND MOTORIZE CARNIVAL INC.

Invite Western Showmen Desiring Changing Territory  
To Join Us

Opening April 13th in Westchester County

**WANTED**—Shows of all descriptions, with or without own equipment. Liberal percentage arrangement. Danny Hubbard, write, Williams (Monkey Drome), write. **CONCESSIONS WANTED**—Cook House, Candy Apple, Diggers, Photo Gallery. All Grand Stands, \$20.00 per week, will give exclusive. All wheel open. What have you? **POSITIVELY NO GRIFT.**

**ALL RIDES BOOKED.** Can use Whip. Do not need Ride Help. Will book two outstanding Free Acts for long season, Buster Gordon, writer. Will buy one more 75 K.W. Transformer, For Sale—Two Knickerbocker Light Plants, perfect condition, one 15 K.W., one 17.5 K.W. Bargain for cash. Write P. S. McLaughlin, 33 Chrisman St., Forty Fort, Pa.

**FOR SALE**—One complete Bowling Alley, 2 sets of balls, \$50.00. Want Good Second Man. Address all communications to

WM. J. GIROUD

Palace Theatre Bldg., 1564 Broadway, New York City  
Suite 202 Phone Longacre 5-9535

# MARKS SHOWS, Inc.

Opening Early in April! Can Place for Long Season!

**RIDES**—Double Loop-O-Plane or Stratoship and one more Flat Ride. **SHOWS**—Slide Show, will furnish complete new outfit to reliable showman. **FOOTS MIDNIGHT,** answer. **Have Complete MONKEY SHOW.** Want reliable Showman to handle same. **CONCESSIONS**—We have openings for a few more legitimate Concessions. **FREE ACTS**—One more outstanding Act to feature. **Address JOHN H. MARKS, P. O. Box 771, Richmond, Va.**

# WANTED --

TRICK RIDER and TALKER for MOTORBOME.

**GIRLS**—Oriental Dancers, Singers, Madras, Acrobats, and All Specialties. **MUSICIANS**—Piano Player, Cornet, Saxophone, Drum and Clarinet. Working Man for all Shows. Lecturer for Posing Show and Talker for same. **ATTENTION**—Jack Cook, Cash Miller, Buddy Wilson writer.

**JIMMIE HURD, Marks Shows**  
Box 771, Richmond, Va.

# READING'S UNHILTED SHOWS

Will Buy — TILT-A-WHIRL — WILL BUY

Also Corn Game, Frame Ten, Truck WANT Monkey Circus complete, Monkeys, Ton, Bananas. All must be cheap for cash. Concessions all open except Cook House, Corn Game, Popcorn. People with last year answer. Need Ride Help for all Rides. Manager for Alabama Show, Cook House Help and People in all other departments desired. This show will play 14 Fairs and Celebrations.

W. J. WILLIAMS, Manager, 802 Joseph, Nashville, Tenn.

# HIPPODROME SHOWS

OPENING MARCH 7 AT WALDO, ARK. WITH CAMEL AND MAGNOLIA, BOTH DOWN-TOWN LOCATIONS. TO FOLLOW.

**WANTED**—LEGITIMATE CONCESSIONS OF ALL KINDS, \$10.00 per Week; Small Cook House; Small Concessions; People commencing; Ride Help Family, Homer Kilburn, Harry Madam (Type-writer). **WANT** Concession Agents and Ride HELP for Merry-Go-Round, Eli Wheel and Chairlaine. **Address** MANAGER, HIPPODROME SHOWS, Box 543, Bessy, Co., La.

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

celebrations which will be played in May. Best exhibits arrive and are arranged in a series of ranges ranging scenic designs which will adorn the trucks of the Battery Shows.

S. TOMMY CARSON.

## Curl

**LONDON, O., Feb. 19.**—The opening date for Curl Greater Shows has been set for early May. Work at quarters has begun and all departments will be enlarged. The present season will be nearly the same as last season. Doc Edwards recently returned from a booking trip and reports that much new territory will be played this year. Mrs. Cedora Edwards, his wife, was badly burned when the stove in their trailer exploded at Louisville. Mr. and Mrs. Ike Cimpinola report from their home in Florida that they will soon be heading for quarters to ride their bings and other concessions. Mr. and Mrs. Carl are in Florida. Paul Miller will be in season to paint all new banners for the slide show. Tom Postwood and wife, Asia, will be with the show this season. They have been wintering at their home in Aberdeen, Miss. Show will play mostly street celebrations and will have a free act and a free gate.

DOC EDWARDS.

## Sol's

**CARTHERSVILLE, Mo., Feb. 19.**—Show has men at work. Pop Whitman has been working his crew putting in the usual eight hours and they have accelerated matters. Herb Meyers and assistants have been remodeling plant. New electric lighting equipment, including five 42-foot towers for lighting the midway and five plants for turntable operation. Mr. and Mrs. Solomon returned to quarters and will remain until opening of season. Mr. and Mrs. Barn Lieberwitz are solicitor at Hot Springs, Ark. Correspondence from Doc Wilson, Harry Meyers and Harry J. Tolley at Aurora, Ill., indicates they are engaged getting ready for the tour. Mr. and Mrs. Mabel Pierson, mother, Mrs. Mabel Pierson, attended the meeting and dance of the Missouri Show Women's Club at St. Louis last week-end. L. A. Whitman and crew are building bodies on the new trucks and are erecting the light towers as fast as they arrive from the factory. William Solomon general agent has been practically booked for the season and has been in Carthersville the past three weeks. Jimmie Limbaugh, who will have three shows this season, was a recent visitor, as was Harry L. Wallace, of Pueblo, who has the photo galleries with the show. Andy and Marie Rasmussen, of elegant shooting gallery fame, arrived in quarters.

W. H. BILLIE OWENS.

## Grimes

**NEW YORK, Feb. 19.**—Grimes Greater Shows' staff: Frank Grimes, manager; Eugene Wallace, secretary; Pay Grimes, treasurer; Peter Schwartz, his superintendent; and Mrs. J. Wallace, front gate. Work starts at quarters in South Norwalk, Conn., March 15. Show opens in Connecticut April 21. Acta holding contracts are Captain's Flying Saucer, Sensation; Jack and Bill, high perch act, and I. J. Crouther's Three American Flyers.

JOHN W. WALLACE.

## Jackson's

**CHICAGO, Feb. 19.**—This show is being enlarged this year and will open in Western Ontario later in April. A caterpillar tractor has been purchased and will be used for the show. Motorbome rides have been ordered. Show will move in baggage cars, Mr. and Mrs. Richard Jackson will be on the road for a few days attending the Ontario exhibitors' meeting in Toronto. They were successful in securing a permit to exhibit at the Belleville, Kingston, Renfrew and Altonville. White Plains, Ontario, where Jackson purchased a house at Bradenton, where their future winter home will be. They had their spinners Auto Speed-

120,000,000 PEOPLE CAN'T  
BE WRONG  
**'Bat' Baseball Game**  
AMERICA'S FAVORITE SPORT  
WHICH REACHES ALL IN A LOW LOW PRICE. Get the money off the field. The money is yours. Manufactured Exclusively  
**JOE ARONOFF**  
2382 Park View, Dallas, Tex.

at Purland Park, Miami, for 1938. But it now will be at Purland Park, Miami, for 1938.

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# Full Date Carnival Show Letters

As Reported by News Representatives for the Shows

## Crafts

Calverio, Calif. Week ended February 12. *Auspices, American Legion and VFW Posts. Weather, chilly at nights. Business, fair.*

In the land of no savior and mannae come again and suffice to aid the residents of our sister republic across the continental line who always turn out in goodly size numbers but noticeably absent was their palia, meaning money in Spanish. This season finds Crafts Shows on tour earlier than any previous season as demonstrated by several early spring California engagements contracted last fall. Riverside County Fair and Stamptown held at Indio, Calif., early part of February was the opening stand. It bagged somewhat in attendance the first day but recovered to attract a colorful crowd and all attractions received good business at the close of management. Phil Stopeck is back again this year with a flashy devil's bowling alley and the Road Show people were again four well-stocked merchandise wheel booths. Ed Lane is spending a few weeks on the show with his concession prior to opening of his regular season in the Bay Area.

Mrs. Marie Klenck, Pacific Coast's noted concession operator, has three well-stocked ball games, including her innovation game she terms the fun-size, so called from the fact all objects thrown at represent characters taken from the comic supplements. Eddie Bliss, show's sign artist, is operating a new type ball game also this season. Cleveland's Covs Miller are back again with their long-range shooting gallery. Mrs. Mitchell Henson is again the concession operator back this season. Mrs. Hanscock is operating the photo booth again with the Kodak-Kodak camera and developing process for colored art photographs. Impresario George Walker, Berlin, Germany, L. Hicks is back with the balloon game and familiar sign of the "You Win" sign. The "You Win" sign, of Pitch-Till-You-Win fame, will add another concession soon. Among outstanding show fronts are Earl Miller's monkey show front. Red Crawford's lion motodrome front with large descriptive

lettering stands out. Aron Gayles' Polies and it Girl Revue while not a new front has been re-lighted and design work touched up. Billy Boothe announced an entire new front will be on his attraction, the Burner Side Show. Ed Kanthe's new pictorial work for the Athletic Stadium will arrive from the new semi-built Popeye Fun Ship. Bob Burns, operating the attraction of attention and is receiving a lot of funhouse patronage. Owing to smallness of midway space on lots played first few weeks Humpty-Dumpty Funhouse and Hapley side were left in quarters. O. N. Crafts visited over the week-end here and returned to quarters. Mrs. Crafts accompanied the boss back here will return to finish the border tour with the No. 1 unit. Crafts' palatial house trailer is 33 feet in length built on a semi-chassis. Roy E. Lindington, general manager, and Elmer Hanscom, legal adviser, attended the annual American Legion dinner given in honor of Crafts Shows managers and directors each year by the committee.

ROY SCOTT.

## Heli Bros.

Ozark, Mo. Week ended February 12. *P. O. lot. Auspices, American Legion. No pet. Weather, fair and warm. Business, good.*

An experienced committee that worked with P. P. Little on the location to the fair for many years helped greatly in making this engagement a success. Mr. Little returned to the North in interest of fairs and celebration. Fred F. Toth, lot superintendent, returned to quarters and started work in preparation for the big show's opening Monday. George Walker, co-man of the Loop-o-Plane, returned to the show from Florida. Reports conditions there very good. Mrs. F. Toth, Miss Davis and wife of the Joy Book, Funhouse Lane, are clicking right along with the top crew. Fred H. Stratton joined with a ball game and novelties.

FLOYD H. HETH.

# Ballyho Bros. Circulating Expo.

## A Century of Profit Show

By STARR DEBELLE

En Route Over Land and Sea. Week ended February 12, 1938.

Dear Mr. Editor: This finds the Ballyho Bros. Exposition making a long jump from the West Coast to the waters of the Gulf Coast, bound for Nassau and a tour of the Bahama Islands. The show's unobtrusive competitors by doing "a sneak peek" before they realized that General Grant Lee Crowley had the spots tied up. Not only will the show make its stand in Miami but will continue to Cuba and Mexico. This will call for two boat moves after playing its first outdoor-theater dates.

The 30 double-length, and then some, railroad cars of the Ballyho Bros. arrived in Miami without any mishap. The unloading of the train started at once, but due to so many of our personnel being out of their spots, the unloading was not very efficient. The cars were not out of their coaches and the berth notes day of their reach, the unloading was slow. By Tuesday morning all arrived and the work started in earnest and by night the wagons were on the way to the docks.

By Thursday morning all wagons, trailers, trucks and house trailers were loaded on barges ready to take to sea. There were 700 barges and passenger boats were used to make the world's biggest and most unusual midway across the

vast span of water. The show train being left behind and will later be taken to the water. Whether it will be sent by land or sea is still undecided by the management. The Ballyho Bros. departed and started the boat show of all time took to sea from Miami on Monday.

Hundreds of Miamians and show people wintering in the tropical city were at the docks to bid the show good-bye and wish it a prosperous tour. Tex Sherman handled the stories for the local press and promised to return to visit the show in the near future and will gladly verify this story.

The trip an uneventful one from the time we sailed until we arrived at our destination on Sunday morning. The show's arrival in Miami of the train held up our letterheads for the show and the address of the show is our Century of Profit Show slogan. We will positively have them for our next letter unless we change something else.

Visitors at the docks in Miami: An apparently empty cab pulled up and Fred H. Stratton, Freddie Kean and Boston Pat stepped out. The Drawhead came out with a motor escort that is, as far as the city limits. Several fair secretaries from our Florida spots reached the docks too late to catch the office wagon. Block, manager of the Outhouse Poster Company, accompanied by a show's publicity man, was on hand. He immediately radioed the bank to have the show's bank open by a financial standpoint. Stick to the Outhouse posters. The bowmen radioed back: "The longer we stick to the Outhouse Posters are stuck." They didn't say whether they meant on the walk or in their boat. MAJOR PRIVILEGE.

# HARDY, DURABLE, REPESEVILE!



Model No. 124W

Man, you can travel with THIS Sound Unit . . . and does the sound travel from IT! Set it up and your customers gather. Ideally suited for small shows and two operators.



MODEL 17-14-20 Well Portable P. A. 241 with 2 Heavy duty Speakers and Bass and Treble Control. 17 1/2" x 14" x 2" Carrying Case.

OPERADIO MANUFACTURING COMPANY, (8226)

Please send me, without obligation, full details and prices of your Model 124W, and also . . . adding in the Model 17-14-20 Well Portable P. A. Unit.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

# OPERADIO

Manufacturing Company  
ST. CHARLES ILLINOIS

## PHOTO OPERATORS

MAKE TRUE IMAGE PHOTRAIT SIMULATED PRISM PICTURES WITH A

Attracting by its beautiful simulated prism effect. The Prism Simulated Prism pictures are made on a special process. Available in 100 sizes. Operates for 1000 pictures. Perfect for display and identification photos. The Prism Simulated Prism pictures are made on a special process. Available in 100 sizes. Operates for 1000 pictures. Perfect for display and identification photos.

PHOTRAIT CO., 533 E. 14th Street, Cleveland, Ohio

# Shows, Concessions and Rides Wanted

Would like to book organized Menstral Troupe, including Band. Same must be sober, reliable, and capable of putting on high-class shows. Also must furnish best of references. Will have complete outfit for same except wardrobe. Menstral Troupe, including Band. Same must be sober, reliable, and capable of putting on high-class shows. Also must furnish best of references. Will have complete outfit for same except wardrobe.

THE F. E. GODDING AMUSEMENT CO., OPERATORS  
BOX 356, Columbus, O.

# RAFTERY'S CARNIVAL OF MERIT

WANTED ONE MORE FLAT RIDE, OCTOPUS, LOOP-O-PLANE AND KIDDIE RIDE

WANT Cook House, Corn Game, Penny Arcade, Frozen Custard, All legitimate Concessions open except Pop Cork Machine, complete outfits for Side Show and Posing Show, also two more outfits. Showmen who have something to fill the inside, wire or write.

COMMITTEES AND FAIR SECRETARIES, WRITE US FOR LIBERAL PROPOSITIONS, WANTED YEAR AFTER YEAR

JIMMIE RAFTERY, Mgr., Box 1047, Wilmington, N. C.

# W. C. KAUS SHOWS, Inc.

WANT SHOWS—Band Shows, Menstral Troupe, including Band, same must be sober, reliable, and capable of putting on high-class shows. Also must furnish best of references. Will have complete outfit for same except wardrobe. Menstral Troupe, including Band. Same must be sober, reliable, and capable of putting on high-class shows. Also must furnish best of references. Will have complete outfit for same except wardrobe.

**DONALD T. HANKINS**  
Specialist in  
**OPERADIO SOUND SYSTEMS**  
Outdoor Show Business.  
3845 Locust St., Philadelphia, Pa.

Thank You for Mentioning The Billboard.











## Missouri Show Women's Club

ST. LOUIS, Feb. 19.—The eleventh annual ballroom dance of the Missouri Show Women's Club was held February 12 in the German House and was a success both socially and financially. The hall was set up in cabaret style, and the music was furnished by the Rhythm Banders.

Those attending were Mr. and Mrs. Dee Lang, Mr. and Mrs. Leo Lang, Mr. and Mrs. J. Todd Lang, Mr. and Mrs. E. C. Shaw, Mr. and Mrs. "Dish" McGee, Mr. and Mrs. W. P. Waugh, L. B. Smith, Miss Obermark, Patricia Moore, Harry Moore, Berny Williams and Mickey Farrell, all of the Dee Lang Show; Mr. and Mrs. John Francis, Mr. and Mrs. Crawford Francis, Martha Madox, Virginia Moss, Tom Shover, Mr. and Mrs. Thayer Barber, Mr. and Mrs. Helen, Lora Potter and Powell Leonard of the Pearson Show; Mr. and Mrs. J. W. Laughlin, Bruce Barham and Edwin Dell of the West Tour; Show; L. S. Hogan, Charles DeKerck and Bert Hart of the Rubin & Cherry Exposition; Verne Kober, Mel Dodge, H. and Ray Hart, of Dodson's World's Fair Show; Mrs. Mabel Pierson and Mr. and Mrs. Alton Pierson, of Sol's Liberty Show; Mrs. Corinne Oliver, of the Oliver Amusement Company, and Mr. and Mrs. M. H. Smith and Mr. and Mrs. G. Smith, of the Campbell Tent and Awning Company; Miss Catherine Keith, Greenwood Wilson, Daniel E. Ball, and Phil Becker, of the Siegel Tent and Awning Company; Mr. and Mrs. Charles Gosse, of the Standard Chevrolet Company; Mr. and Mrs. A. J. Propper, of the St. Louis Art Novelty Company; Mr. and Mrs. George Davis and Walter Bable, of the Johnny J. Jones Exposition; Dr. and Mrs. J. A. Purser, Mr. and Mrs. Helen Richter, Clementine Getson, Alice Noonan, Mr. and Mrs. George Jacobson, Melvin Mulligan, George Oertlich, Miss Ash, Albert L. Glass, Steve Labacke, Joe Di Salvo, Irene Oertlich, Mrs. W. W. Allen, Mr. and Mrs. Albert Dow, Mrs. Florence Parker, Mr. and Mrs. W. A. Shaver, Mr. and Mrs. Wayne Ely, Mrs. Millicent Navarro, Vilma Schussler, Carol Breen, Mr. and Mrs. Earl Heibel, Cecil L. Renays, Carl Roth, A. A. Coleman, May Blair, Beale Dreyer, Joseph Barclay, Jeff Donnelly II and others.

## HARRIS-TRAILERS, Troy, Ohio DISTRIBUTORS

**COVERED WAGON TRAILERS**  
New 1937 Models, 16' and 17' and 36'  
Trailers in Stock,  
Factory Direct, at Special Prices,  
623 S. Clay St.

**OF THE VOICE  
OF THE WISE TOURISTS**

**Coach**  
TRADE NAME REG. U. S. PAT. OFF.

Pick your trailer as you would a home. It should be comfortable, roomy, and a grand living in a small way you'll find in the popular Key Coaches.

There's plenty of room to stretch out and be at ease. Living necessities are conveniently and compactly arranged. All kinds of supplies.

**KEY COACH CO.**

**Club's Regular Meeting**  
At the club's regular meeting February 10 a letter from Mrs. Crawford Francis, Mrs. Castle sent in membership petitions and dues for Mrs. C. P. Corey and Mrs. J. W. Millert. Mr. Todd presented the petition of Ruth Waugh.

Winners at the various games were Peggy Smith, Mrs. Millicent Todd, Nell Allen, Oertrude Lang and Ruth Waugh.

Guests for the evening were Mrs. Elna Hoffmeister and Mrs. Madge Reisenbiller, who were house guests of Mrs. Millicent Todd at the week-end. At the raffish of the pillow slips, donated by Betty Castle, Patricia Moore held the lucky number. Members of the International Association of Showmen contributed game prizes. Mrs. Mary Francis and Grace Gosse returned from their Southern trip. Reported by Kathleen Heibel.

## Truck and Trailer Legislation

PORT WORTH, Tex., Feb. 19.—The Port Worth City Council has passed an ordinance which will regulate the operation of trailers in this city. Trailer occupants remaining more than one week without an license shall be fined. A permit will be required to obtain a permit within 45 from the Health Department. Also, no electric connections can be made without the approval of the city electrician. With the ordinance, city trailer camp operators must also obtain licenses. Fines, ranging from \$5 to \$200, will be imposed for violations of the ordinance.

## SPLILMAN HEAD

(Continued from page 50)  
taking care of orders that have already been booked. The first consignment shipment was made this week of one of the new Hi-De-De's to Bill Haines' Show at the Pot Stock Show, Port Worth, Tex. Before he concludes his campaign of Spillman Auto Speedways and pre-empted at such length on the future before every show and park of any consequence would be featuring this money-making and exciting show this year. Under Cramer's direction the company has continued its financial leadership in the amusement device world, reports H. A. Hamilton, secretary for the corporation.

## MARINE HIPPO

(Continued from page 50)  
working for several weeks to have the exhibit in first-class shape.

The main show roster: B. B. Banks, unit manager; Capt. Mike Dolan, solo and radio; Gertrude Dolan and E. K. Robert Ward, tickets. Marine Exhibit features the direction of George Johnson and Tex Conroy, Ray Hathaway, Earl Boyd, Hae Akeman, Hoy Hubbard, Al

Hoberbecker, Charles Whitman, William G. Slaughter and Eugene Coe are on the staff.

Almer Mack, Nicholson, inside attraction, and E. M. Mackey, tickets. Preda Pushnik, feature attraction, and Harry LeFevre, Attractions: John Sailer, Pop-Rye; Prof. John Lynch, London Flea Circus; Penguin Village; Circus of the Future; and Holy Land display, M. Spiffhard, lecturer.

Charles E. Robert Ward, inside lecturer; Doc J. Robert Ward, monkey people, Mrs. Julienne Ward, lecturer; Carl J. Mackey, pygmy village and savage torture; Grace McDaniel, mid-face woman, and Ed Verdon, Novelties, Kenneth Digree. Fred Charles Edelmann has charge of the electric department. Charles Ketter and Wallace McDunkin are in charge of the display department. Reported by G. Munda.

## ALLAN HERSCHELL

(Continued from page 50)  
which is the first time among the exhibits at the park men's convention in Chicago last December.

"Our firm has turned out in the past 160 of its well-known Kiddie Auto rides and 100 of its Mackey pygmy village. We had for the 1938 model of this well-known ride. Taken as a whole, it is a tremendous improvement for our products."

## GOODING ON

(Continued from page 50)  
quarters in time for the opening of his season.

Due to his departure for Columbus, O., he announced the booking of the following circuit: Ed and Edna, Indianapolis Mardi Gras; Bluffton, Decatur, Crown Point, Kendallville, Rockville, Lawrenceburg, New Growth, Portland, New Bethel, Nashville, Shelbyville, Geneseville and Hartford City.

## FRANK WEST

(Continued from page 50)  
animal arenas with any carnival, it is considered the best.

Charles Smithley has disposed of his monkey circus and will give his exciting act at the following shows this year. C. Jack Shafer will grace the West Midway with his animal show this year. All-new show fronts are being built. Two big wagon fronts, with arrivals, are being remodeled. All pictorial and scenic painting is being done by Cud Hill, and great stress is being laid upon the lighting effects for this year's offering in general. A vast amount of new lights, augmented by improved lighting systems, flood and spotlights and two new transformers, have arrived. All are installed in the new electric wagon to take care of the increased load, which is practically double of former years.

Full steam ahead is the order of Frank West, who will give his personal appearance at the following: Neil Kirk, general agent, is completing the booking of the arrivals, are being remodeled. A new wurstler band organ and Tangley callopie have been purchased. Hitting the road end of the show is six ox-cars and three callopies. Pizito Brown has been heard from several times and is expected in quarters from his vacation at Miami to take personal charge of the building of his new circus. The new callopies have been purchased by Brown, as well as all new callopie. The son of Mrs. Constance Jones and their daughter, Gloria Ann, arrived from a visit in Florida and are busy showing visitors over the grounds that be booked with other carnivals. Men at quarters are working on the new callopie. It is probable that the entire rebuilding program will be finished by the opening of the show. A part of all is the baby chimpanzee recently purchased by Charles Smithley. The young man from South Africa to the show. Reported by Charles T. Smithley.

## LINE OF TWO

(Continued from page 50)  
party, New York; William P. Lynch and Sidney Woodwalk, of Miami. They left for New York this week to take up the business of the new line of two.

OSKAR, Ala., Feb. 19.—Floyd R. Meth, general manager Heth Bros.' Shows, has engaged J. D. Edwards as general agent for the season. He started on his duties

this week and left for points in Kentucky.

NEW ORLEANS, Feb. 19.—Mecon E. Willis, general agent for the Mammoth Marine Hippodrome, a tented organization, has returned here. The Marine Company, was here recently in the interest of his show.

WAYCROSS, Ga., Feb. 19.—Mr. and Mrs. Sam Lawrence, of the Sam Lawrence Show, are in Florida party to opening of the season.

FLEMINGTON, N. J., Feb. 19.—It was announced at the show that the new line of B. & V. Amusements, that Major E. B. Allen, secretary of the Flemington Show, has awarded that carnival the midway contract for this season.

MACON, Ga., Feb. 19.—C. E. Barfield, owner-manager of Barfield's Cosmopolitan Shows, has a number of men at work in Georgia getting ready for the opening of the season, which is only a few weeks off.

NAPOLSON, O., Feb. 19.—J. R. Edwards, in charge of special agent for the carnival amusements for the Firemen's Convention to be held here in June.

BOSTON, Feb. 19.—Harry Sturgis, winter manager of the show, has been booked and will be the leader of his band on the Broadway Shows of America this season. Shows are directed by J. F. Dewert and are now in quarters in Covington, Ky.

CLAREMONT, Miss., Feb. 19.—E. B. Zimaras, general agent for the Zimaras Shows, announced here this week that he resigned from that organization. He is in the same position in shows as general agent. He is now in this territory booking.

PITTSBURGH, Feb. 19.—Louis Rosenberg, last season's general agent for Bantley's Shows, has re-signed in the same capacity in the same position in shows as general agent. He is now in this territory booking.

HOT SPRINGS, Ark., Feb. 19.—Mr. and Mrs. J. H. Hodge, concessionaires at this week that they have booked with the Al G. Hodge Shows for the

KANSAS CITY, Feb. 19.—La Motte Dodson, manager of Dodson's Hollywood Shows, reported this week that the act has been booked by the Fox Miscellaneous theater circuit to play all the houses in this section. The act was a carnival last season.

LAUREL, Miss., Feb. 19.—Harry Starbuck, secretary Buckeye State Shows, has been booked by the act of G. Genzsch, general agent for the shows. He has turned in the same position in shows as general agent. He is now in this territory booking.

SAN FRANCISCO, Feb. 19.—The Blanchard Fare, carnival agency, has been booked by the act of G. Genzsch, general agent for the shows. He has turned in the same position in shows as general agent. He is now in this territory booking.

AUGUSTA, Ga., Feb. 19.—The J. J. Purton and Bowling Green, Ky., has been booked by the act of G. Genzsch, general agent for the shows. He has turned in the same position in shows as general agent. He is now in this territory booking.

WOOSTER, O., Feb. 19.—Phil Phillips, who manages the act of G. Genzsch, general agent for the shows. He has turned in the same position in shows as general agent. He is now in this territory booking.

MIAMI, Feb. 19.—Ben Weiss has booked a bingo unit with the F. H. Bee Shows and is framing several new units. The unit is being managed by Ben Weiss, also for the season. Weiss ordered several units to be made of wood. Weiss' big bingo unit will be booked with the Endy's.

PORT LAUDERDALE, Fla., Feb. 19.—Edny Remy, Showman, has been booked for this week at the Port Lauderdale Fair.

wardens, etc., and the beds are truly wonderful to rave about. And new Key Coaches are built on an all-steel electrically welded chassis to prevent jacking, climbing and sliding. They ensure equal operation and perfect stability.

Before you buy any coach see the Key. Write for brochures. You're Ahead with a Key Coach 469.

**469 E. MICHIGAN AVE.,  
Kalamazoo, Mich.**



## Acts Are Lined Up For Hoosier Shrine

INDIANAPOLIS, Feb. 19.—All acts have been contracted for Mount Shrine Indoor Circus to be held here in the Erie Field House with capacity for 15,000 people and parking space for hundreds of cars.

In a 20-act show Hoosier will have the concert with his cowboys and cowgirls. Three rings will be used, featuring Capt. Terrell Jacobs and his lions and tigers. Miss Betty Jones will present her lion riding a horse, assisted by John Hillman. The troupe will give: Miss Cyce Odell, one-arm swimmer; Rodzin-Davenport riding families; DeWane, flying act; Christensen's Liberty horses and elephants, clowns, girls riding message and pony drills will complete the bill, say Kayser Bros., producers.

Much paper is reported being used to 60 million copies of the Hoosier News. Papers have been carrying articles. Radio will be used before and during circus week and special bus service will be inaugurated.

## Acts for Show in Augusta

ACQUSTA, Ga., Feb. 19.—Twenty acts will be presented at the annual Crocker Party Indoor Circus here in Lake View Casino, said Eddie M. Lewis, director of the second annual event. The show will be by Lipsey & Paddeck Concession Company. Under Democratic Party auspices, entertainers will give for orphans and under-privileged children and prizes have been offered for best ticket sales among 7,000 members. On the sponsoring committee are Mayor Robert W. McCall, Jr., city engineer, city department, and Dick Collins, city police inspector.

## Pa. Moose Plan Mardi Gras

PHILADELPHIA, Pa., Feb. 19.—Jack O'Brien White, formerly with Dixie Shows, and Frankie Graves, of Keystone Shows, will stage Moose Mardi Gras at the Westmont Hotel. The Coliseum here with public wedding, 10 acts of vaudeville, dancing, concessions, merchants' display and popularity contest. Moose appointed strong committee, reported C. J. Zoltz.

## WANTED

RIDES, FREE ACTS AND CONCESSIONS GOLDEN Jubilee CELEBRATION ABOUT JUNE 1TH.

Write or Wire L. A. FOLSTAD, Chairman, Rutten, Minn. Tel. 51.

## WANTED CARNIVAL

Between July 15 and August 15. Write AMERICAN LEGION POST, Havana, Ill.

## WANTED

ANIMAL OR AEROSTATIC RIDE, SHOWS FOR AUGUST 17-18. Write: S. O. LEAFGREEN, New Windsor Home, New Windsor, N. Y.

WANTED Good size Carnival Company for Oct. Week, New York City. Write: 1550A Broadway, B. J. Blumenthal, Inc., Commercially, Madison, Pa.

WANTED Good size Carnival Company for Oct. Week, New York City. Write: 1550A Broadway, B. J. Blumenthal, Inc., Commercially, Madison, Pa.

WANTED Good size Carnival Company for Oct. Week, New York City. Write: 1550A Broadway, B. J. Blumenthal, Inc., Commercially, Madison, Pa.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column about Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS (Communications to 25-27 Opera Place, Cincinnati, O.)

## Circus Features and Novel Events Lend Color to Sarasota's Pageant

SARASOTA, Feb. 19.—Art Lewis Shows will be on the midway at annual Sarasota County Pageant. Fair to open here on February 23. First Sarasota Pageant was sponsored by Junior Chamber of Commerce and as a companion event of annual Pageant of Sarasota. Fair is being directed by Oliver Gill. Exhibits are in three big tents loaned by Ringling Bros. and Barnum & Bailey Circus.

Entertainment features will be presented during the festa period, in the main under Junior Chamber auspices, and included is Dr. H. B. Moser's exhibition of wax and rubber. Presentation of a dramatized version of the Legend of Sara de Sota, celebration theme, will be featured. A new \$100,000 WPA-built municipal auditorium on night of February 24 under direction of Donald McQueen. Freddie Martin and orchestra will play for the coronation ball in the auditorium on February 25 at midnight, king and queen of the pageant to be crowned.

Wide publicity attends the International

Prolegymnics, novelty frog-jumping contest to be staged on Main street on February 25, a block to be roped off for the event. Frogs entered by prominent sports figures from chambers of commerce will vie for the title. Prize for the championship and a leg on a trophy donated by Mrs. Porter D'Orsay Palmer, Chicago. Judges will be Dixie Dean; V. T. Hamlin, comic strip artist; and Nick Alftrock, baseball clown.

Several score commercial floats, with entries from Florida cities, are slated to participate in parade Friday and Saturday nights. Big feature of the grand parade on Saturday will be circus parade with animals, floats and performers of Ringling-Barnum Circus. Other events include street dancing, baby parade, Shriner's drill event and Sarasota invitation tennis tournament. The help of the city in providing Friday and Saturday parades one of Florida's outstanding show events will be witnessed actually by 35,000 to 50,000. Night parades are along streets illuminated with colored lights.

## Afterthought

DETROIT, Feb. 19.—On Valentine's Day Henry Valentine, Dearborn, chairman of the carnival committee and executive officer of Fort Dearborn Division of the American Legion, secured a permit to carry on Edgar J. Kravetz Drive, the county clerk's office, who issued the permit to Chairman Valentine, later ascertained that he had not thought to ask him "why he wasn't carrying a bow and arrow."

## Matrella Show for School

INGLEWOOD, Calif., Feb. 19.—Matrella Bros. Circus, directed by W. M. Matlock and Frank Chiacrella, gave two shows here on February 11 in the high-school auditorium, sponsored by the student body, reports Joe Siegrist. Among acts were Capt. Fred Fowler's animals; Joe and Babe Siegrist, trapeze; Signor Chiacrella, knife thrower; Babe Thomas, Bertie Matlock and Kravetz Troupe, circus clown; and a clown troupe. Attendance was good despite bad weather.

CHAFF SHOWGROUNDS, Wellington, Kan., have been leased by Dan C. Matson and his associates, reported Dick Collins.

HELP This Department by Telling Committees About It.

## Nova Scotia Provincial Exhibition

The Maritimes' Largest Fair, Halifax, N. S., Aug. 29-Sept. 5, Incl.

WANT Independent Shows) also interested in Midget Auto Races. Send your proposition to

E. FRANK LORDLY, Secretary-Manager.

## ARCOLA, ILL., HOME COMING

Wants to contact Acts, Orchestras and Carnivals. Celebration held every third year since 1910. Played to 26,000 admissions in 1935. Arcola located in heart of great broom corn district. Broom corn palace planned as one of big attractions. Address THOMAS F. MONAHAN, Chairman, Arcola, Ill.

## WANT WANT WANT

North Carolina State Firemen's Convention and Home Coming Week

Want to hear more details. Write: 414-416 and Concession Bldg., c/o Leggs, 414-416 Capital Complex, (Location in the heart of the 1937-1938 event) Raleigh, N. C. Write: W. G. GALEY, c/o Leggs, 414-416 Capital Complex, Raleigh, N. C.

## Scrapped

HOUSTON, Feb. 19.—Our recent list in The Billboard brought letters from every section of the country. In fact, we were swamped.—JACK T. Houston, Pa. Stock and Live-Stock Exposition.

## Brown Shows Set For Legion's Event

THOMASVILLE, Ga., Feb. 19.—Headquarters have been established for the Food and Automobile Show, to be sponsored by the U. S. Service Post American Legion, and advance sale has been made. The show is being sponsored by manager, who reports sale in excess of 3,000. A large circus top has been leased. The show will be held at 4000 are taking part in a trade campaign. Brown Novelty Shows will furnish mid-week attractions to be used in advance acts, and each night acts, public wedding, beauty review and on opening night street parade with bands and drum corps from near-by cities participating will be presented.

Over \$1,000 in door prizes will be awarded. F. Paisley Davis, who managed the Hartford (Conn.) Spontaneous Show, reports that he is in charge, with decorations by Art Meyers Decorating Company.

## Shorts

H. O. HOCKETT, who handled program and tickets for the recent Coldwater (O. D. A. V. Club) reports sponsors made a substantial profit and that he has undertaken similar duties for the OVAJ Jamboree to be held in the Army, Defiance, O.

ANIMAL exhibits from John T. Benson's Wild Animal Farm will be a feature of the Hartford (Conn.) Spontaneous Show, reports Secretary J. O. Phelps IV.

FIRE department of Sulphur, Okla., contacted J. J. Colley Shows for the city to host tourists in Park National Park, reports Fire Chief E. O. Welch.

## WAR VETS AID

(Continued from page 52)

by the board of city commissioners in sponsoring entertainment enterprises. The Hartford (Conn.) Spontaneous Show reports that the veterans took their step. The latter group in the past sponsored carnivals to obtain funds for the maintenance of their posts and they argued, as taxpayers, that they, too, were to be considered.

Theater men wanted to change carnivals on \$50 a day. They also asked that it be made legal that no carnival be allowed to operate on city-owned property.

H. (Henry) Duncan is hooking the London, Ont. show in the Park-Teacher group. He intends to go ahead with his plan.

A hearing will be held next week by the board and final action will be taken then.





# Wholesale

PREMIUM NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

## Tiny Radios Make Big Profits For Bingo Ops. of Direct Sellers

Evans' (Detrola) Pee Wee and Silver's Dwarf reported going well on salesboard deals, at bingo parties and on house-to-house calls

CHICAGO, Feb. 18.—Little radios no larger than the average person's hand are creating big profits for salesboard operators, direct sellers, bingo ops and other premium users. Two such sets recently introduced are Detrola's Pee Wee, handled by the Evans Novelty Company, and the Silver Dwarf, handled by the Silver Novelty Manufacturing Company. The Pee Wee contains four RCA metal tubes, reputed to give six-tube performance, has a dynamic speaker and operates on either AC or DC. Cabinets are plastic and come in six different colors. Silver Dwarf also has four RCA-licensed tubes and a dynamic speaker, weighs only 3½ pounds and comes in three colors, ivory, Chinese red and walnut. Cabinets are made of molded metal, both sets, according to manufacturers, give big set performance and contain many features of sets many times their size.

Salesboard operators in particular claim the item has a tremendous amount of appeal since it is small, portable, and is same time practical. Deals on which it has been featured and which have actually trended in big sections are said to have moved fast.

Direct sellers have an additional angle to play up aside from the novelty and the practicability of the item. A great many of them at one time or another may have an extra radio for the simple reason that they really have no place in the home for just it. This problem of space availability is beautifully solved with the tiny sets and they can be sold honestly in any nook or cranny.

Bingo operators whose games have

larger than the average person's hand direct sellers, bingo ops and other premium users. Two such sets recently introduced are Detrola's Pee Wee, handled by the Evans Novelty Company, and the Silver Dwarf, handled by the Silver Novelty Manufacturing Company. The Pee Wee contains four RCA metal tubes, reputed to give six-tube performance, has a dynamic speaker and operates on either AC or DC. Cabinets are plastic and come in six different colors. Silver Dwarf also has four RCA-licensed tubes and a dynamic speaker, weighs only 3½ pounds and comes in three colors, ivory, Chinese red and walnut. Cabinets are made of molded metal, both sets, according to manufacturers, give big set performance and contain many features of sets many times their size.

Both the Evans and the Silver companies have commented to several operators with whom this reporter has spoken regarding the "cuteness" of the tiny sets.

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A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS

By BEN SMITH

Leo Plake is back in town after five weeks on the road and just loaded with orders on the Gondolier and the Gtirup Set. Trip was not only a business success, but a social one as well, for he says he had a swell time meeting and talking to many of his old customers and friends. Those included Dave Marlon in Wichita, Tex.; Clarence Hester in Davenport, Ia., and Jimmy Brudering in Oklahoma City.

And speaking of the Gondolier, Milton Leibman of Galah Novelty Company has taken over the exclusive distribution of that item for the metropolitan area. His firm has moved to larger quarters and is all set to make 1938 a banner year.

Herman Greabsky will spring something new in the next few weeks. It is a (See DEALS on page 70)

## Mini Premium Expo May 2-6

Early reports indicate largest attendance in history of 11-year event

CHICAGO, Feb. 18.—Eighteenth annual National Premium Exposition and convention will be held at the Palmer House here May 2-6. Scores of manufacturers of premium and prize merchandise have already reserved display booths. Exposition again will be sponsored by Premium Advertising Association of America, Inc., which will hold its annual convention at the Palmer House during exposition week.

Program committee is already arranging convention session which, it is said, will be of "brass tacks" value to premium users, manufacturers, bingo and salesboard operators and others whose task is to obtain the best possible terms for distribution on a quantity basis. It is expected that a record number of exhibitors in new and redesigned products will attract the heaviest attendance of buyers in the event's history.

## How a Committee Runs Successful Bingo Parties

By DANIEL E. SHEA

Chairman BINGO Comm., K. of C. Hartford (Conn.) Council No. 11

### Part One

At the very outset I want to make clear that the various actors brought out in this article are not meant to apply to a large organization and its facilities which enable them to seek thousands of members and their party might hold. It is admitted that such an organization can well use the services of a professional bingo operator or group of operators.

However, there are sections of the country where outsiders and almost all professional operators must be considered as such—are looked upon with suspicion and an insurmountable barrier has been set up against them. Then again there are organizations which are in need of financial assistance but have neither the capacity nor the working personnel to conduct a large scale party. In such a case I say there is no better or easier way of raising that much-needed revenue than BINGO.

I will endeavor to show the methods used by the committee of which I happen to be chairman, to build up an attendance of 175 players to an average of \$100.00 a night for 1,000. The latter figure is our capacity, using every available inch of space on three floors. This was accomplished by the following: We set up our method of raising additional funds by the application of the secured equipment and selected a committee on prizes. This was our first mistake in that we did not have the problem of selecting prizes in the hands of a merchandise house. These establishments are seen in the next column. (See HOW A COMMITTEE on page 70)

## How To Conduct Group Bingo Parties Successfully

By E. S. LOWE

### PART FOUR (Conclusion)

This is the fourth installment of the series of articles on "How To Conduct Bingo Parties Successfully." Parts one, two and three appeared in the February 5, 12 and 19 issues of The Billboard. If you missed these installments and wish to obtain the issues in which they appeared, you may write to the Circulation Department, The Billboard, 25 Zepher Place, Cincinnati, O., enclosing 15 cents in stamps or coins for each issue.

We suggest that you clip these articles and file them as a ready source of reference to answer all your questions about conducting a bingo party.

**How To Apportion Expense**  
**INCOME**  
 Admission Ticket Money.....\$ 80.00  
 Special Games.....112.00

Total Income.....\$192.00  
**EXPENSES**  
 Regular Game Prizes (Wholesale).....\$ 50.00  
 Special Game Prizes (Wholesale).....56.00  
 Door Prize (Wholesale).....5.00  
 Amount set aside toward Grand Award (about 10 per cent).....19.20  
 Advertising.....8.00  
 Initial equipment, such as BINGO boards, cards, etc. 8.00  
 Help (if any charge) assume 0.00  
 Mail (if any charge) assume 0.00  
 Miscellaneous (if any) assume 0.00

Total Expense.....\$142.20  
 Organizational Fee.....\$11.80

As the series progresses your attendance should increase—therefore your profits should remember—exceed the value of your prizes proportionately.

**How To Obtain Bingo Prizes and Complete Assortments**

The 35 prizes available for the regular games should be changed weekly. It is important to give a variety of merchandise, comprising, for example, clocks, lamps, occasional furniture, rugs, linens,

china-ware, beverage sets, aluminum-ware, blankets, bedspreads or anything that is appealing and can be used for the home. The prizes that are appealing to the women, because women will make up 75 per cent of your audience.

Bingo merchandise assortments are generally priced from \$40 to \$120 for 35 prizes.

### New Ideas

It is important to constantly develop new ideas pertaining to the operation of bingo. For this purpose the writer recommends reading the weekly columns of The Billboard and particularly "Bingo Business," which has featured a number of the latest new game twists.

### Professional Operators

When a promoter operates a series of bingo parties he generally operates on a profit basis, based upon the profits realized from these games.

The promoter contracts an organization for a period of 18 to 20 weeks. He conducts the game with the help of a committee appointed by the organization and the necessary supplies that are used in connection with the playing of the game and also purchased for the game. The organization provides for the supplies that are used exclusively for the game. The organization also provides grand award certificates, door-prize coupons, advertising and the cost of prizes. These expenditures are deducted from the amount taken in and (See HOW TO CONDUCT on page 70)

### Beg Your Pardon

In the New Items column of last week, the firm marketing the Chuck-a-Luck lamp was erroneously stated to be the Wonder Novelty Company. The correct name of the firm introducing the lamp was the Modern Sales Service. The correct name of the firm introducing the Chuck-a-Luck game mounted on top of a large illuminated die, is the Modern Sales Service.

## HOW TO CONDUCT BINGO BUSINESS

By JOHN

ONE REASON for the declining popularity of bingo certain locations is the fact that some ops still insist on palming off inferior merchandise for prizes—items that were closed out in the shops, or in some other distress manner, and were picked up for a song. Usually they aren't worth that much. Displaying and awarding shoddy merchandise is obviously poor business for while it may leave a slightly heavier profit here and there repetition of the practice is sure to eventually ruin business. Folks who walk away from a bingo game with their hands full of junk—magnate racks that are scratched, throw-rags that ravel, electrical gadgets that won't work and other articles that are obviously factory rejects or second-hand items—just don't create a party mood. And what's the outlook for bingo if players won't come back again, and again, and again? Think it over, ops.

AND HERE'S A BUSINESS opportunity for some enterprising operator working in the vicinity of Laurel, Md. Edwin E. Bernstein, of Laurel Pharmacy, Inc., at the corner of Main street and Washington boulevard in Laurel, writes:

"I have read of bingo being used for profit and I remember—because it has been made to fit in with an independent store merchandising plan, I have decided to give it a try also from whom I may obtain it.

Also, if there are any other promotions that you know of, please advise. Your operators in the Maryland territory (See BINGO BUSINESS on page 70)

## 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.

### Plast-o-Craft

Making casts of small figures has long been a hobby of many people, but it remained for Plast-o-Craft, Inc., to develop a casting set that is claimed to be absolutely safe for even the smallest tot. No heat or lead is required in the making of Plast-o-Craft figures. Merely the mixing of Plast-o-Craft powder with cold water and casting in the special rubber molds that come with each kit is reported to produce three-dimensional figures of unusual charm. Plast-o-Craft kits contain a special set of water colors for decorating the figures. Clear lacquer is furnished for water-proofing them. Every kit contains full working equipment. Sets come in various sizes and prices. Should be a good item for kiddie premium and prize promotions, while demonstrators interested in a fast sale for housewives with children should find it a natural since it can be demonstrated in a flash.

### The Swan Family

Three new members of the stuffed bird kingdom just recently waddled into the merchandise world and are said to be attracting plenty of attention among shorebird ops as well as prize and premium men who are searching for something new and different for Easter promotions. Number consists of one swan swan, 18 inches long and 12 inches

high, and two baby swans, measuring 8 by 6 inches. All are made of heavy white furry plush with black-tipped wings. Beak is hand-sewed of brown felt. A baby-blue ribbon round the neck adds an extra bit of color, making the swan family unit a real eye catcher, according to officials of the Lee Manufacturing Company, which is marketing the items. Firm describes product as being one which contains plenty of beauty, grace and flash. Three-in-one item is said to sell for an attractive price.

### Metal Tapping Kit

The Metal Tapping Kit of Kit Kraft, Inc. is well known to the toy industry. It is now being marketed to the prize and premium trade for the first time. Makers report the fascination of this pastime is so great that children from 6 to 10 are finding it an appealing and fascinating hobby. Kits lend themselves to a good demonstration. Come in various sizes, with each one containing complete working equipment: hammer, nails, tapping tools, steel wool, brush and lacquer. Pictured working directions illustrate the process step by step. Designs are stamped on pure brass, aluminum, copper and some sets also come in chromium.

### Tar-Go-Bel

Tar-Go-Bel, manufactured by Westheim & Paul, Inc., looks like it may have good sales possibilities. It is somewhat similar to Hi-Lo, one of the most recent popular novelties. Tar-Go-Bel has a ball on a racket which rings every time the ball, attached to an elastic string, hits it. It gives lots of fun to both young and old and is a good practice for hand and eye.

### Arkograf Pen

Arkograf Pen Company states that with its Arkograf one can write, etch, engrave with electricity on hardest tempered steel, like writing on paper with pen or pencil. Firm advises merchandisers to mark their tools and stop pens and shafts. Company adds that its product is a big money-maker and an ideal sideline.

### Pul-It Top

The Pul-It Top is the latest low-cost child-appeal specialty manufactured by the Piqua General Supply Company. It is simple to operate and spins on either end, displaying a magic color change. It is said to be a good business builder as it goes over big with the children. Makers of the item can print your name or trade-mark on the top at a slight additional cost.

### Attention Operators!

"DUIFY DAN"  
The Ventriloquist Man

FULL 12 INCHES HIGH

\$24.00 Doz.

\$2.10 Each

Let this sensational item make good money for you! Here's the genuine "Duffy Dan" ventriloquist and still send for illustrated price list today!

**GELLMAN BROS.** 119 North Dearborn St. CHICAGO, ILL.

WE HAVE NO RECESSION  
with the  
**GONDOLIER**  
NEITHER WILL YOU



**SURPRISINGLY LOW PRICED**

Overall Size 9" x 9", 30-Min. or Electric Movement.  
Established List Price \$7.50.

THE SENSATION  
of the  
**COIN MACHINE SHOW!**



**STIRRUP**

THE PERFECT ONE SHOT

List price \$10.00.

Guaranteed Pens and Clock.

THESE JOBBERS  
NOW CARRY STOCK  
NEW YORK CITY.

FRAILIE NOVELTY CO. (Distributors Metropolitan Area).

### PHILADELPHIA

Exhibit Sales  
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Standard Sales  
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### ST. LOUIS

Ideal Sales Co.  
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### WICHITA, KAN.

Marion Co.

### BALTIMORE

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### OKLAHOMA CITY

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ASK YOUR JOBBERS  
OR WRITE DIRECT

**DIECASTERS, INC.**

111 Eighth Ave., New York City

**CROSSWORD**  
**LEX-I-KAN**  
NEW CARD GAME  
SENSATION

Price \$7.50 Per Gross  
Sample 15c

SPECIAL PRICE TO  
JOBBER & WHOLESALE

JACK MILLER

1107 Broadway, New York City.

### RUSH YOUR ORDER

For this Fast Selling  
and Profitable Item,  
write for samples, no  
sales talk needed.  
No. 550R-25" Oval  
Box, 5000  
In Cell 10 per one Box  
Assorted Colors of  
Milk Maids, such as  
Turkey  
Red, French Blue, Pink,  
Light Green and Ombre  
Blue.  
No. 550R-25" Oval  
Box, 5000  
In Cell 10 per one Box  
No. 550R-25" Oval  
Box, 5000  
In Cell 10 per one Box

In Colophon, \$22.50  
25% With Order, Mail-  
order, O. O. D.

PERISA MFG. CO.,  
416 N. Dearborn St.,  
Chicago

**BLANKETS**  
**BANKRUPT SALE**

50 GATIONS PEPPERELL BLANKETS,  
10 to 1200, Part Wool, Better Value, Individually  
Bought. For Quick Sale 77 1/2c. In Carton  
Blanket, new, thick, heavy, under  
primes service. Money returned if not satisfied.

**OSHY BROS., Inc.**

10 Spring Street, Easton, Mass.

**BINGO OPERATORS**

75 COMPLETE BINGO NUMBER DISKS, 95.00.  
CALLS \$15.00.  
Buy on the easy plan. No cash in advance. Last in-  
dustry. We supply all kind of Cards, Table, Lap  
boards, switches and Material of the best quality.  
WARWICK NOVELTY CO., Mrs. J. Condit, R. 1,









poster eggs new. Alfonso said he was still driving his Italian-made midget out.

**A. J. BRADY** . . . "Just blew in from the corner from Louisville. Just finished a page of puff advertising for *The Front* magazine. I wrote a few of the boys working Market street here with blades. I'm out and going. As for the other thing, some 'strange'. Would like to read pipes from Cotton Griggs."

**SAM BLUESTEIN** . . . "I scribbles from Tampa, Fla., that the *Country Club* there was a flop for a lot was concerned. He had a jewelry layout. "Lots of people attended," says Sam, "but they weren't buying."

**THOUGHTFULNESS** and consideration of your fellow worker will pay you big dividends in the after. All we'd like creatures from the same mold.

**REPORTS REACHING** . . . from the back territories that several of the boys are working novelties and jewelry in doorways in Hunter, S. C. The business is doing good days and big business on Saturdays.

**JIM (BOOP) BARBER** . . . says (sic) with some "Pipes From the Corner" from Chicago. "Things are a little wet in and around Los Angeles and the boys around the corner have been looking in for a few days. Steve Wilson, with kitchen gadgets, just came arrival here. My wooden-hand partner, Buddy Dupan, and I have been laying off, but we'll be passing 'em out again in a few days. Plan to hit the road about March 15 with my own platform show."

**FRED McFADDEN** . . . is clicking with his jewelry layout in a downtown chain-store location in Cincinnati. Last week he was fourth in a money-making contest. He is a pitchmen's saying: "I should smoke a tick-eyed herring," Bill Danker.

**"CHICAGO BEEMS** . . . to be dead at present," blasts Kid Carroll in Fayetteville. He has a few jam stores on State street there and each was doing a good business. Dr. Cranall has been in many a jam store, but is opening an auction here in La Fayette.

**ST. PATRICK DAY NOVELTIES**

No. 4130—Plain Shamrock . . . Gross \$2.75.  
No. 4131—Hill Shamrock, Gross \$2.75.  
No. 4132—Irish Bear Flag, Gross 75c.

No. 10—St. Patrick Badge (Metal Shamrock-Silk Ribbon-Pan) . . . Gross \$2.75.

No. 13—St. Patrick Badge (Batten Ribbon) . . . Gross \$2.00.  
No. 14—Irish Republic (Pan Badge—Tri-Color Silk Ribbon), Gross \$2.00.  
No. 25—Decorative with Order, Balance C. O. D.

**GOLDFARB NOVELTY CO.**  
20 West 23rd Street, New York City.

**THE WONDER FLUTE**

It Flauts It Pops! Patent Pending Model Plans on Hand. Attracting Attention Everywhere. **JAY ENTERPRISES**, New York, N. Y.

**ELGIN & WALTHAM**  
REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in 3. 10 Jewel, 18 Size, in 3. 10 Jewel, 18 Size, in 3. Best for Price List. Money Back Not Refunded. **CORFORD CITY WATCH MFG. Co.**, St. Louis, Mo.

**NEW!**  
GENUINE HARD RUBBER COMBS

248 7th Street, Leominster, Mass.

**JEWELRY WORKERS**

**LEISTEN & HERNANDEZ**, Detroit, Mich.

on Saturdays and Tuesdays of each week. What has become of Toronto Jack Dillan and some of the boys of yesterday?"

**JEFF FARMER** . . . tells from Norfolk, Va.: "Here's another spot that used to be a honey, but now it's a dud. I hope it never gets out. It's all on Virginia. Has been a blank this year. I've been out there. It's still working oil and tonic on a semi-jam still squaring with pep tablets and doing better. The making of money is leaving here for Tennessee, where I'll work until about May or June, and then I'll go back to work like Arkansas and Texas. While at home in Dresden, Tenn., I began to finish my trailer, and if any of the boys or girls are down that way in the next three months just drop me word and I'll bring the tabs. Where? Doc Anderson, Blackie Kessler, Ed Flowers and wife, Southern Jack Wilson, Blackie Carpenter, Bill Grant and Swede Swenson."

**TRIFOD CONTINUES**: "We know some fellows who occasionally complain about the squawks made by the boys who get shot in a pipe sipping the town in which they are working is closed when it really pays. The reason for the outstanding reason why they are so successful at being a failure."

**"THE OGDEN LIVE STOCK SHOW"** . . . is being promoted by a group of writers and pitchmen," pipes Shorty Hill from Pockahontis, Ill. "Among those who are going to be in the show are Jake Goldberg, Frank Bush, Rocky Mothe, Bill Gibson, Tex Powell, Arky Beaulieu, Hugh Gilbert, Tom Keene, Pete Snelson, Ike and Mike, Jake and Harold Roberts, Dan Stanghese, Sam Strang, Charlie Dan Evans and M. Barbett. All report that they are headed for the flocks to be held in Chicago."

**DOC BUB LAST** . . . pitches from St. Louis: "Had what you could call a generous here February 23rd in many a jam store. Bill Pitchford were here. The outdoor magician, Ed Lorenz, acted as host, while Jane Curtain played the role of hostess. Some of the performers included Leo Newman, who delivered a great talk on Angle shooting, and Doc Williams and Williams and Jack Bob Mathews, of card and pool fame. There were also several special numbers. About the only location a pitchman can work here is in sixth street, but the rule says many five workers are in each block. Hall 'Fallin had some misfortune of having his car stolen. His car, which has been a little cold here, with some snow."

**FAMOUS LAST WORDS**: "Take a powder, hallelujah! You boys who cut it up while I'm working."

**EUGENE KNIGHT**, well-known Midwestern pitchman and med-show operator, while passing thru the streets of Chicago recently recalled *Har-a-Laf Walker* and Cozy, who followed by an waiter in the Hoosier cafeteria. Knight plans to go east after making a few farm sales in and near Indiana.

**"AFTER I OBT THE** diving suit off that I've been wearing during this rainy spell out here I'll try and get the pipe out of my suit you know this territory," pipes Shorty Walker from Los Angeles. "It has rained four days and five for five for five for five. Many pitchmen have been unable to work."

**REPORTS DRIPPING** . . . from the North Northern Ohio indicate that Jay Hobson and Doc Prandree are working to good business in that section.

**MEMORIES**: So you fellows who made Memphis the winter of 1922 when Tommy Atkins had his laboratory on Glass? Remember how he told the tip that he got the idea for the pipe from the tips of his collars in the prevailing zero weather on the corner he was working, when a fellow in a suit and bow tie (remember the man?) tipped a water bucket and drenched our throats? These were the good old days.

**MARLENE E. RAOAN** . . . from Florida: "Have received the road again after my reported illness and I want to thank the boys for the letters and the many kind and encouraging letters I received. Dr. Pat Duncan and wife and the writer in Chicago. I'm working hard to get to you this report, but medicine could not

**12 EXCLUSIVE STYLES FOR CROSS PROMOTIONS**

A promoter's dream comes true that his own merchandise can be used in the most profitable way. Write for Catalog No. 21 showing recent styles in:

- CROSSES
- WHITESTONE RINGS
- CAMEO RINGS
- ENGRAVING ITEMS

**HARRY PAKULA & COMPANY**  
8 N. Walsh Ave., CHICAGO, ILL.

**AGENTS WANTED**

SKY-GLIDER FLIES LIKE A KITE, LOOKS LIKE AEROPLANE. Fast Money Maker. Factory To You. For Information Write **EDUCATIONAL AIR TOYS**, Box 1218, New Orleans, La.

**St. Patrick's Day NOVELTIES**

No. 121—IRISH HARB, With Attached Pipe, 24" x 24" of attractively finished Metal Shamrock-Silk Ribbon-Pan	\$3.50
No. 122—Irish Bear Flag, Gross \$2.75	3.00
No. 123—Irish Shamrock, With Attached Pipe, 24" x 24" of Quality Irish Shamrock Attached Pipe, 24" x 24"	3.00
No. 124—ENAMELED SHAMROCK, With Attached Pipe, 24" x 24" of Enamel, Green 20c Gross	2.50
No. 125—Irish Shamrock, With Attached Pipe, 24" x 24" of Quality Irish Shamrock Attached Pipe, 24" x 24"	3.00
FLA G G E T T E S	.60
No. 10—Irish Shamrock, With Attached Pipe, 24" x 24" of Quality Irish Shamrock Attached Pipe, 24" x 24"	.85
No. 127—ENAMELED SHAMROCK, With Attached Pipe, 24" x 24" of Enamel, Green 20c Gross	.85

Send 25c for Complete Sample Advertising Circular. All orders in \$1.00. **EPSTEIN NOV. CO.**, 416 Park Ave., New York City.

be worked. Tennessee was obch with no trouble to work. In fact, the officials in Fayetteville, Tenn., permitted us to use the town of the courthouse square. They even furnished the lights and treated us royally in every respect. We plan to work out of Oklahoma City for a few weeks and then go into Texas for the remainder of the winter. While in Chattanooga, Tenn., we met Bill Dr. Wilson's med opory. He has a swell lay-out and is working a good business. Sales days are held here every Thursday. Dr. Duncan has a new car which I believe is the last word for pitching purpose. Would like to read pipes from Joe Steele and the rest of the boys around New York, Chicago and Dorothea, where are you? Pipe in."

**WHEN WILL SOME OF THE BOYS** the profession learn that they can do better by working instead of loafing?

**BILL TOBIAS** . . . pitches from Chicago: "Last season trombone pitchmen and the Dan Rico Circus and later with Jack Montague's girl show on the Ward Exposition Show, is now conducting a lunch stand, called *TOY'S LUNCH*, in Sunbury, Pa."

**DOC GEORGE Mc REED** . . . "Walter Byers and I have made the Washington C. H. (C.) sales a few times since the boys around New York, Chicago and Walter has also worked a few other towns, but I haven't been able to work much due to my health. I have signed as press representative for the Warner-Blyers Garniture Company and will assume my duties soon. Max L."

**H. T. MALONEY** . . . is reported to be working Ohio towns to good business.

**CLYDE ICE** . . . scribbles from Huntington, W. Va., that he has left the Veterans' CIO service and will hit the road with a Lord's-prayer-on-a-penny layout. He adds that he is applying for a change of the boys about conditions in the various sections of the country.

**LAZY PEOPLE** never look for a break because they realize they'll never find one.

**CHIC DENTON** . . . reports from Memphis from Evansville, Ind., that he will continue to work in Hospital there to receive treatment for a lung ailment, the same which laid him low from 1920 until 1922. He adds that he has been stagnant in health since early in December and would like to read letters from his friends in the profession.

**WILLIAM OLAKEN** . . . is reported to be liberating in San Francisco and working to fair-to-middling business there.

**YOU'LL NEVER HAVE** to worry about recession and depression if you leave a good business.

**KATHERYN ASHLINE** . . . is veteran pitchwoman and well known in outdoor auto business for the past 30 years. She has a change of the many that she had her teeth extracted recently after the order has restricted in her being permitted to work.

**FRED AND ROBERT GUTHRIE** are working Ohio farm sales with window washers and pens for fast business, according to reports from that sector.

**PERDIE PERDUSON** . . . is enjoying the sunny confines of Florida.

**CANDY SNAPSHOTS**

Big Money Taking Out of a Shop. **PARIS PHOTO SERVICE**, 141 E. 42nd St., New York City.

**PHOTO MOUNTS**

**FROM THE FACTORY**  
Mountings from 1 1/2 x 2 to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated catalog. **PARIS PHOTO SERVICE**, 141 E. 42nd St., New York City.

**STARTS YOU IN BUSINESS**

**EVERETT**  
Style-On-Tie, \$2.50 Doz; \$28.00 Gross  
Wash Tie, \$1.00 Doz; \$10.00 Gross  
Silk Lin. Tie, \$1.50 Doz; \$15.00 Gross  
Complete Line of Ties, Ties and Handkerchiefs, 100% Cotton, 25% Discount, Mail Order, 24 Hours a Day, Free Postage.

**BOULEVARD CRAVATS**

**LORD'S PRAYER PENNY MACHINES**

**Coupon & Medicine Men**  
We have a new, large, reliable, waterproof illustration of the Lord's Prayer. It is made of heavy, durable material and is made to be used in the most effective manner. **THE DAMON CO.**, Chicago, Ill.

Send your correspondence to advertisers by mentioning The Billboard.







Start a POTATO CHIP BUSINESS In Your KITCHEN!

Make Big Money... For potatoes for 26¢ a bushel... "American Potato Chip"...

IT'S READY! THE NEW INVENTION IN WALK-THRU SHOWS

It makes new shows, three times as large... Will work, Hula Hula, Hula and social dancing...

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America

165 W. Madison St., Chicago

Considerably more than five hundred members have been added to its rolls in the last two years...

FOR SALE

283th Cookhouse, one frame, on side walk, inside... 1800 sq. ft. building, 12' x 10' CHINA, Steel...

Complete Carnival for Sale

New complete 18 stalls, 14 Herculite Booths... 1800 sq. ft. building, 12' x 10' CHINA, Steel...

J. HARRY SIX ATTRACTIONS

Opening Season 1938, Lewistown, Pa. 1938... 1800 sq. ft. building, 12' x 10' CHINA, Steel...

WANT

For Para-Vista Ektor Home Show and Legion Fair... 1800 sq. ft. building, 12' x 10' CHINA, Steel...

DROME RIDERS

For Last Season, Opened February 26... 1800 sq. ft. building, 12' x 10' CHINA, Steel...

THE NEW SALES LEADER

1800 sq. ft. building, 12' x 10' CHINA, Steel... 1800 sq. ft. building, 12' x 10' CHINA, Steel...

Out in the Open



Roger Littleford Jr.

Celebrations increase... NEW YORK, Feb. 19.—According to attraction firms, outdoor shows and carnivals season, the independent celebration is due to come back strongly during 1938.

That's the consensus among the New York office of The Exhibitor's Bureau... Wires, letters and phone calls are expected to be coming in...

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Feb. 19.—President J. C. McCaffery, back from Florida, has resumed the duties of his office at the headquarters of the Showmen's League of America...

Entertainment committee is busy on arrangements for the "Winter Night" slated for March 17... Entertainment reports that Brothers Tom Rankin and Theo. Schlemmer are showing improvement...

New York World's Fair is attempting to eliminate tipping... It's a worthy step... Add Rockaway Beach Chamber of Commerce begins a campaign with two main objectives...

Proposed plan of beautifying Showmen's Rest has been tabled... President McCaffery was high in his praise of the cooperation given by Brother Izzy Cervone at the Tampa Benefit...

Brother Lewis H. Herring Jr. and Percy W. Abbott have been elected to fill vacancies in the board of governors... Brother Leo Berrington, secretary, will be in California last week...

Brother Dave Tenneyson is still here making plans to take out his own show... Brother Leo Berrington, secretary, will be in California last week...

Brother Robert H. Miller has again been appointed chairman of the fund-raising committee and Louis Claver has been named secretary...

Just another reminder about pyrotechnics... Just another reminder about pyrotechnics... Just another reminder about pyrotechnics...

In the fair-attraction set, off to Miami following the Albany meeting of the New York Association of Showmen and Holidriviers begin another season shortly... Jimmie Lynch, another auto death-defier, will be called to the public eye by breaking an outdoor thrill attraction has received in months.

Eric Lithographing Company is reported printing paper for a sensational attraction for the winter season... Harold Newman, brother of J. D. Newman, general agent of Coe, is training dogs and showing them on the dog show circuit...

Lads around 49th and Eighth avenue will tell you Jack McClokey, with Cole J. Ladd, will call on the Ringling-Barnum this year to assist George Smith and handle Big Show immigration duties...

Showmen's League of America

165 W. Madison St., Chicago, Ill.

Ladies' Auxiliary

Tucky party arranged by Chairman Elizabeth Egan, whose delightful entertainments were superb... Tucky party arranged by Chairman Elizabeth Egan, whose delightful entertainments were superb...

Several left with loads of prizes under their arms... The lucky Mike Donahoe... Charlie Mall tended bar to luscious beverages...

Michigan Showmen's Association

Detroit, Feb. 19.—President Margolies presided at the February 19 meeting... Detroit, Feb. 19.—President Margolies presided at the February 19 meeting...

All committees have been named for the coming year... Board of Governors' attendance has been 100 per cent at the last meeting...

Brother Robert H. Miller has again been appointed chairman of the fund-raising committee and Louis Claver has been named secretary...

Just another reminder about pyrotechnics... Just another reminder about pyrotechnics... Just another reminder about pyrotechnics...

Just another reminder about pyrotechnics... Just another reminder about pyrotechnics... Just another reminder about pyrotechnics...

been appointed chairman of the fund-raising committee and Louis Claver has been named secretary... Mail sent to Brother Maurice Garber in care of The Billboard has been returned by Brother Garber...

President McCaffery plans to appoint a steward of the League on each of the various shows... The means of bringing the brothers a bit closer to the League, thus keeping their dues up...

The club is holding a membership drive... The club is holding a membership drive... The club is holding a membership drive...

Just another reminder about pyrotechnics... Just another reminder about pyrotechnics... Just another reminder about pyrotechnics...

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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.

## SOME BIG IF'S

If the changing tides of business and public opinion continue in normal channels the coin-operated games business should begin to show a good pick-up by the fall of 1938. Politicians have a system now of figuring that there is a decided shift in public opinion every six months.

Payout table games are so conspicuous on locations that it is a big IF as to their future. There is a possibility of legalizing the payout table with some kind of check-award system. The chief appeal for sympathy the payout table has is the fact that it requires a lot of lumber, electrical parts, mechanisms and materials to build such a game.



WALTER W. HURD

In December, 1936, I wrote the following "If's" for Joe Calcutt's house magazine: "If the trade had one man to whom everybody would listen and follow his advice much confusion and expense might be saved. Tax bills rather than prohibitory bills are likely to be the rule. Rather than raise big defense funds, it will probably be better to let some State legislatures learn that reasonable taxes will bring in revenue, but excessive taxes on coin machines kill off the business and lose revenue to the State. . . . If the coin machine industry holds its present commercial importance I would say that within the next two years the trade will realize some definite benefits from a more liberal American public." (There is still practically a year to go on that last "If"—and a lot of things can happen by December, 1938.)

The coin machine industry ought to forget some of its "If's" in order to be glad that the music machine business and the vending machine business are both making better progress and having fewer troubles than many other lines of industry and business in the country today.

If the coin-operated machine industry were properly organized for it or could assume temporary unity, now is perhaps the best time in history to tell its story of employment to the country. Three million workers have lost their jobs since last August. But the music and vending machine divisions of the coin machine industry are going ahead at a better average than business in general. The games division could be at the peak of activity but for the application of severe restrictions by local and State officials. A \$10,000 fund right now would tell the story of employment by the coin machine industry to every mayor, city council, governor and daily newspaper in the United States during the next few months.

Some of the "If's" of general business are important to every citizen right now. The United States News, February 14 (Anti-New Deal newspaper edited by David Lawrence), gives a timely account of some of the if's of business: Business has declined in five months almost as much as it declined in two years following 1929. . . . Three million people have

been thrown out of jobs since August. . . . There are some good signs. The government is ready to use a billion and a quarter dollars in the few months just ahead. Banks are not failing. The country's total money supply is huge, always suggesting the possibility that it can be put to use.

There are also some bad signs, according to the above newspaper. First of these, it states, is "the precipitate manner in which employers have dumped huge numbers of workers into the street . . . the fastest on record." This depression has also hit Europe and South America with startling speed. "The decline of employment in Great Britain is the most drastic in recent history."

In the face of another world-wide depression this newspaper infers that government spending is the chief hope to start business upward again during the next few months. "As soon as the government priming stopped the pump stopped," it is suggested.

In the face of all this unemployment the year 1937 witnessed many legal restrictions on amusement games in the United States, England, France and Australia. So that the amusement games business in all these countries during the last year has been forced to add to unemployment instead of helping to relieve it, as in 1932.

Retail locations are just now beginning to feel the recession. If operators can organize locations to "demand" the return of amusement games some results might be accomplished during the next few months.

Big business made higher net profits in 1937 than in 1936, but if employees are turned into the street at the first sign of a pinch higher and higher taxes are the only possible way out. These higher taxes may be extended to all kinds of coin machines.

In any case there will be increasing demands for private charity. If the coin-operated machine industry could offer a united plan for aid to private charity there are possibilities of much wider acceptance of coin-operated machines of all kinds.

If the United States tends toward fascism in 1940 the odds will be against vending and music machines. The fate of games of all kinds will depend on standing "in" with the government. If the government tends toward liberalism the coin machine industry as a whole will have to come out in the open on a new and progressive program in keeping with the new ideas of the times.

There is a chance for government-controlled lotteries—whether the country goes reactionary or liberal—and such lotteries have always tended to shut out other forms of gambling because of competition.

Meanwhile let's be glad that music machines and vending machines are doing so well. Let's hope that the games industry comes back with a bang by early fall.







# "Mikro-Kall-It"

THE MOST SENSATIONAL HIT IN ALL COUNTER GAME HISTORY! IT'S SWEEPING THE COUNTRY!

NO WIRES! NO ELECTRIC CURRENT! JUST 2 LITTLE 10c FLASHLIGHT BATTERIES RUN IT FOR MONTHS and MONTHS!

OPERATOR'S PRICE—ONLY  
**\$25.00**

F.O.B.N.Y.



★  
JUST TALK TO YOUR VOICE MAKES THE DICE JUMP, ROLL AND SHAKE THE POINT CAN BE SET TO GIVE FROM 1 to 10 PLAYS FOR 5c TO 10 DICE FREE WITH EACH MACHINE YOU BUY!

★  
IT'S REVIVING LOCATION EVERYWHERE IN THE COUNTRY.  
★

Get Back in the BIG MONEY Again! Mikro-Kall-It is the BIGGEST Money-Maker the Industry Has Ever Had! This is YOUR OPPORTUNITY for REAL

WRITE, WIRE, PHONE—RUSH YOUR ORDER NOW!!

**MIKRO-KALL-IT, INC.**  
55 WEST 42nd STREET NEW YORK, N. Y.

## Regular Shipments On Blow Ball Game

CHICAGO, Feb. 19.—In a statement made recently Claude R. Kirk, head of C. R. Kirk Company, stressed the fact that the firm is making "daily shipments in the new Blow Ball game as advertised."

According to Kirk, "we want to impress upon the minds of operators, jobbers and distributors everywhere that shipments exactly as advertised. We realize that many manufacturers in producing new games advertise that they are making scheduled shipments to the agents to incoming orders and production in their plants. The result of misinformation is disgruntled operators, jobbers and distributors who are constantly awaiting shipments which they have promised their customers. In many

cases the fault of such delay is a lack of materials or production facilities in their plants. However, these are no excuses for advertising something that cannot be fulfilled.

"When we say that we are making daily shipments we are giving the trade absolutely accurate information. The C. R. Kirk Company is absolutely reliable in every statement it makes, and as evidence of our reliability and good faith we are offering \$1,000 (one thousand dollars) to anyone who can prove that we are not doing just what we say we are doing—making daily shipments of the newest sensation of the coin machine industry, Blow Ball.

## Roy Torr Reports Sales Increase

PHILADELPHIA, Feb. 19.—"The success of our peanut and gum machine," states Roy Torr, "has been little short of phenomenal. Over 60,000 Peanut and Gum machines have been sold during the past five years, and we think that is a splendid record. Our Sobor Breath Gum vender has proved a tremendous success. This pure necessity is the solution of the embarrassment of the most objectionable odor of the streets, as well as from gastronomic indiscretions. So far the new gum has enjoyed remarkable success principally because it is a pure product of necessity, sold at a popular price and distributed in a beautiful, attractive vender."

## N. J. Cig Ops Frolic

NEWARK, N. J., Feb. 21.—Cigarette Merchants' Association of New Jersey, Inc., held its first annual banquet and historical exhibit of the evolution of the cigaret vending machine Saturday (19) at the Hotel Douglas, Newark. Leading manufacturers of cigaret machines had exhibits in the lobby. Operators came in force and the affair was enjoyed by all. Further details will appear in next week's issue.

## Coinography

By The Coinographer

"Milton H. Perry, of East Lansing, Mich., whose inventive mind has produced everything from penny vending machines to time clocks, now has turned into manufacture of his newest invention, Shoot-a-Gun.

Shoot-a-Gun is a new amusement machine, a shooting gallery, streamlined and highly chromed and practically assembled—shoots flying darts which automatically collect money and loads guns.

No amateur inventor is Perry. Way back when an auto was something that frightened horses Perry built and put into use one of the first self-starters in the world. It was operated on acetylene gas. Then he turned his attention to tire chains which he invented, manufactured and sold to some of the largest automobile companies until improved roads altered his market. During the depression he designed a new type vending machine on which he holds patents. It became a smash hit and he went into vender manufacturing business.

"Now people send me vending problems from all over the world," he says. "One of the most interesting requests I ever had came from India. I was asked to design a machine to dispense tiny coconuts and nuts. I do not sell for samples. They got their machine.

"The public can put you in or take you out of business. This fact was remembered during try-outs of our new Shoot-a-Gun. We have made it so simple to play that anyone can get enthusiastic acceptance from public and operators alike. Many a man thinks that he has hit on a device something and get a patent. But if it doesn't click it won't make money," Perry concluded.

## Exhibit Variety Is Keeping Men Busy

CHICAGO, Feb. 19.—The best way to overcome whatever discouraging talk we hear in our industry is to keep busy developing and making new ideas, says Perry Smith, of Exhibit Supply Company. "It is not wise to get anything to complain about," he says, "if you will take the time to stop and see the number of men at work."

The Exhibit Dept., Smith says, is to keep a sufficient variety of machines so that they can be put on a good job. The number of machines at the same time, Smith says, always have order to fill, for we have everything from the smallest counter machines to big consoles.

Smith also contributes tall stories to help maintain the morale of the industry. "I have had a good job with an operator that doesn't buy some machines. Or if an operator feels too much under the weather Smith says they play a literary gem like the following:

"Aloe! how easily things go wrong! A sick too keep on the too long! And then comes a mist and a weeping rain.

And operating is never the same again."

## J. D. Lazer Firm Humming With Biz

PITTSBURGH, Feb. 19.—"With the largest territory in this history to cover, the offices of the B. D. Lazer Company and their parts are being kept on the jump constantly. Many of the new and popular equipment they are handling at this time.

"We are covering all the leading operators in this region," reports J. D. (81) Lazer. "His territory ranges through the State of Pennsylvania to New Jersey, outside of Newark, and also includes Delaware, Maryland and the northern part of Ohio and Virginia. It's easy to imagine how rushed we are."

It is Lazer who has delegated traveling sales manager for the firm and he believed to be covering more miles a day than ever before in his firm's history. Since he has been covering this territory he has managed to know every man in the trade by his first name.

"All we need is immediate delivery from the factory, for we have sold a great number of the new machines and our dealers that sales will reach record proportions for our firm before the year is even half over."



## DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Build for 1c-5c-10c-25c Play  
Made Only By

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.

Est. 1889—Tel. COLOMBUS 8770.  
Cable address: "WATLINGITE," Chicago.

## OPERATORS!

INSIST ON AN  
**R-M COIN CHUTE**  
ON THE GAME YOU BUY!

R-M Sr. and R-M Jr.  
PROVIDE EASE OF OPERATION AND GREAT SAVINGS. ARE EASY TO FIND IN NO OTHER CHUTE. R-M Sr. Features 100% coin return. R-M Jr. Features a new adjustable automatic device to prevent theft.

WATLING MFG. CO. CHICAGO, ILL.

**RICHARDS MFG. CO.**  
2458 LAWRENCE AVE.  
CHICAGO, ILL. 60611

## IT'S SENSATIONAL—IT'S NEW PROSPECTOR

1170 TICKETS @ 5c ..... \$58.50  
Play Out ..... \$2.50  
Total ..... \$61.00  
1000 Tickets @ 5c ..... \$50.00  
Play Out ..... \$2.50  
Total ..... \$52.50

Sample Deal shown.  
Holler, Card and Jar

**\$3.95**

Jobbers, Operators, Write for Details and Quantity Prices on Largest Line of Jar Coins in America.

**H. S. SPECIALTY CO.**  
1218 Broadway,  
KANSAS CITY, MO.

## FREE! 1938 WHOLESALE CATALOG

Has 250 pages of World-Wide B.A. ratings, 4,000 assortment recommendations, new selling plans, new operating values — all at bottom wholesale price — the catalog is FREE. Send for a copy today.

**SPURS CO.**  
3-39 Erie St.,  
Los Angeles, Calif.

## FIRST COME--- FIRST SERVED!

210 PENNY CIGARETTE (Wine from 1 to 5 Packs) .....\$5.00  
75 PACES WATLING and MILLS Renewed 10c Machines at GIVE-AWAY PRICES.  
500 NOVELTY and PAYOFF MARBLE GAMES for pretty new! FULL ASSORTMENT of 1c and 5c COUNTER GAMES. Piled to Sell Now!

SEND FOR OUR LISTS!  
**COLONIAL SALES & NOVELTY CO.**  
Wayne at 39th, Kansas City, Mo.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION  
of the  
LATEST NOVELTIES, PRIZES  
PREMIUMS and SPECIALTIES





# Always TOP 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 cracks 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 office.



### 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. Just 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 on the top of his choice to show it of delivery coin. 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 shiny 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 about 275. My business is open to any one who cares to see them."

FOUR WAYS, ILL. . . . "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 would not keep other candy because of theft. My machines are averaging \$120.00 a week in sales and I haven't had a slug."

CHICAGO, ILL. . . . "I have about 50,000 invested in U-SELECT-IT machines and the candy business I am doing, which is of course in an amount of money machine. I would not take \$10,000 cash for my business."

These above testimonials and many more are in the company's files.

## 5c MACHINES NOW \$57.50

### CHECK THIS ONE—

We also make the famous U-SELECT-IT penny machine. This machine is the most popular operator in the world to sell a big variety of penny bars instead of just one kind of penny bar.

Now Only **\$38.00**

## COAN-SLETTEL COMPANY

2072-84 Helena St.

Madison, Wisconsin

## Candy Machines Open New Outlets

By J. W. COAN, President Coan-Sletteland Co., Inc., Madison, Wis.

The 1938 convention and show in Chicago was indeed very kind to us. That kindness has reflected itself where we are in a position to take many families of charity, P.W.A., etc., and place them to work. Orders have swamped us. Our plant is working night and day and what does it all mean?

For 16 years the writer has maintained there could be no question as to the success of automatic merchandising if the manufacturer of the equipment could and would build equipment to sell, in keeping with the consumer's demand, and to build that equipment to withstand the abuses and the tampering from the public.

The very foundation and success of the vending machine industry is to continue developing equipment in keeping with the consumer's demand. It seems to me, and this is based upon the expression of hundreds of coin machine operators visiting our booth at the show, that merchandise machines are permanent. Permanent because they supply a service in keeping with the consumer's demand at strategic locations where ordinarily the consumer could not be afforded that service.

We in the United States demand service. We don't go four or five blocks where we can get in one block, making into consideration price and quality. The possibilities for the development of automatic merchandising equipment enhancing a service for the consumer is so large that it is almost impossible for

our imagination to grasp. Watch the developments in this line of industry for the coming year. Many remarkable, practical and sound developments will take place.

You can't stop progress when an industry as large as ours has come to the attention of the better minds of engineers and business men. We are bound to go forward. Nothing can stop that.

In our own field it has been very pleasing to note how many more operators are cooperative in lending every assistance they can for the furthering of distribution of automatic merchandise machines designed to sell candy bars. There are still quite a number who are aloof, living in their own little world, doing business as they have for the past 60 years. But they, too, will have a sudden awakening because of the human element entering in for the million of dollars worth of candy bars to be sold thru vending machines is all new business. It is business that can be had no other way, for 90 per cent of the locations where candy bar machines are located mean a new outlet for candy bars.

All in all we are happy, our operators are happy and that is going to be reflected thru the industry. The manufacturer of automatic merchandise machines will soon take up a lot of the unemployed because it reaches into some of our most important major industries, particularly steel.

We are pleased to advise that we shall soon make our appearance on the market

with a new merchandise machine, offering for sale necessities which again will be of service to the purchasing public.

## Candy Men Make Use of New Plan

MILWAUKEE, Feb. 19.—Herbert G. Ziegler, vice-president of the George Ziegler Company and treasurer of the National Confectionery Association, called a meeting of Wisconsin candy manufacturers at the Milwaukee Athletic Club on February 10. M. F. Burger, secretary of the NCA, presented the new plan for advertising plan being featured by the NCA this year.

Among those attending the meeting were representatives of the following candy firms: George Ziegler Company; Ambrosia Chocolate Company; William C. Buehler, Milwaukee; Confectionary Red Circle Candy Company; William F. Furrer, Furrer Partner Candy Shop, all of Milwaukee; The Bonita Company, Fond du Lac; and the Plonka Candy Company, St. Francis, Wis., also were represented.

The plan for using merchandising and advertising material furnished by the association was well received at the Milwaukee meeting. The plan includes the use of many different size cutters to increase the consumption of candy. Headquarters of the association in Chicago reported that since the plan was introduced orders have been received for 100,000 pieces of 2 1/2 inch envelope stuffers. Orders for cuts of various descriptions have also been received.

## PURE BREATH GUM

(A Standard Size Stick Gum)  
Relieves Breath of Alcoholic Odors.  
30c per Hundred Sticks.  
SPECIAL INTRODUCTORY OFFER. 300 STICKS GUM WITH STUDY BUILT VENDING MACHINE.

**\$6.95**

OR WRITE TODAY FOR DETAILS.

## 5/8" BALL GUM

ASSORTED—FACTORY FRESH

**\$10.95** Per Case  
10,000 Balls  
TRANSPORTATION PAID

CASH WITH ORDER, NO C.O.D.

## PEANUT & GUM

VENDING MACHINES

NEW, DIRECT FROM FACTORY

Only **\$2.40** and up

Over 60,000 Sold

Write for Full Information Today

## ROY TORR

2474-S. 6th Street, Philadelphia, Pa.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



# HOT NEWS IN COLD PRINT!

## NOW IN STOCK:

★ BANG-A-DEER.....Tro-Shot Corp.	★ RUNNING WILD.....Genco
★ BATTLE BALL.....Chicago Coin	★ DOUBLE TRACK.....Genco
★ TURF KICKER.....Chicago Coin	★ GATE PRIZES.....D. Gertlieb
★ FIVE RACES.....J. M. Keeney	★ SLUGGER.....D. Gertlieb

WE ALSO REPRESENT A. B. T. MILLS

"Ponservic" Helps Operators Help Themselves!

## ★ THE GEORGE PONSER ORGANIZATION ★

33 WEST 60TH ST., NEW YORK CITY

11-15 East Ruyven St., NEWARK, N. J.  
1435 Bedford Ave., BROOKLYN, N. Y.  
402 North Franklin, PHILADELPHIA, PA.  
303 W. Adams St., JACKSONVILLE, FLA.



### Pop Corn Comment

By I. D. ROKIN

Advertising Manager of Ranel, Inc.

One of the most significant aspects of the new corn popping business for operators is the ease with which locations for machines may be secured. Practically every place where there is a constant flow of people is a potential market for the placing of a pop corn machine. The legitimate nature of automatic pop corn machines provides protection for the operator on the part of the location owner and provides permanency for the operator. Moreover, the universal appeal and the nutritious food value of hot pop corn extends its range of salability to almost unlimited proportions. People of every age, sex and creed eat and love pop corn.

Also it is impossible to list here every type of location for automatic poppers and vendors, we are presenting a few of the more obviously profitable spots in order that the new operator may determine his route without delay. The establishments listed may not meet some suggestions for adding to his locations. These types of locations mentioned have been tested for their performance with pop corn machines with thoroughly gratifying results.

WAITING ROOMS of bus, railroad and airport stations and lobbies of public buildings, hotels and large manufacturing plants are well adapted to steady pop corn profits.

SCHOOLS are easily accessible for pop corn equipment. Schools are particularly good for advertising to realize the advantage to be derived from the sale of hot pop corn to children. Parent-Teacher associations will endorse the idea. School stores likewise make perfect locations.

AMUSEMENT PARKS are "natural" for quantities of machines. This includes not only public carnival-type parks, but also sport parks, zoos and exhibition grounds.

STOPS of all kinds will welcome corn-popping and vending units for the extra stimulation value as well as profits. Main routes are ideal for the large operator. Also department stores should be overlooked.

RESTAURANTS will actually seek out operators of corn popping equipment. Hot pop corn and beer make a delicious and profitable combination.

ROADSIDE STOPS such as gasoline stations, refreshment stands and tourist trails.

INDOOR GAME CENTERS, including pool and billiard halls and bowling alleys.

### Mikro-Kall-It's Action Acclaimed

NEW YORK, Feb. 19.—The novel playing action of the Mikro-Kall-It's coin meter machine is reported to be the source of much comment in coin machine circles since its introduction last week by Louis E. Pope, president of the firm.

Popper operators say it is the speediest game in the industry that has ever been developed. The game goes into action when the player inserts a coin into the microphone which is attached to the machine. The coin falls into the game, or merely spins his finger in front of the microphone, or tips the mike. The moment he does, the dice begin to make and roll. In this way the popper feels that he is really a vital

part of the game since it is his voice which sets it in motion. He feels as tho he has the dice right in his hand and is rolling them on the board.

"This is the first time in the industry that any dice counter game has been known to use a mike for starting the play action," Pope continued. "This feature ties in perfectly with the idea of shooting the galloping dominoes in real game. This sensitive mike does not use electric current. Instead, two small flashlight batteries carry all the power of the game and are reported to last for many months of play. Mikro-Kall-It's clicks on any type of location," he concluded, "because of the novel voice action feature. We predict that it will continue to be popular for many, many years to come."

### New Games Going Well for Atlas

CHICAGO, Feb. 19.—Reports from both the Pittsburgh and Chicago offices of the Atlas Vending Company indicate the fine job they are doing with two late-model games. Says Morris Clineburg, executive of Atlas: "We have been agreeably surprised at the excellent response we have been favored with on some of the games we are offering. Stoner's Vogue, a 5-ball novelty game, is selling a great deal faster than we anticipated. Naturally we are well pleased with this showing and want to congratulate Stoner for turning out this game with so much play appeal and at such a low price.

"Another game that is going great guns is Western Equipment and Supply Company's Triple Grip. Triple Grip offers the public an opportunity to test their grip strength in three different ways. It has caught the public's fancy with this great appeal. Triple Grip offers all operators an opportunity to profit, for it is absolutely legal and may be operated everywhere," he concluded.

### New Winner Sales Jar Deal Ready

CHICAGO, Feb. 19.—Announcement is made this week by Winner Sales Company of three new jar deals. Each one is a separate set-up, yet all three are being offered at an attractive group price to operators. It is stated:

The deals are called Get a Natural, Brass and Half a Hundred. Each jar contains 2,250 tickets at 5 cents each and the average profit on all three jars is said to total approximately \$128, according to the manufacturers.

By Salzkind, who directs all production and sales at the Winner Sales Company, is known to be an operator of salesboards of many years' experience. He is said to have pioneered many ticket deals in Chicago and thru his experience should be able to work to the benefit of the operators who do business with his firm.

### Cante New Owner Of Bingo Ball Gum

NEW YORK, Feb. 19.—James Cante, well-known figure in the local coin machine circles, took over the manufacturing facilities of Bingo Ball Gum Manufacturing Corporation this week, as well as all rights of former shareholders.

Sale took place in the offices of A. I. Orestatnik, of Hercules Machine Exchange, Inc., Newark, N. J., who was one of the large stockholders of the firm.

At the completion of details of the sale Cante stated: "We are going to work faster than ever with Bingo Ball Gum. The product is taking on everywhere in the country and we believe it is one of the greatest money makers the industry has ever had. Offices and manufacturing facilities of the firm will remain the same. Orders will be filled speedily and complete shipments will be made to all parts of the country."

### MEN & MACHINES—

(Continued from page 79)  
that publishing the joke might cause international diplomatic complications. However, those who want to hear the story may get Smith's private information by calling at the Exhibit plant. (Note to Press: If you think the press is free to print all the news remember that two telegraph companies refused to carry a cablegram for a group of college students this week.)

"To the Editor: Please advise from whom we may obtain dice with egyptian symbols. We want them to use in our machines with egyptian payout. Also advise the manufacturer of a small counter machine using the above dice. Name of the machine, I think, is Pac-o-Sign—I. A. Company, Tennessee."

"To the Editor: In The Billboard, January 29, I noticed the list of exhibitors at the 1938 Coin Machine Show in Chicago. I did not, however, notice the name of the manufacturer who makes postage-stamp vendors. Will you kindly send me the names of any concerns that can be contacted regarding machines?—S. N. Patterson, N. J."

"To the Editor: Can you give me information as to who manufactures Bingo Ball Gum machines—legitimate machines?—T. E. H., Kansas City."

Louis Berman, general manager of the Champion Automatic Music Company, Detroit, makes comment on competitive misunderstandings among firms that he serves a lot of thought:

"The cause of a lot of ill feeling," he says, "is the fact that some service operator may need an excuse. The manager does not know conditions in the field except as his service men report happenings to him. If a location is lost the service man is likely to report that it was lost because of unfair tactics by competitors."

In other words, it is a common habit to accuse competitors of unfair tactics. Berman says that the habit of advertising it was a common thing to hear that competitive publications sold their copy at a price that overstated some cases enough to learn that such reports are often exaggerated. The moral is that we should cut out a lot of this talk about competitors using unethical tactics. A lot of it is based on false reports.

Stewart Gerber, son of Ben Gerber and nephew of Paul Gerber, is recovering nicely from an operation for appendicitis.

Here it is  
THE NEW  
POPMATIC



### READY for DELIVERY!

Seven star features place the new POPMATIC definitely ahead of anything in its class.

- ★ Simplified, dependable operation.
- ★ Accurate oil-feeding system.
- ★ Positive shut-off.
- ★ Combination cut-off switch and popcorn relay.
- ★ Sanitary corn chute, automatically closed.
- ★ Air-conditioning insures crisp, melt-free grains.
- ★ Glass-enclosed popping unit, prevents oil leakage.

A Steady, Profitable, Legitimate Business of Your Own! Write or Wire TODAY For Complete Information!

Copyright 1938 — Popmatic Manufacturing Co.

**POPMATIC**  
Manufacturing Co.

5147 NATURAL BRIDGE AVENUE  
ST. LOUIS ••• MISSOURI

POPMATIC POP-CORN machine  
pops on our over Stated KFRO, Long-  
evity, 7cc.



DON'T **HOPE** THAT PATRONS  
WILL BUY YOUR MUSIC . . . **SELL IT**  
TO THEM WITH SEEBURG ORIGINAL  
COMPLETE CABINET ILLUMINATION  
THE MOST POWERFUL  
MERCHANDISING FACTOR IN  
AUTOMATIC PHONOGRAPHS



20 RECORD MULTI-SELECTOR

## SEEBURG SYMPHONOLAS

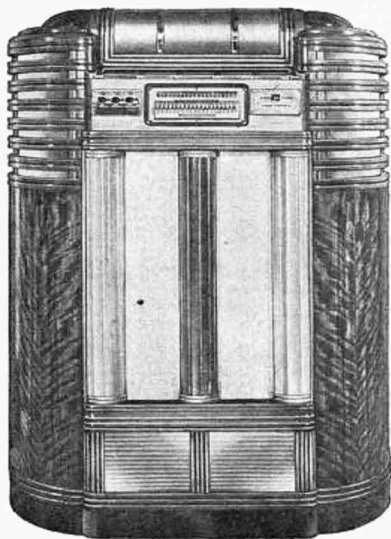
"Concert Grand" "Regal" "Gem"

Communicate with an Authorized Seeburg Distributor or the  
J. P. Seeburg Corporation for complete information



Five Musical Instruments Since 1902

**J. P. SEEBURG CORPORATION**  
1500 DAYTON STREET • CHICAGO, ILLINOIS



The CONCERT GRAND . . . 12 Tube Amplification

PRODUCED BY SCIENCE AND SKILL

## PERMO POINT

THE WORLD'S MOST PERFECT  
LONG PLAY PHONOGRAPH  
NEEDLE

MORE THAN 2000 PERFECT PLAYS

Only PERMO POINT is standard  
equipment on ALL new phonos. It re-  
sponds and sold by all record dis-  
tributing companies . . . Across high  
fidelity reproduction—longer record  
life—less hiss—undistorted  
volume output.

Insert an  
**PERMO-POINT**  
The Only Needle  
for Dependable Performance  
IT'S ALL IN THE  
PATENTED  
ELLIPTICAL POINT!



**PERMO PRODUCTS CORP.**  
Metallurgists—Manufacturers  
115 BARKWOOD AVE. CHICAGO, ILLINOIS

**CLOSING OUT**  
**100 WURLITZER**

412s and 312s

**\$95.00**

1/3 Deposit With Orders.

**UNIVERSAL VENDORS**  
788 Broadway, Albany, N. Y.

Send your correspondence to advertisers by mail  
Using the Billboard.

Double Dare You seems to be a better  
puller in the East.  
Among the new tunes reported as fa-  
vorites by one distributor but not total-  
ing enough to make the sheet were  
More Than Ever (from the West), On the  
Sentimental Side and Always and Al-  
ways.

## McCormick Helps Phono Op's Family

GREENVILLE, N. C., Feb. 19.—Upon  
the passing away of one of the phono  
ops in this district, J. B. (Mac) Mc-  
Cormick lent a helping hand to his  
family by gathering up all the phonos  
the operator had on location. This  
proved to be quite a job, it is reported,  
since the operator had one of the largest  
music routes in this area.

After collecting all the machines Mc-  
Cormick inspected them thoroughly and has  
placed them on sale for ops who can  
use them in their territories. He reports  
that the machines will undoubtedly  
move fast, since all of them are of  
popular make and are guaranteed to be  
in perfect condition.

## Detroit

DETROIT, Feb. 19.—W. F. Koeheman,  
general manager of Cash Bros. Com-  
pany, left last week on a four weeks'  
trip. H. C. Strayer, manager of the  
route machine division of the company,  
is also out of the city.

Harry Weinberger, who recently bought  
out the route of Ray Zientarsky (for-  
merly Ray and Noel), has sufficiently  
recovered from a severe attack of pneu-  
monia to be able to return to work. He  
is now operating under the name of  
Harry's Amusement Company, with  
headquarters in Philadelphia avenue.

Harry Goldberg is one Michigan oper-  
ator who believes in diversification.  
Goldberg has about seven different types  
of machines on his route. His basic  
operating line seems to be to provide as  
many different kinds of machines as  
possible. In this way he is able to meet

## FOR SALE OR TRADE

52 Gabel Modern Phonographs, Twelve Record Selective  
Type, in Perfect Condition. We will exchange one or any  
part of these for Mills Blue Front Slots, giving one Phonograph  
for each Slot Machine, providing Machines are in good  
condition.

PHONE, WIRE OR WRITE IMMEDIATELY.

## McCORMICK MACHINE COMPANY

121-123 W. Fourth St.,

Greenville, N. C.

## PHONOGRAPH BARGAINS

LATE 1936 ROCK-OLA	.....	\$ 75.00
LATE 1936 ROCK-OLA RHYTHM KING	.....	110.00
LATE 1937 ROCK-OLA IMPERIAL 20	.....	149.50

Guaranteed—Reconditioned—1/3 Cash With Order

## SHAFFER MUSIC CO.

1347 North High St.

Columbus, Ohio

the demands and tastes of all location  
owners on his routes. Also maintain-  
ing his headquarters in the Hotel Dover  
here, Goldberg does not have any ma-  
chines operating in this city. His  
routes are all outside the city limits and  
spread thru the up-State territory.

One oldtimer who sees good business  
ahead is William J. Allen. He is a man  
of 47 years' experience in the business.  
He started in the field with the late  
Joseph Mills, of Hoboken, N. J., in 1901.

and covered the country from San Fran-  
cisco to New York for the Mills Novelty  
Company.

Henry A. Beltroni is in Florida for  
the next three months. . . . Henry  
Braser is planning to return to the  
business here. Might now be keeping  
his eyes open for law machines to  
operate. . . . Arthur Baynes, of the  
operating firm of Baynes & Kenard,  
has just had a minor operation per-  
formed on his injured leg, while his

## PHONOGRAPHS

Selectophone  
DE LUXE

The volume of business you do in your record store is made possible by the Selectophone De Luxe. It is a radio-cassette phonograph available in its latest form, improved thereby by recent innovations before delivery and extended very low prices.

Over 1,000 records, quick sale.

**49<sup>50</sup>**

## OTHER BARGAINS

WURLITZER P-12	\$ 84.50
WURLITZER P-400	132.50
SEBORG SYMPHONOLA Model	84.50
SEBORG SYMPHONOLA Model	92.00
SEBORG SYMPHONOLA Model	100.00
SEBORG SYMPHONOLA Model	115.00
SEBORG SYMPHONOLA Model	175.00
MELODY KING Model	275.00
SEBORG MODEL	29.50
ROCK-OLA 1918 Model	29.50
HILLS GANCE MASTER 01	44.00
HILLS GANCE MASTER 02	44.00
HILLS THROUGHOUT	20.00
Guaranteed Ready to Operate	
Terms 1/2 Down, Balance 60 Days	

**W. B. NOVELTY CO., INC.**  
3800 N. GRAND BLVD., ST. LOUIS, MO.

partner, Fred Kennard, carries on the business.

A. P. Stave, who heads the firm that bears his name, left town Saturday to spend a vacation in Florida. Charles Hopkins will be at the head of the business during Stave's absence.

Sam Liebers returned from his Florida vacation on Sunday. He went south for his health following a serious illness some weeks ago. During his absence Mrs. Liebers handled his pin-game routes in capable fashion.

The H. E. Graseck Company was formally taken over this week by Mrs. Ethel Graseck. For some time the business has been operated as a partnership by Mrs. Graseck and Max Moore. Business is now established in new headquarters in the Alden Park Hotel.

Charles Goldstein is handling the routes operated by his brother, Meyer Goldstein. Headquarters are maintained on Hamilton avenue in Highland Park, north-west suburb.

Despite a drop in business since before Christmas, Frank Hopkins, one of the best liked personalities in the De-



LEON C. STEELE, Rock-Ola phonograph representative in North Carolina, and a recent visitor at the Rock-Ola factory.

troit operating field, is optimistic about conditions for the immediate future.

Leon A. Labovitch believes in sticking to pin games for his operations. He

believes the action of some men in the industry who are forsaking the pin game field for other types of operation will make competition in this field easier to meet.

J. A. Kern is one operator who believes in specialization. His specialty is the Photo machines. He has one spot that is unbeatable, located across from the Detroit Tigers' home grounds.

J. Keywell, veteran local op., is considering a comeback in this field. Yes, he is a cousin of H. C. Keywell, former local jobber, who is now in Canada.

W. K. McKay, Dearborn, is planning to expand his operations in the amusement machine field. . . . Albert B. Coomer is another Dearborn op. who is optimistic about plans for the future. He is operating a number of diggers and bowling alleys thru the State. . . . M. F. Crege has gone to Albany, N. Y., where he is associated with the Chrysler Corporation.

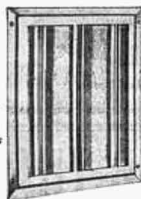
George Muehlec has just moved to a new location at 11711 Evansston avenue, in the northeast part of the city, where he is operating a variety of machines, including scales, pin games and peanut vendors.

The Modern Coin Machine Company has moved to new quarters at 75 Winona avenue in Highland Park. Firm operates large variety of machines and is headed by Dador and Donald J. Katz, father and son, respectively.

Morry Nelson is operating a route of pin games now. . . . Alex Pappas, east side op., who has been specializing in pin games, has added a route of cigar vendors and is highly pleased with his new line.

## ILLUMINATED GRILLS

For All Makes and Models



Modernize your beautifully illuminated Pin Game. Three fluorescent germs, Luminous Tubes, Lights in Beautiful Patent Colors, mounting in the Emerald and Park. Installed in 3 minutes! Increase your play at minimum cost.

**SAMPLE . . . . . \$9.95**

Write for Quantity Prices

Write to: Photo Pin Game Dept., Tink With Order, Baltimore, G. D.

**LUMI-CHROME MFG. CO.**  
25th and Leavenworth Sts., Omaha, Neb.  
GILLIE, GLOVER—distrib. offices in Chicago, 536 E. 37th, State Professional.

HAVE YOU TRIED  
MIRACLE POINT  
PHONO NEEDLES?

Here is a needle that is surprising and pleasing operators everywhere. Introductory offer of Two free with every ten you buy at 40c each, orders March 1.

**MONEY-BACK GUARANTEE**  
DISTRIBUTORS WANTED

**M. A. GERETT CORP.**  
2947 N. 30th St.,  
Milwaukee, Wis.

ADVERTISE IN THE BILLBOARD —  
YOU'LL BE SATISFIED WITH RESULTS

## 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 listed, but only those with greatest play potentialities are listed.

## SWEET MUSIC

GLEN GRAY  
Decca 1650

This Is My Night To Dream and My Heart Is Taking Lessons (Two sweet songs from Bing Crosby's latest picture that get twice Casa Loma treatment in the smooth style).

FREDDY MARTIN  
Bluebird 7408

The Moon on the Hill (if they like waltzes, they can't help liking Martin's masterful music making).  
Come Back to Sorente (a classic waltz, the melody made mellow and should drag in the metal, especially in Italian quarters).

RED NORVO  
Brunswick 5059

Always and Always (from the Joan Crawford movie and should always be good with that Norvo rhythmic touch and that balanced Salsy rhythmic toning).  
It's Wonderful (the music is fantastic, the song is tuneful, the singing is soulful, the record is a nicker getter).

## SWING MUSIC

HUDSON-DeLANCE  
Brunswick 8071

Off Again, On Again (it's an easy-going stomper on an easy-going tempo that should be easy going for phonos).  
Definition of Being (they say it in music and the definition rocks along with the rhythm).

TOMMY DORSEY  
Victor 25774

Annie Laurie (the new order of things is to swing the Scotts ballads and this arrangement was fashioned by the same little trick that made Lech Lomard a killer-diller).  
More Than Ever (swing is subdued on this side and Dorsey's trombones give the sugary stuff on this increasingly popular ballad).

## VOCAL

BING CROSBY  
Decca 1648  
Decca 1649

On the Sentimental Side and My Heart Is Taking Lessons (it won't be long before Crosby will be chanting these on the screen and your phone better not be caught without them).  
The Mean of Manikona (Sweet Lullaby had nothing on this dreamy waltzer, Crosby making it just as potent).  
This Is My Night To Dream (a slow ballad from his Dr. Rhythm movie and Bing was never in better voice).

## INSTRUMENTAL AND NOVELTY

GENE AUSTIN  
Decca 1656

Dear Old Sautandina (with Candy and Coeb, bass and guitar, and Gene at the piano generous with the warbling, the threesome mean of Manikona (Sweet Lullaby had nothing on this dreamy waltzer, Crosby making it just as potent).  
China Bay (this side is not in strong, but Gene is strong on the song selling and Coeb turns in some neat guitar picking).

## RACE

DELORES JACKSON  
Decca 7407

Honeycuckoo Rose (this Race is always a honey and Delores makes it count in a blues with plenty live cut time by the instrumentalists).  
Swing, Cats, Swing (the harmonizing of the Three Rhythm Bands and their picking on bass, guitar and side make it plenty of Swing for Sale, which happens to be the real title of this song).

MODERNIZE YOUR  
PHONOGRAPHS

**EASY TO INSTALL.**  
Going Over 100,000 Units Sold! Hear About Us! Write Us!

**CAPITOL AUTOMATIC MUSIC CO.,**  
460 W. 34th St., New York City,  
Phone! Med 3-2539.

## SPECIAL

Limited Supply of Used 2 Compartment 1 Cent Merchandise Vending Machine. This is the only one of its kind ever manufactured. Sold for three times present price.

**Only \$5.95**

Rejects tax tickets. Terms: One-third deposit with order. Balance G. O. D.

**ASSOCIATED ENTERPRISES, INC.**  
Pure Oil Building, CHICAGO, ILL.

## MUSIC OPERATORS!

Save money! We rent all phonograph needles for 50.00 per dozen! Up to 100 needles for 50.00! We also have 100 needles with 50.00! Results guaranteed! Write for details to: **Operator's Service Supply Co.** 2045 Carroll Ave., Chicago

### Interest Zooms In Double Track

CHICAGO, Feb. 19.—At the moment it's 'double feature,' on the radio it's 'double talk' and in the coin-game industry it's 'Double Track,' our latest novelty game that is earning unbelievable profits on locations everywhere," says Meyer Gensburg, official of Genaco, Inc. "I recently observed one of our Double Track locations and heard the keen enthusiasm of the crowd gathered about it—bleacher fans, so to speak. There was an intense rivalry built up between the two players who, I was told, had been playing the machine for almost two hours. The location owner remarked that he had asked his operator to get him another Double Track for the amusement of many of his other patrons. He said that since this new machine had been installed it was a case of whoever got there first, for once a player began playing the game he kept on playing until—well, just until!"

"This location owner appropriately called the game a 'niche'd machine,'" Gensburg went on. "He said it was a double profit for both the location owner and the operator. Since Double Track is built so that two players may play at once it has plenty of extra action that raises excitement to fever pitch. The competition that arises when two players are playing is great. Each gets twice the action with every ball played, for in addition to watching the ball on his board he can, and usually does, watch the other fellow's shot."

"Double Track requires genuine skill, and for that skill gives genuine amusement. Five balls' worth on each board and double thrills and excitement from start to finish," he concluded.

is Kentucky Club, our new four-ball seven-play console game and the new 1938 Track Time for operators of those types of games. And there are Free Races and Shiny for territories closed to payout games.

"It must be a winning hand if we are to judge from our sales on all five of these games," he continued. "We are practically sold out of new and rather big runs of Kentucky Club, Derby Champ and Shiny. And, of course," continued Jack, "everybody knows that we still cannot make Track Time and Free Race fast enough to take care of the demand for these two games."

"While we realize the truth in the old adage that the world will beat a path to the door of the maker of better mousetraps, we don't just sit back and wait for operators to ring our doorbells in quest of our winners. Through our advertising and the sales organizations of Derby Champ, Kentucky Club, Shiny, Free Races and our new Double Track Time. In that hand you will find a game for every territory. There

## G-MAN GRIPPER

The Only  
**3-WAY GRIPPER**  
with  
**THEFT-PROOF LOCK**  
and  
**Improved Coin Head**

BEAUTIFULLY DESIGNED  
**ORANGE COLOR**  
**CRACKLE FINISH**  
**CABINET...**

**Legal Everywhere!**

Ready for  
**Immediate**  
**Delivery**

**\$16.75** TAX PAID

F. O. B. Chicago  
See your local distributor or  
write, wire or phone us direct.

**GERBER & GLASS**  
914 Diversy Pkwy.,  
CHICAGO, ILLINOIS

### Keeney Stands Pat On Royal Flush

CHICAGO, Feb. 19.—"We're standing pat," said J. H. (Jack) Keeney, "with what we think is a royal flush hand in our games: Derby Champ, Kentucky Club, Shiny, Free Races and our new Double Track Time. In that hand you will find a game for every territory. There



THE NEW ES-KI-MO automatic real-rifle shooting machine, introduced at the recent coin machine show in Chicago, now being produced and shipped to all parts of the country by the Gem City Machines, Inc., Dayton, O.

## PHONOGRAPH PRICES

### "SMASHED TO PIECES"

- 863 Wurlitzer Phonographs Now on Sale!**
- SELLING OUT ALL USED "WURLITZER SIMPLEX" PHONOGRAPHS
- WIRE - - - WRITE - - - PHONE
- P30--Wurlitzer Phonographs . . . \$62.50**
  - P12-- " " " " " " " " \$79.50**
  - P412-- " " " " " " " " \$104.50**
  - P312-- " " " " " " " " \$104.50**
  - 616-- " " " " " " " " \$164.50**

Shipments made same day order received. Every instrument guaranteed to be 100% mechanically perfect and look as good as new.

Terms—1/3 Deposit With Order, Bal. C. O. D.

**OHIO SPECIALTY CO.**  
129 W. Central Parkway Cincinnati, Ohio

## STOP! Look at these LOW PRICES!

- JENNINGS CONSOLE CHIEFS . . . \$90.00** Used Only One of These Weeks
- 5c MILLS GOLD AWARD . . . \$35.00
  - 10c MILLS GOLD AWARD . . . 35.00
  - 25c MILLS GOLD AWARD . . . 35.00
  - 5c MILLS EAGLE FRONT . . . 30.00
  - 10c MILLS EAGLE FRONT . . . 30.00
  - 5c MILLS ESC. FRONT VEN. . . 25.00
  - PAGES RACES . . . 30.00
  - GALLOPING DOMINO . . . 110.00
  - MANCILLAS . . . 125.00
  - TRACK TIME . . . 125.00
- 5c MILLS EXTRAORDINARY . . . \$35.00
  - 10c MILLS DRAGON HEAD . . . 25.00
  - 5c WATLING GOLD SEAL . . . 25.00
  - 5c WATLING ROTATOR . . . 35.00
  - 25c JENNINGS ESC. D. I. P. . . 25.00
  - LIBERTY BELL . . . 90.00
  - BOULETTE, 5c and 25c . . . 50.00
  - TURF CHAMPS . . . 30.00
- All of these machines have been thoroughly reconditioned and are in excellent shape. Forward 1/3 deposit, and state method of shipment.

**AUTOMATIC COIN MACHINE CORP.**  
37-43 Essex Street, Springfield, Mass.

## A SQUARE DEAL TO ALL

ALL MACHINES HAVE BEEN RECONDITIONED AND ARE READY TO OPERATE.  
Pamco . . . \$75.00 | Pamco, Newly New . . . \$100.00 | Rock-Die World Series . . . \$115.00

CONSOLES		AUTOMATIC	
Bally Favorite . . . \$50.00	Bally Teepee . . . \$45.00	Am-Sea-Ban . . . \$50.00	Pacifics . . . \$68.00
Alpinefold, Ltd. . . \$84.50	Archie . . . 49.00	Archie . . . 49.00	Red Day . . . 35.00
Buffy Day, Clock . . 45.00	Bonus King, Clock . . 45.00	Bonus King, Clock . . 45.00	Rock-Die . . . 35.00
Pricker, Ltd. . . 17.00	Pinks Pink . . . 32.00	Pinks Pink . . . 32.00	Racing Fawn . . . 27.00
5c and 10c (Like new) . . 17.50	Patrol . . . 30.00	Patrol . . . 30.00	Rock-Die . . . 12.00
Skull Bull . . . 10.00	Patrol . . . 30.00	Patrol . . . 30.00	Multiple . . . 10.00
Phantom . . . 15.00	Rainbow . . . 17.50	Rainbow . . . 17.50	Claw . . . 47.00

**VEECH SCALE CO.,** Decatur, Illinois

**SPECIAL ! BARGAINS !**

2 Chicago Express . . . \$2.50 Each	1 Gallop & Trot . . . \$2.50	1 Gallop & Trot . . . \$2.50
2 Dinop's Races (Slightly used) . . 33.00 "	1 Hazzard & Haka Progress and . . . 2.50	1 Hazzard & Haka Progress and . . . 2.50
2 Dinop's Bat Fans (Like new) . . 25.00 "	1 \$10.00 (5 bargains) . . . 99.00 "	1 \$10.00 (5 bargains) . . . 99.00 "
10 Bangers . . . 11.00 "	10 New Best Scores . . . 25.00 "	10 New Best Scores . . . 25.00 "
5 Track Mats (Slightly used) . . 25.00 "	20 Rock-Die Imperial 20's . . . 225.00 "	20 Rock-Die Imperial 20's . . . 225.00 "
5 Best Shots (Like new) . . 17.50 "	2 Hitachi . . . 12.00 "	2 Hitachi . . . 12.00 "
10 Gem Claret Bush (Like new) . . 7.50 "	2 Turf Champ . . . 37.00 "	2 Turf Champ . . . 37.00 "
4 Superior Claret Bush . . . 6.50 "	1 10c Mills Double Jackpot, Gate . . 47.00 "	1 10c Mills Double Jackpot, Gate . . 47.00 "
2 (Refinished) . . . 18.50 "	1 5c Mills Double Jackpot, Gate . . 47.00 "	1 5c Mills Double Jackpot, Gate . . 47.00 "
2 Great Dancers (Over 2 weeks) . . 18.50 "	1 5c Mills Double Jackpot, Gate . . 47.00 "	1 5c Mills Double Jackpot, Gate . . 47.00 "
1 Ray's Track No. 2370 . . . 18.50 "	1 5c Mills Double Jackpot, Gate . . 47.00 "	1 5c Mills Double Jackpot, Gate . . 47.00 "

TERMS—One-Third Deposit, Balance C. O. D.

**MARIETTA SERVICE COMPANY,** 412 FRONT ST. MARIETTA, OHIO.



# SEE THE ORIGINAL

# ES-KI-MO

Fully Protected by United States  
Patent Law



## REAL SHOOTING

100% Safe! 100% Skill!

*Profits Galore!*

**BE FIRST with the Machine that has been tested and Proved ON LOCATION!**

**ES-KI-MO THE SENSATION OF Chicago Show!** Actual production models, shown in operation, were the center of tremendous interest. Something **NEW** in coin machines is **HERE at last!** ES-KI-MO is already being built and shipped everywhere. **YOU** can get in on the tremendous, **PROVED** profits from this coming great rage—**NOW!**

**AUTOMATIC!** No attendant needed. Deposit 5c and three rounds of SPECIAL AMMUNITION are vended; moving target starts; player loads a real rifle himself; scores are recorded electrically. Strictly a LEGAL game of skill. Payouts unnecessary.

**SAFE!** Gun cannot be removed; cannot be fired in any direction except in approved tunnel. Special rifle takes only special "CEMACO" low velocity, smokeless, noiseless, odorless ammunition made exclusively for ES-KI-MO! Empty shells ejected into cabinet—no empty on floor.

**DON'T LET THE PARADE PASS YOU BY!** But get all the facts first. Write us today. Distributor territories closing fast.

## Gem City Machines, Inc.

1235 E. Third St.

Dayton, Ohio

## ATLAS RECOMMENDS WESTERN'S Triple Grip

Hand Grip Test



2 Hnd. Pull Test



2 Hand Pull Test

### The LEGAL COUNTER MACHINE with 3 WAY APPEAL on EVERY LOCATION

Terrest: 1/3 Deposit with Order. \$19.50 Stand \$2.50

Est. C. O. P., F. O. B., Chicago, Ill.

## ATLAS NOVELTY COMPANY

2200 N. Western Ave., CHICAGO, ILL. 1501 7TH AVE., PITTSBURGH, PA. 1326 W. Flagler, MIAMI, FLA.

## Live in the Future

By M. Y. GLUM

Representative of Bally Mfg. Company

I find in my travels throuout my territory of Georgia, Florida, Alabama and South Carolina that the greatest mistake of many operators is that they are content to be operating only payout games and are passing up good territory to be opened on legal, new-trend equipment. In other words, they are living on past endeavors and accomplishments and are not breaking new ground for an expanding future.

Each day tells a different story—changing styles of equipment and territories opening and closing unexpectedly—and under such circumstances what an operator makes out of his machines should be considered in against what he does toward the opening of his outlying and undiscovered territory.

Even as our Southeastern farmers have had to learn that diversified crops were more promising and practical, so our operators must learn that while payout games seem dear the "King Cotton" yet legal equipment like music machines, new-trend equipment, vendors and other legal games may be compared to peanuts, dairy and poultry products and our new long-sought money crop, "tobacco."

Farmers themselves are dear to our hearts in this section of the country. They are the backbone of the nation, and agriculture has always been the leading industry. But the progressive farmer of today has learned to attend meetings with county agents, study courses of technique and farming equipment and to plan the year ahead. This can be applied to every field of endeavor. The operator should call upon his jobber or distributor to help him plan his future and to assist in solving all operating problems. Also your distributor constitutes the backbone of your business and proper co-operation brings a longer lasting financial success.

Farmers even fish differently today. No longer do they laze along the brook bank nor selfishly dynamite the streams, killing all fish, big and little. Now, learning to bear in thought future sport they have grown in capacity for enjoyment in the sport of the future. And the true sportsman of our field also are careful in developing territory and are not content to let it go to nothing by undirected and unwise entanglements. This logic has led the operator to seek to broaden his operations grows in mind, joy of living and the capacity to take on a new job. As the world's old possibilities await the little man of today who may actually be the big man of tomorrow.

## Grand National Sees Fortune Board Boom

CHICAGO, Feb. 19.—The biggest seller in the southeast field is the so-called Fortune boards, according to officials of Grand National Sales Company, distributor of all types of boards. "As of this type of board has been used for years," the official stated, "its popularity in recent months has reached boom proportions. This is largely due



LIKE NEW - GUARANTEED READY TO OPERATE		Each
2 SHUKO-A-LETTE	.....	\$7.50
2 TRACK FIVE	.....	\$12.00
2 HAY'S TRACK	.....	\$22.00
1 THROBBER (Pat.)	.....	\$22.00
2 BANGAL CALIF. BALLY	.....	\$12.00
2 PAGE RACE (Serial 4321)	.....	\$65.00
1 GLOB ADVANTAGE	.....	\$12.00
1 FAVORITE (Bally)	.....	\$12.00
1 TRUCK	.....	\$12.00
4 GRAND NATIONAL (600)	.....	\$25.00
PHONOGRAPHS		
1 SEEBURGER MODEL 100	.....	\$ 22.50
5 MILLS TROUBADOUR	.....	17.50
2 BUBBING BUBBING	.....	12.50
2 ROCK-OLA No. 2	.....	22.50
2 BANGAL CALIF. BALLY	.....	12.00
10 WARDLE (Pat.)	.....	22.50
10 WARDLE (Pat.) SYMPHONOLA	.....	22.50
1/3 Deposit, Balance C.O.D. Cable 2c	per month (minimum 100)	
IDEAL NOVELTY CO. (Incorporated)		

## SALESBOARD OPERATORS Read "DEALS"

A column about new salesboard ideas, deals and personalities. In the Wholesale Merchandise Department

**THIS WEEK AND EVERY WEEK**

to the fact that Fortune boards in 25 many territories now passed to secondary salesboards. Although reported the same on any board, patron pulls small fortune slips from the board and receive an entertaining and often inspiring reading with each 5-cent sale. Fortune boards range from 100 slots to 5,000 slots. In addition to Fortune boards the Grand National Sales Company is offering a number of new-type jar deals and also handles all types of new and used coin machines.

## Fitz Hits High Mark With Zephyr

NEW YORK, Feb. 19.—Before 120 months of February was gone by John A. Fitzgibbons, head of the firm that bears his name, believes that his organization will have hung up a new record for novelty game sales with Bally's Zephyr. "Gales have blown at a high point ever since the show," he reported, "and during the past week sales on this game have surged steadily forward in its victory. More and more Zephyr game has been arriving from the plant and many hundreds more will have to arrive to meet the demand for the game in this area. "Zephyr started off slowly," Fitz went on, "but it has gained speed every day. New sales are rolling in every day. We believe that it is bound to become an outstanding record in the history of the year in this part of the country."



## FIRST AND GREATEST RACING CONSOLE



IMITATED  
BUT  
NEVER EQUALED

*Evans*

# BANG TAILS

Such class, performance and earning power have never been built into any other game! Evans' NEW 7-Coin Head absolutely eye-proof—last 3 coins visible! New mechanism; perfect performance and other patented features make it the standout racing game for 1938. At your jobber, or write, wire or phone HAYMARKET 7630.

OTHER  
EVANS'  
MITSU-  
GALLOP-  
DOMINOS  
ROLLETO  
JR.  
SHUQU  
Write for  
Details!

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

## 3 Complete New Jar Deals! ALL THREE

for only **\$888!**



**You Make \$128 AVERAGE PROFIT! GRASP This Offer QUICK!**

Here's your chance to get BIG MONEY right away! **MOBIE MONEY**. You too may feel good about this Big 3-Jar "Baggie Jar Deal" package! These big jar games that will enable you to cash in **\$128.00** average profit every hour on an eight-hour work investment.

Look at these profit charts. Add up your earnings. That's total profit. See to have with 3 **BIG MONEY** MACHINES that give you a big profit for every hour. Buy balance on delivery.

Rush Your Order for Immediate Delivery Now!

**WINNER SALES COMPANY**

"Pick A Winner With Winner"  
3307 Armitage Ave., Chicago, Ill.

2,280 TIGERS @ \$4.....	\$114.00
Average Profit.....	71.00
<b>2,280 TIGERS @ \$6.....</b>	
Average Profit.....	43.00
<b>2,280 TIGERS @ \$6.....</b>	
Average Profit.....	\$114.00
Average Profit.....	71.00
<b>2,280 TIGERS @ \$6.....</b>	
Average Profit.....	\$ 42.00
<b>2,280 TIGERS @ \$6.....</b>	
Average Profit.....	\$114.00
Average Profit.....	71.00
<b>2,280 TIGERS @ \$6.....</b>	
Average Profit.....	\$ 42.00

## Es-Ki-Mo Gets a Hearty Reception

DAYTON, O., Feb. 19.—Making its first appearance at the Chicago Coin Machine Show, the new automatic real rifle shooting machine, Es-Ki-Mo, is now being produced and shipped to all parts of the country by Gem City Machines, Inc., a new company here, but composed of men who have had extensive experience in the coin machine business.

"The enthusiastic reception of Es-Ki-Mo is gratifying to us, but not surprising," stated C. P. Gilkison, Gem City Machines' president and general manager. "It was clear to us that operators and distributors today are eager for a new legal amusement machine with a universal tested appeal. We knew that such a machine as we created was the answer. That was proved by the preliminary tests we conducted.

"The most important part of our work, however, was to forecast all the working requirements which we knew operators demanded, and then design, engineer and build to meet those requirements in regard to actual operation, servicing and handling. We believe we have been successful."

Particular attention is called to the machine's sturdy construction, the accessibility of working parts and its surprising lightness of weight. It is a coin-operated machine offering players real rifle shooting at moving targets with a specially designed rifle, a special type of real ammunition and other features that guarantee perfect safety.

Es-Ki-Mo operates automatically and requires no attention. When coin is deposited, three cartridges are vended and moving target starts. Player loads rifle and fires at beams making their appearance in openings between rocks and ice in the midst of an attractive colorful avitic scene. Scoring, recorded by light flashing on a panel at top of machine, is based on where hits are made—the more difficult the shot the higher the score.

The game's basic appeal is as old as the history of firearms themselves, and experts figure that a machine which combines novelty with such a strong lure is certain to have a long-time popularity.

## Kansas City

KANSAS CITY, Mo., Feb. 19.—Zero weather and a blizzard of sleet and ice weathered out a big business here last night, but prospects are good and leaders here are ready to begin their annual spring campaigns.

Carl P. Hoebel, head of the United Amusements Company, was tickled to receive an order for his new Skill Ball bowling game from the Western Special Company in London. Reception of the new game, announced publicly in

## PHOTOMATIC

MADE BY INTERNATIONAL PHOTO CO. OF NEW YORK



ONE USED ONLY 1 MONTH COSTS \$4.50

ONE SLIGHTLY USED COSTS \$3.95

500 NEW AND USED MACHINES AT GREATLY REDUCED PRICES—WRITE FOR COMPLETE LIST

Acme Novelty Co.

23-25 NO. 12TH ST., MINNEAPOLIS, MINN.

the January 29 issue of the Billboard, has been excellent.

Hoebel is being kept busy operating his sportland at Richwood, Mo., in addition to his regular duties here. His is good and interest increasing in coin-operated games, he reports.

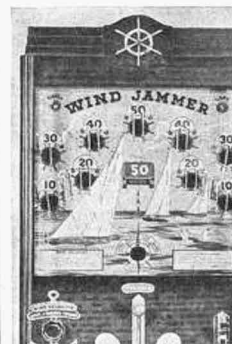
The United Company's new addition to the building on Main street is progressing in spite of bad weather. When it is completed the plant will be the largest in this section of the nation devoted exclusively to the manufacture and storing of amusement machines.

"We are not doing very much right now," Tim Crummett said today at his office in the Central Distributing Company building on Linwood boulevard. Business is slow right now and there is no news to speak of. Things should start popping again in the next week or two."

Crummett and his partner, Rue F. Mason, are working on a new campaign which should hypo sales when it is launched.

Jer games of the midwest variety are bringing profit to the Universal Manufacturing Company on Eighth street. Reports of distributors and jobbers are testing the games on locations throughout the city indicate that the name "Universals" is fast becoming a leader in the Middle West among the many type jar now in use.

The Warritzer Skee Ball still gets a big play here. More than 100 are in the night clubs, cafes and similar establishments.



SAM MAY, Baltimore distrib., smiles his approval of Western Equipment's latest creation, Wind Jammer.

## ATTENTION OPERATORS

**MILLS** NEW SENATIONAL 1 BALL PAY TABLE 1-2-3

NOW IN STOCK READY FOR INSTANT SHIPMENT.

PHONE, WRITE OR MAIL YOUR ORDER TODAY!

<b>BARGAINS IN GUARANTEED RECONDITIONED EQUIPMENT</b>	
MILLS 5x WAX EAGLES.....	\$9.50
MILLS 5x BLUE FRONTS.....	\$9.50
(Call \$8.00 to store prices for 15c play and \$6.00 for 25c play—Also quality machines—want both or Venues.)	
SALLY CLASSICS.....	\$19.75
GOLDEN WHEELS.....	\$2.00
PHOTO FINISH.....	\$6.50
FREEKNETS.....	49.50
ARLINGTONS.....	57.50
See Balance Co. O. O.	

**THE VENDING MACHINE CO.**  
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

# Phonograph Bargains

PRICES EFFECTIVE FEBRUARY 26, 1938.

1 Capitol Streaming Machine, Sample	Each	20.00	10 Besting Synchrophone, Serials 858-11	Each	107.00
100.00; lot of 5, \$400.00		66.00	11 Besting Synchrophone, Serials 858-12	Each	107.00
1 Columbia Musical, Serials 866.00	50.00	50.00	12 Besting Synchrophone, Serials 858-13	Each	107.00
1 Decca "A" Gramophone, Serials 14089	75.00	75.00	13 Besting Synchrophone, Serials 858-14	Each	107.00
1 Decca Gramophone, Serials 14089	75.00	75.00	14 Besting Synchrophone, Serials 858-15	Each	107.00
1 Brunswick Gramophone A, Serials 326	60.00	60.00	15 Besting Synchrophone, Serials 858-16	Each	107.00
1 Brunswick Gramophone B, Serials 326	75.00	75.00	16 Besting Synchrophone, Serials 858-17	Each	107.00
1 Brunswick 1006 Regular, like new	95.00	95.00			

(WILL BUY FOR CASH OR TRADE FOR ROCK-OLA WORLD'S SERIES)

## Pin Game Specials

3 Mills Mfg. Co. Equipped with Mills			1 Public Domain, Like New	52.00
3 Mills Mfg. Co. Equipped with Mills			1 Public Domain, Like New	52.00
3 Mills Mfg. Co. Equipped with Mills			1 Public Domain, Like New	52.00
3 Mills Mfg. Co. Equipped with Mills			1 Public Domain, Like New	52.00

WILL TRADE BRAND NEW ROCK-OLA PHONOGRAPHS FOR LATE MODEL GAMES. We have a large stock of late model games and will trade for your Rock-Ola phonographs. We have the following list of late model games and will trade for your Rock-Ola phonographs. We have the following list of late model games and will trade for your Rock-Ola phonographs.

**MOSELEY VENDING MACHINE EX. Co., Inc.,** 60 BROAD ST., Richmond, Va.  
Day Phone 3-4511 Night Phone 5-5223

# JAR DEALS only \$149 each

Complete with 1200 Tickets, Jar, Step-Up Card and Card-Holder. ABSOLUTELY LEGAL, each ticket bears an entertaining, instructive picture. GRAND NATIONAL SALES CO., 3730 Armitage, CHICAGO, ILL.

## Prospects for Coin Machines in Australia Are Considered Fair

By C. P. SIDNEY  
Accredited with an insatiable desire for statistics, it is difficult for the Australian to understand why Americans are not better versed in the matter of coinography, particularly where machine is concerned. This surprise is the most emphasized because both countries are of vast acreage. There again, as in her country, our laws vary in the different States. Western Australia and South Australia are the only two States for which night trotting is permissible. In New South Wales alone permits dog racing under artificial light—and they use the mechanical hare, while in Queensland dog racing is tolerated in the daylight, but only when live hares are the prey.

Obviously this sort of incongruities with other means of gambling and we find that with coin machines what is good for the gander is not always good for the goose.

The writer was probably the first to introduce coin machines into hotels in Australia per medium of the penny Turret slot and what a little business they proved. On one occasion I remember the morning to play for drinks and made of 16 minutes they were shooting for the 1851) a shot, lunch and dinner came and went, but the shooters were still going, and at one period one of the machines was winning nearly 50 pounds, yet when 8 p.m. ticked as the limit for using time they finished up almost as when they started, apart from the fact that the machine had collected the sum of their dollars at a penny per shot.

Australians will gamble as readily as the fruit slot machine was first introduced the takings in some instances were very可观. I remember one manufacturer estimating what a machine on a good location should take in weekly

**IN THE WHOLESALE MERCHANDISE SECTION**  
LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

idea his any value I would be delighted to air-mail you any further points that may be required.

### Vending Machines

Australia knows little of the vendor machine as you use them in your country and probably the only consistent side we have here is the peanut vender. The vending machine is of course a regular fellow and is probably used by a wider range of people than all other machines put together. Notwithstanding this, if I were a manufacturer looking for a protective market to develop, I would pin my faith to this country for the future of vending machines.

That there is money in this country for coin machines may be appreciated when I tell you that I know of one man who, within a period of little more than six months, imported approximately 860,000 worth of fruit machines and this for the growing population of less than 4,000,000 people. Incidentally, the population of the whole of Australia is under 7,000,000.

Brisbane, capital city of the State of Queensland, cannot boast of a single amusement parlor. Indeed, it does not possess even a shooting gallery, and even at that American operator might be well advised to hold their horses, for the law frowns at them also.

### Rents Discourage

Over a period of 20 years I think Brisbane has had two or three shooting galleries. I do remember one being on the last legs about 20 years ago and others about four or five years each made a feeble attempt. But in each instance the location was bad.

I am of the opinion that the average Australian attaches too much importance to the real question of the seeking a street where and thus finishes up in a back corner and the only passing trade keeps on passing.

All this may suggest to you that Brisbane is a poorer town where amusement is not favored, but such is far from the case.

With a population of 330,000 we have a dozen continuous theaters in the metropolitan area, more than half of them being within a radius of 250 yards, and the city proper has a population of over 17,000. With perhaps one exception there is little doubt as to their being practically open air. Boxing wrestling has practically an open go, but for the want of a really attractive stadium there is evidence of decay in this direction.

Horse racing is thriving at present and two or three tracks are in operation and do credit to any city in the world, both as regards the tracks and public convenience.

### Wonderful Climate

Again in support of amusement, I would mention that in few parts of the world could one find more favorable climatic conditions. For eight months the temperature is as balmy as a poet's dream. At the moment of writing, one T. H. Eilick, of whom you may possibly have frequently heard, is endeavoring to raise local capital for an amusement park, but I fancy the job is all in front of him, irrespective of his experience in park management.

Some of your readers may not be aware of the fact that the summer is about November, but the cold weather only holds during June and July. This, of course, is due to the fact that we are in Australia, but in Brisbane, if one catches the right cold, it is generally winter, which generally last for three days at a time and only in the month of May. This, of course, is due to the fact that the writer as is known in many parts of your country. On the other hand, the fact that this country is generally warmer in summer, the thermometer never hits the high 90s spots as is often recorded in South Australia, Victoria and New South Wales.

Before concluding, I might add one more item on the point of gambling. In this State we have what is known as the Golden Casket, a government lottery which in old days was quite a big idea and runs into 100,000 members of this class. Usually they fill inside of eight days and the fortunate winner collects \$30,000. The fact that this lottery is conducted in Brisbane and much money for the hospitals naturally relieves the government treasury, and besides, it is a contribution to the hospitals, etc. It is too valuable an ally for any party to throw into the discard. If I ever have a chance to visit Brisbane, I will come over and tell you all about it.



Skill console, one shot automatic payout. You shoot for your odds and results depend on direction, speed and timing of the ball. Seven slots make money seven times as fast—that's why Big Race is the preferred console of all the smartest operators.

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**LOWEST PRICE! GIANT GRIP SCALE**  
MINNESOTA DISTRIBUTORS, HIN-Y G GAMES CO., 1621-13 Minnesota Ave., Minneapolis.

**MISCELLANEOUS**  
Balls, Eggs, Etc. \$1.00  
SLOT MACHINES \$1.00  
Call Novelties Co. \$1.00



**QUARTER WEEK**

**BRAND NEW GAMES!**

**MAGIC ROLL**

**GENCO'S NEWEST BOWLING GAME**  
the **LOWEST PRICED ALLEY EVER BUILT!**

**RECORDED**

**GENCO'S NEWEST NOVELTY GAME**  
with  
**"Free Play" Unit**  
PRICED BUT LITTLE MORE THAN A REGULAR NOVELTY GAME!

**GENCO, Inc.**  
2621 N. ASHLAND AVE.  
CHICAGO, ILLINOIS

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

**Employment**  
**VENDING MACHINES FIRMS CONTRIBUTE TO EMPLOYMENT.**—The 1938 convention and show in Chicago was indeed very kind to us. Because of the business we received we have been able to take many families off charity, P.A.A. and place them to work. Our plant is working night and day.

"All in all we are happy, our operators are happy and that is going to be reflected through the industry. The manufacturers of automatic merchandising machines will soon take up a lot into some of our most important major industries, particularly steel. . . . The millions of dollars' worth of days that can be sold thru vending machines is all new business, for 90 per cent of the locations where candy-bar machines are located means a new outlet for candy bars."—J. W. Coan, president, Coan-Siteland Company, Inc., Madison, Wis.

Individual operators and also manufacturers of vending machines appeared at a hearing before a Senate committee in Boston February 7 to offer criticism of a proposed bill to tax vending machines. The individual operators spoke in defense of the means of making a living while the manufacturers stressed employment given by their factories in making machines. R. C. Thompson, director and stockholder of the Danzener Company, Haverhill, Mass., manufacturer of cigarette and nut machines, said that his plant was furnishing work for 400 people. Other manufacturers of vending machines of the number of men employed in their plants.

**BIG CITIES.**—The large cities are naturally feeling the weight of relief for the jobs. The Wall Daily Mirror (Feb. 23, 1938) published news of a recent survey which indicates that one-sixth of New York City's population is now dependent on the city for some form of relief. In a population of 7,470,000 men, women and children that means 1,255,000 of them are receiving aid. The number on relief in the city is increasing at the rate of 5,000 a week. At the time of the survey, however, the city was still absorbing 100,000 of them of March, 1936.

All city governments are having the same problem to solve New York City faces. Yet it has been chiefly city governments the past 1937 have applied such restrictive on coin-operated amusement games. It is these restrictions applied the owner of machines to force the amusement games industry to add to unemployment. In the early 1930's amusement games were added for some years after, the industry was able to contribute money to the city for credit for in giving jobs to family men.

**Juvenile Relief**  
Chicago, "has the largest capital of the world," has at the head of its Juvenile Welfare Association one of the most prominent social workers of the nation in the person of Miss Jessie Binford. In her annual report this year she made some interesting suggestions as to the causes of delinquency among children and young people.

Miss Binford points to poverty for many of the problems the Juvenile Welfare Association has met and she says that poverty results in inadequate food, scanty education, improper clothing, mental breakdown, delinquency, despair, illness, immorality, delinquency and crime.

"Our first responsibility," she said, "is to solve our relief problems, not an emergency, desirable situation, but the fundamental causes and symptoms which must be met with permanent national and local measures."

#### Charity in Cities

Coin-operated machines are concerned chiefly with cities, whether large or small. Cities and towns today have become the centers of organized charities covering many phases of aid to suffering humanity. In recent years city governments have found the public charity to be an increased financial burden that cannot be met.

This means that city officials everywhere will have to take steps to encourage private charities. This means

that city officials will have to curb some of their attempts at making a political football of coin-operated machines; that they will have to encourage coin-operated machines and members of the industry to help private charities; that they will give employment in every way possible.

The immense activities of organized charity in every city are shown by the 1937 report of the Chicago Council of Social Agencies. A total of 211 agencies, 200 of which are private charities, make up this organization. The report of 1937 shows a total expenditure of \$46,000,000 in one year. The services of 3,500 trained workers were also being meeting the calls for help from Chicago's needy.

## Fort Worth

**FORT WORTH, Tex., Feb. 19.**—Jack Maloney has been hired to run around Coin Machine Row the past week. The reason is that Jack is laid up at home with a pretty bad case of flu. But you can't keep the Irish down and we'll bet Jack's back on the job before long.

With the temperature playing around 20 and 30 for the past three weeks operators have come out of their winter quarters and are doing quite a bit of stirring about.

Tubby Andrews, of Jacksonville, paid a visit to Fort Worth and met all the boys green with envy when he told about a bird hunt he just returned from in Louisiana recently. Tubby is high in his praise for Billy's Zephyr machine, which is going to town in his territory.

Harvey Mize has been transferred to Detroit from Dallas office and his operator friends in Fort Worth miss him. Before leaving, however, Harvey rounded up all the boys for that Seeburg party, which, from all reports, was a huge success.

Jack Sprott, of Temple, narrowly escaped a prison in January when he overturned near Hillsboro recently and burned up. And the bad part it was a brand-new truck that Jack had driven only a week.

The Automatic Amusement Company is being swamped with requests for the registers. The reason is that it is a popular operator. Each key chain is provided with a numbered identification tag and the owner's name is permanently registered at the Automatic office.

Sammy Frankish made the newspapers recently when it was reported that he was the first customer to patronize a new French and Italian Restaurant opened in Fort Worth. Looks like Sammy may also be the first one in there with a new photograph. The Frankish boys are the largest photo operators in Fort Worth, having 300 on the string.

## Detroit

**DETROIT, Feb. 19.**—The annual dinner dance of the Still Games Operators' Association is to be held next Wednesday night, February 23, at Northwood Inn. Ray Gurtin will lead his orchestra and provide the music for both the dancing and floor show.

Baynes and Kennard, local pin game operators, are continuing into other fields of operation. Jack Baynes, brother of Arthur, who is one of the partners in the business, has joined the organization and is handling service work. For some time Arthur Baynes has been handicapped by leg trouble. Recent treatment, he reports, enables him to get around with greater comfort.

Mr. and Mrs. James A. Pannanotte, of the J & J Novelty Company, have left for a trip to Florida.

Harry Weinberger, head of Harry's Amusement Company, returned to Detroit last week. He has been in Florida for some time recuperating from a severe attack of pneumonia.

Emil Zekley, north end Detroit, op. is still active in the pin game field.

## READY TO OPERATE!

20 Paces Races.....	\$119.50
(Serials 3909 UP)	
21 Classic.....	24.50
20 Golden Wheel.....	27.50
16 Racing Forms.....	29.50
11 Foto Finish.....	29.50
15 Arlington.....	47.50
Preakness.....	39.50

## PHONOGRAPHS

P12 Wurlitzer.....	\$ 89.50
P12 Wurlitzer.....	112.50
P12 Wurlitzer.....	124.50
P10 Wurlitzer.....	69.50
De-Ro.....	99.50
Dancemasters.....	69.50

## 2500 ASSORTED SLOTS

Write for Prices.

## GERBER & GLASS

914 Diversy Pkwy.  
Chicago, Illinois

## LOWEST PRICE!



CALIFORNIA  
DISTRIBUTORS

**AUTOMATIC VENDOR, Inc.**  
400 South Beach St., Los Angeles

Evidently he believes in sticking to the one class of operation rather than spreading his activities over several fields.

Rudolph Stepan, local music op. he moved to Fort Huron, where he is now engaged in the music biz.

Ray McIntyre has moved the base of his vending machine operation, to 1333 Welland avenue in northwestern Detroit.

A. Anderson, who combines pinball vendors with pin games, first time he routes work hand in hand with his regular line of business. He is concerned with wholesale procedure, a firm and finds that many of his stops for the company are just this type of games that he has his own machines to advantage. Consequently he combines his two businesses and gets real good results. He is a store owner who has his customers in other cities and location owners in the other.

Maurice M. Marcus is a new operator to enter the vending operation, to 1333 Welland avenue. Headquarters are at 565 Townsend avenue.

Edward L. McCarthy, local vending op. reports a series of thefts aimed at his machines this week. One of the operators of the thefts seem to indicate a wave of these pin game thefts. One case in particular, McCarthy stated "thieves broke into a gas station near my home, got the machine and pin game, they broke the lock and took the money from the operators articles were in the pin game machine. The flashlight, oil, three operators articles were in the pin game. The intruders touched nothing else. The clearly indicate that the vendors are the object of the theft. A week later the same thing happened again. Police were called both times. At present the work on the case but have no definite cities as yet as to who did the job.

Michael Barry, who entered the business as an owner about six months ago, had added some new Wurlitzers to his route of phonos.



## AC MULTI BELL CONSOLE

7 Play — 7 Jack Pots



Patents  
pending

It was the big hit in bell machines  
at Chicago Show.

Write for new lower prices.

Manufactured exclusively by  
**AC NOVELTY COMPANY**

8602-21 Epworth Blvd.  
Detroit, Mich.

## Magic Ball Is Newest by Bally

CHICAGO, Feb. 19.—"The game with the wind-blown ball," is the way Jim Buckley, general sales manager of Bally Manufacturing Company, describes the newest Bally release. "The ball," Buckley explained, "is a lightweight ping-pong ball exactly like those used in Bally Baskets and it is propelled by a stream of air—constant whiff of wind controlled by the player.

"The action of this ball as it floats thru the air with the greatest of ease is so mysterious that we feel Magic Ball is the only apt name we could give the machine. It's so interesting as a magic trick to see that ball rise and fall, drift slowly to the right, then swoop back to the left, and the mystery, it never fails to attract a crowd of onlookers, who immediately become filled with the old 'tennis-try' spirit.

"Magic Ball is the second in the series of 'New Trend' legal amusement games introduced in Ray McHenry's Thanksgiving message last November, and it will unquestionably open many territories now closed—and entice operators to get going again on a very profitable basis.

"One of the reasons why Magic Ball has such powerful play appeal is the fact that it is a 'two-titled' game—that is, it gives the player something to do with both hands. When a coin deposited the ping-pong ball is released and drops to the bottom of the vertical or upright play field. At the same time a specially designed turbo blower scoops into action, shooting a stream of air upwards and parallel to the play field. By means of a volume-control dial player regulates the volume and velocity of the air, thus raising or lowering the ball. At the same time a directional control dial enables the player to move the ball to the left or right. Object of the game is to elevate and guide the ball by means of the air stream so that it drops on 'forks' projecting out from the upright play field and rolls into one of the 11 holes, numbered 1 to 20.

"The score is automatically registered in big brilliant numbers by means of the same score projector used on our Bumper game. The machine also registers balls played and automatically indicates when game is complete.

"The Magic Ball cabinet is one of the most attractive ever developed by the Bally designers—a pleasing combination of class and fun. It goes in any location, from the smallest corner cigar store to the finest hotel lobby. The play area emphasizes the 'magic' theme—with numbers being pulled like rabbits from sleek silk hats and a magician performing the famous 'floating body' act. Very important to the operator is the fact that Magic Ball occupies only about one-third of the floor space occupied by the usual table game—yet in eye appeal it is equal to the most elaborate pin-game machine. Magic Ball is therefore ideal for those busy, crowded, profitable spots where floor space is at a premium.

"We are swinging into immediate volume production on Magic Ball and our plans call for the biggest daily output we have scheduled in many months. Without a doubt Magic Ball will be the stand-out sensation of '38 both in earning power and in long life on location," Buckley emphasized.

worries either," he concluded, "since the merchant pays cash upon delivery of the apples."

## Double Profits TWO GAMES IN ONE!

The New Sensational One-Shot Automatic Payout Table That's a Profit-Winner

### THREE-UP

Flash, speed and thrills! Animated playing field. Light-up back panel shows popular fruit and bell symbols. Fast money-maker.

### ACROSS THE BOARD—

Install the extra panel using horse race symbols and you have a new game. Pay one price — Got two games. Double your profits.



FOR PLAY APPEAL  
IT'S  
*Colossal!*



**NEW**  
payout thriller  
with interchangeable  
backboards... One invest-  
ment... Two profits... constant interest

DON'T WAIT—WRITE THE GAMES DIVISION TODAY!

**ROCK-OLA MFG. CORPORATION**  
800 NORTH KEDZIE AVENUE, CHICAGO

SHUTTER-AND-BUTTON SELECTION  
plus CHERRIES and BELLS!

## BELL SLIDE

A DAVAL COUNTER GAME

The two greatest game appeals combined into the nation's first money maker ever—operated Precision built, numerous 100% shut-proof, 4-way glass. Complete with new exclusive Dashi Turnstile..... **29.75** TAX PAID



SICKING MFG. CO., 1922 Frank Ave., Cincinnati, Ohio.

## Apple Stand Doing Well, Says Robbins

BROOKLYN, Feb. 19.—There is no question about the steady sale of apples and the profits they bring," states Dave Robbins, head of the D. Robbins & Company. "As wholesale most apples cost about 1½ cents apiece, cellophane wrapped and sell for 2 cents. To bring to operators the profits from apple sales we are offering a five-column revolving counter display device which requires only eight and one-half inches of space. It holds 25 apples. It is sturdily constructed of steel and is finished in white baked enamel.

"This device is not coin operated," Robbins went on, "it offers you a chance for extra profits by placing it on counters of cigar stores, drug stores, bus terminals, hotels, etc. Merchants are glad to have our apple device on their counters for the apples move fast and they earn 1½-cent profit on every sale. We have found that one man can easily service 200 devices weekly, as there are no out-of-order calls. All the op has to do is deliver cellophane-wrapped apples to the merchant, who stocks the device himself. There are no collection



B. D. SCHAFFNER, of Du Bois, Pa. (center), 23 years an operator, consultants J. E. Bropley (left) and Ernest H. Petering of the Rudolph, Wurlitzer Company, on the new models displayed at the 1938 coin machine show.

## LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 12-reel machine featuring hand-laid reels containing various winning \$1,000 to \$1,000 "real awards," cigarette and musical devices give you still more "take-it" winners. Takes in \$50.00, pays out approximately \$20.00.

Sample \$2.75, Lots of 10 or More, \$5.00. Deposit required on all orders.

**H. G. GAYNE COMPANY**

312-314 BROADWAY, HARVILLVILLE, TENN.

## WURLITZER • P • \$84.50

412 ..... \$109.50 616 ..... \$169.50 716 ..... \$169.50 | 616A ..... \$199.50  
(In Lots of 10, Single Machines, \$5.00 Extra.)

ROCK-OLA—Late 1936 Model..... \$89.50

RECONDITIONED CIGARETTE MACHINES—NATIONAL 9-30..... \$74.50

ALL MACHINES GUARANTEED PERFECT CONDITION. WRITE FOR PRICES.

**BABE KAUFMAN MUSIC, CIRCUS 250 W. 54th St., N. Y. C.**



# WAGUE

## STONER CORPORATION

AURORA ILLINOIS



### Greenstein Learns What Giant Means

MINNEAPOLIS, Feb. 19.—"Little Miss Be-Lin, the giant panda bear at the Brookfield Zoo, near Chicago, doesn't look like a giant at all to most people. Neither did Gottlieb's Giant Grip Scale," says Hy Greenstein, head of Hy-D Games Company, a distributing firm here. "Dealing in big consoles, payouts and novelty games, usually the bigger the better, I was not really sold on the idea of grip machines. They're small and operators would not be satisfied with what looked like small earnings. So I wasn't greatly excited over Gottlieb's Giant Grip Scale. But I did get the picture of my life when sales began to boom and operators showed me what profits they really made with this little scaler. Especially in restricted territory where 100 per cent legality is important,

the grip machines are hanging up records that seem impossible. Operators are ordering them in quantity because the extremely low price makes them a big paying investment, and their legality transfers them into territory where other machines are locked out. Really 'Giant' doesn't refer to the size of the machine at all, it stands for earning power, and that is surprisingly large. Now we're highly enthused over this hot number—up our way and I suppose the same is true in other parts of the country."

Greenstein says that reports from the factory recently show clearly that the grip scale and also a new baseball game called Sluggo, made by the Gottlieb firm in Chicago, are selling all over the country just as they are in this section.

### RR Co. Installs Ticket Venders

LONDON, Feb. 19.—Ticket selling will be speeded up in all passenger stations of the London Passenger Transport Board underground railroad service here by the installation of new-type electric automatic vending machines. LPTB recently announced the placement of an order for 300 ticket-and-change machines which are to be installed at all the busiest stations in the central London area. Cost of vendors and other ticket-selling equipment will be more than \$500,000, according to reports.

### Parking Meter Contract Awarded

HARRISBURG, Pa., Feb. 19.—City of Harrisburg has awarded a \$14,850 contract for the installation of 300 parking meters to the Karpark Corporation, of New York City. Installation is to be completed within 30 days and the meters will operate on a basis of 5 cents per 45 minutes parking.



HERBERT THOMPSON STRONG, internationally known color expert, and R. C. Rollins, vice-president and general manager of Wriltizer's Cincinnati division, snatched just before Strong delivered his address, "Expanding the Magic World of Color," to more than 1,200 Wriltizer ops during the convention.

**IMMEDIATE DELIVERY!** STONER'S **VOGUE**

Used Games (Around World) \$12.00 | Great Quiz, \$15.00 | Long Reach, 28.00 | Blower Board, 32.50 | Blower \$14.00 28.00

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

**D. ROBBINS & CO.** 110-18 DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor for Bull, Card, Ball, Gun, etc. | 10-15-20c Slip with Vendor

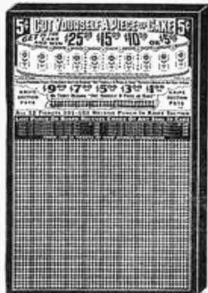
## THEY'RE EATING IT UP!

"Cut Yourself A Piece of Cake" AND GET IN ON THESE "SWEET" PROFITS

Board No. 2408      2400 Holes  
 Takes in ..... \$120.00  
 Average Payout ..... 74.02  
 Average Gross Profit ... \$45.98  
 —109 WINNERS—

A New and Novel Harlich Board . . .  
 With That Extra Wallop That Builds Profits—Fast!

PRICE EACH ONLY  
**\$4.98**  
 PLUS 10% TAX



GET THE DETAILS! OR, BETTER STILL, ORDER A SAMPLE TODAY!  
**HARLICH MFG. CO.,** 1401 W. JACKSON BLVD., CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**MODERN VENDING CO.**

EXCLUSIVE FACTORY REPRESENTATIVES

for **KIRK'S****BLOW BALL**IS MAKING IMMEDIATE DELIVERY  
IN THE FOLLOWING STATES:

NEW YORK	VERMONT
NEW JERSEY	MASSACHUSETTS
MAINE	RHODE ISLAND
NEW HAMPSHIRE	CONNECTICUT

*Operators! Jobbers! Distributors!***WRITE - WIRE - PHONE**

Bring Your Orders in Today!

**MODERN VENDING CO.**

656 Broadway

New York, N. Y.

*Operators! Jobbers! Distributors!*

**ADVANCE NOVELTY COMPANY**  
EXCLUSIVE FACTORY REPRESENTATIVE  
HAS **KIRK'S**  
**BLOW BALL**

FOR IMMEDIATE DELIVERY  
IN THE FOLLOWING STATES:

KENTUCKY	EASTERN TENNESSEE
VIRGINIA	PENNSYLVANIA
W. VIRGINIA	GEORGIA
ALABAMA	N. CAROLINA
MARYLAND	S. CAROLINA
DISTRICT OF COLUMBIA	FLORIDA
	DELAWARE

*Place Your Order Today!**Write - Wire - Phone!***ADVANCE NOVELTY CO.**

1922 N. Charles St.

Baltimore, Md.

*Operators! Jobbers!*  
*Distributors!*PLACE YOUR ORDERS TODAY with  
the**LOU WOLCHER COMPANY**for **KIRK'S****BLOW BALL**We Are Exclusive Factory Representatives in  
the Following States:

NORTHERN CALIFORNIA	UTAH
OREGON	COLORADO
WASHINGTON	WYOMING
MONTANA	IDAHO

*Write—Wire—Phone for Blow Ball Today!***The LOU WOLCHER COMPANY**

3126 Elliott Ave., Seattle, Wash.  
1021 Golden Gate Ave., San Francisco, Calif.  
1226 S. W. 16th Ave., Portland, Oregon  
63 W. Second Ave., S., Salt Lake City, Utah

PLACE YOUR ORDER NOW with

**SANTONE**  
**COIN MACHINE COMPANY**  
*Exclusive Factory Representative for*  
**KIRK'S**  
**BLOW BALL**

*in the States of*

WESTERN TENNESSEE	MISSISSIPPI
TEXAS	ARKANSAS
OKLAHOMA	LOUISIANA

*WRITE—WIRE—PHONE TODAY!*  
IMMEDIATE DELIVERIES**SANTONE COIN MACHINE Co.**

1524 Main Avenue

San Antonio, Texas



THAT SHE BLOWS!

KIRK'S CONTRIBUTION  
To LEGAL OPERATING  
**BLOW BALL**

**A 100% LEGAL MACHINE!**

THE ORIGINAL AIR-CONTROLLED  
AMUSEMENT MACHINE . . . STRICTLY  
LEGAL IN ALL TERRITORIES!  
OPERATE BLOW BALL ANYWHERE! Hotels,  
theatres, stores, taverns, arcades and countless other types of  
locations are waiting for BLOW BALL because it IS LEGAL! BLOW  
BALL opens up new territories and new opportunities in old  
territories.

**BLOW BALL IS LOCATION TESTED  
FOR EARNING POWER and MECHANICAL  
DEPENDABILITY!** Appeal is

based on SKILL—therefore, no awards  
are necessary! Tremendous earnings  
proven on all types of locations!

**ORDER  
TODAY!**

Write, Wire or Call  
Your Nearest Factory  
Representative

**\$1000 REWARD**

to anyone who can prove that  
we are not making daily ship-  
ments!

**C. R. KIRK & CO.** 2626 W. WASHINGTON BLVD.  
CHICAGO, ILLINOIS

**FACTORY REPRESENTATIVES  
FOR BLOW BALL**

**ADVANCE NOVELTY CO.**

1022 N. Charles St. Baltimore, Md.  
District of Columbia  
New York  
Meriden  
Pittsburgh  
Virginia  
West Virginia

**AUTOMATIC VENDORS**

400 S. Raymond, Los Angeles, Calif.  
Southern California  
Arizona

**GERBER & GLASS**

914 Diversy Blvd., Chicago, Ill.  
Illinois  
Indiana  
Ohio  
Michigan  
Wisconsin

**MODERN VENDING CO.**

696 Broadway, New York City  
New York  
New Jersey  
New York City  
New York City

**SANTONE COIN MACHINE CO.**

1024 Main Ave., San Antonio, Tex.  
Western Tennessee  
Missouri  
Texas  
Louisiana

**THE LOU WOLCHER COMPANY**

1021 3125 Elliot Ave., Seattle, Wash.  
Seattle, Wash.  
629 S. 2nd St., San Francisco, Calif.  
Northern California  
Oregon  
Washington  
Missouri  
Washington  
Utah  
Colorado

**AUTOMATIC VENDORS**

Exclusive Factory Representatives

OFFER IMMEDIATE DELIVERY ON

KIRK'S

**BLOW BALL**

In the Following States:

SOUTHERN CALIFORNIA  
ARIZONA

NEW MEXICO  
NEVADA

*Operators!*

*Jobbers! Distributors!*

WRITE—WIRE—CALL YOUR ORDERS TODAY!

**AUTOMATIC VENDORS**

(Formerly the Gans Co.)

400 S. Boylston

Los Angeles, Calif.

**GERBER & GLASS**

Exclusive Factory Representatives for

KIRK'S

**BLOW BALL**

in the Following States:

ILLINOIS  
INDIANA  
IOWA  
MICHIGAN

WISCONSIN  
OHIO  
MINNESOTA  
MISSOURI

KANSAS  
NEBRASKA  
N. DAKOTA  
S. DAKOTA

OPERATORS! JOBBERS! DISTRIBUTORS!

Write, Wire or Call Your Order to Us  
Immediately!

DELIVERIES NOW BEING MADE!

**GERBER & GLASS**

914 Diversy Blvd.

Chicago, Illinois





## LEGAL FROM COAST TO COAST

The Answer To Your Problem!  
EVANS' MYSTERY MACHINE

**BY-A-BLADE**  
Vends Razor Blades That  
May Be Resold If Desired!

**SENSATION OF  
THE INDUSTRY!**

AT LAST! A basically NEW  
Idea! A machine that opens  
new spots and makes profits you  
never dreamed possible! Here it  
is—legal as a peanut vendor, fast  
as a slot—ready to turn 365  
days a year to put you back in  
the money!

● **DELIVERS BLADE FOR EACH 5c**

For every nickel deposited, purchaser receives a super-quality, double-edge safety razor blade—an article of recognized standard value anywhere, easily worth a nickel. BUT THE PURCHASER MAY RECEIVE EXTRA VALUE! Based upon the inherent right of everyone to barter and trade, certain blades, vended from this machine may or may not be resold to the location for 10c to \$2 each, depending upon the COLOR COMBINATION OF THE WRAPPER!

● **ABSOLUTELY LEGAL!**

Do not confuse this machine with so-called "legal machines" it IS 100% LEGAL EVERYWHERE!

● **HOW THE VENDOR WORKS**

When a nickel is inserted, glass front, decorated with colored symbols of shaving implements, flashes lights which fill and skip. They come to rest on a

combination that determines the wrapper of the blade which is dispensed in drawer in base of machine.

● **OTHER FEATURES**

Handsome streamline cabinet of black walnut with curly maple trim, 16" deep x 23" wide and 50" high! Sloped front—no crutch, no bend, no blink. Equipped with famous EVANS' Anti-Slug Coin Chute. In every detail a masterpiece of Evans precision-engineering! Special package blades packed in proper assortments supplied by Evans only. Perfect performance 100% guaranteed when Evans merchandise is used!

**OTHER EVANS WINNERS!  
PROFIT-SHARING PHONOGRAPH  
ROLLETO SR. HIALEAH SPECIAL  
WRITE FOR DETAILS!**

At your Jobber, or write, wire or phone Haymarket 7630.

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO**



Write for Evans' Franchise  
Plan — Biggest Money-  
Maker in the Coin-Machine  
Business! Get the dope  
quick for your territory!

Copyright and  
Patent  
Applied For.

**BALLY SKILLFIELD**

In Original Case  
GREAT PLAYING OPPEL  
BIGGEST MONEY GETTER.

**WILLS ONE-TWO-THREE—MILLS BIG  
BACK—Today's Most Sensational Coin-Op  
Puzzle Tables—Complete Stock on Hand.**

**10 BALLY TRACKS—Over 2500  
Games, Check 80¢. Price \$95.00**

**HENN BLAKE TOP DEBRAY DAY  
CORSELE, With 2400 Attractives \$95.00**

**PAULING FAMOUS ROSEMARY  
DOLLS With 2400 Attractives  
No. 25. Play, Ball Attractives  
HTL, WUTO, MAGIC FINGER. . . \$75.00**

Complete Selection of One-Ball Payout  
Tables, 1800s Wire for Prizes, Patent P.O.D.  
Ballroom, 1/2 Deposit, Balance C. O. D.

**SAVOY VENDING CO.**

406-S W. FRANKLIN ST.  
BALTIMORE, MD.

**WANTED  
100 MILLS SLOT MACHINES**

UNCONDITIONED USED EQUIPMENT.  
BALLY TRACKS, Check \$95.00  
PAULING CORSELE, Check \$95.00  
HIALEAH, Check \$95.00  
FAMOUS ROSEMARY, Check \$95.00  
DOLLS, Check \$75.00  
TOP SHAMPS, \$22.50  
HAYMARKET, \$22.50  
SPEED KING, Check \$25.00  
LAWRENCE, Check \$25.00  
PLAY WEIGHT, Check \$25.00  
AUTO STRETCH, \$25.00  
AUTO DRIVE, \$25.00  
BALLY BOOSTERS \$25.00  
MAGIC FINGER, \$25.00  
REPLAY UPS \$25.00  
TOWERS \$25.00  
TERMS: 1/3 DEPOSIT, BAL. C. O. D.

**EXECUTIVE NOVELTY DIST. CO.**

Executive Bldg., 414 N. St. N. E.,  
WASHINGTON, D. C.

Your correspondence to advertisers by mail—  
Send The Billboard.

**Calcutt Continues  
His Close-Out Sale**

JANETTEVILLE N. C., Feb. 19.—Vending  
Machine Company continues its  
close-out sale of the large quantity of  
used machines which the firm has  
gathered together, Joe Calcutt reports.

"We started this sale a few weeks be-  
fore the opening of the convention,"  
Calcutt stated, "and have been con-  
tinuing it without any let-up whatso-  
ever. We placed over 2,000 machines on  
sale that included some of the best  
numbers of last year. Slots, phonos,  
counter games, pin games, payoffs,  
venders; in fact, equipment of all types  
was placed in one heap for this sale.  
We are going to continue this sale until  
every game we have advertised is gone.  
Although prices in the used game market  
have been steadily rising, we are con-  
tinuing to sell our games at the original  
advertised price. Operators are sure  
to find many real bargains in the games  
we are featuring at this sale," he con-  
cluded.

**C. S. Castle Named  
Ad Manager by Kirk**

CHICAGO, Feb. 19.—Claude R. Kirk,  
head of C. R. Kirk & Company recently  
announced the appointment of Charles  
E. Castle as advertising manager of the  
firm. Castle has entered an advertising  
agency upon the job of telling the trade  
about the new Show Ball game.

Both Mr. Kirk and Mr. Castle are ex-  
tremely enthusiastic about this new ap-  
pointment. Mr. Kirk puts it, "I am  
convinced that Mr. Castle is the right  
man for this position. He is both well  
known and well liked in advertising cir-  
cles, and his knowledge of advertising  
and merchandising gained thru wide ad-  
vertising and business experience, will  
unoubtedly be a big help to the C. R.  
Kirk Company."

**ZEPHYR**  
Two Machines in One—Cigarette Vender or Bill  
Punk Vender. Visible Display Ball Gum Vender.  
Cigarette or Fruit Preferred. A Reward Game  
for this machine. Reels spin much faster,  
complete without any delay and are brought to  
a positive stop from which they cannot be  
stolen.

Either  
Machine  
**\$18.75**  
TAX PAID

**POK-O-REEL**  
More Action Than Sitting in on a Saturday  
Night!

An Operator's Gold Mine for the last 25 years  
now in a beautiful natural wood cabinet, with  
new exciting floor plans. Complete. It is  
the machine which has made fortunes for  
hundreds of operators.

**BALL GUM** 15¢ a Box (100 Pieces)  
Coke Lids (100 Boxes), \$12.00  
**MINTS** 10¢ a Box (100 Pieces)  
Coke (1,000 Rolls), \$6.50.

**SICKING OFF. E. I.** 1922 FREEMAN AVE.  
CINCINNATI, OHIO.

**LADY LUCK**

1200 Hole Form 4190  
Takes In . . . . \$40.00  
Pays Out . . . . 19.00  
Price With Essel . . . 1.45  
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  
6230-32 Harvard Ave., Chicago, U. S. A.

# MAGCUBA

NEWEST "NEW TREND" GAME  
by **BALLY**

STRICTLY LEGAL! SENSATIONAL MONEY-MAKER!

## SPORT PAGE NEW MULTIPLE 1-SHOT

Keep those fancy Fairgrounds profits coming your way for another solid year! **SPORT PAGE** has all the sensational time-tested Fairgrounds play appeal... plus many new mechanical refinements and adjustments and anti-theft features that will put thousands of extra dollars in your pocket during 1938. Grab the choice locations by ordering **SPORT PAGE** today!

**\$194.50**

F. O. B. CHICAGO

54 IN.  
BY  
26 IN.



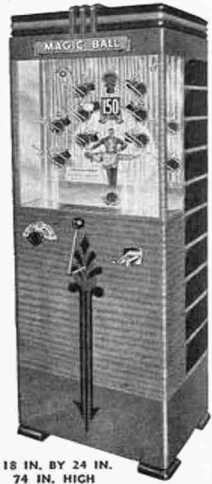
NEW, REVOLUTIONARY  
**AIR-PROPELLED**  
FEATHER-WEIGHT BALL

See that magic ball "float" through the air with the greatest of ease! And you see why **MAGIC BALL** actually rivals payouts in earning power! And every nickel is profit—NO AWARDS needed to attract continuous repeat play. AN ABSOLUTELY LEGAL amusement game. **MAGIC BALL** will conquer TERRITORY from Coast to Coast—and keep it open, too!

### • DUAL SKILL CONTROL

When coin is deposited, feather-weight ping-pong ball drops to bottom of vertical play field... and specially designed Wind-Turbine goes into action. By means of Volume-Control Dial projector regulates force of air stream, thus raising or lowering the ball... and the Directional-Control Lever enables player to wave the air stream back and forth, guiding ball to left or right. Object of game is to place ball on a "mark" from which it rolls into one of the 11 pockets, ranging from 10 up to 50. Score registers on same style projector used on **Bally Bumper** and ball returns for 3 plays. The uncanny ball action never fails to attract a crowd of onlookers who immediately become filled with the "manumyrist" spirit that keeps the nickels coming in a never-ending stream.

**BE FIRST! WRITE TODAY FOR  
AMAZINGLY LOW PRICE!**



18 IN. BY 24 IN.  
74 IN. HIGH

**Bally**

**MANUFACTURING COMPANY**  
2640 BELMONT AVENUE CHICAGO, ILLINOIS

EASTERN DISTRIBUTOR - JOHN A. FITZGIBBONS, 453 W. 43rd ST., NEW YORK, N. Y.



## The PARLAY

SENSATIONAL NEW BARREL BOARD WITH SEPARATE PAYOUT CARD, FEATURING HORSES THAT GIVE YOU A RUN FOR YOUR MONEY.

Seven small horses set at top of barrel board, three to five complete each lap. Winner position any ball; horse finishes first, three to five. "Win" or "Other" indicator, receiving \$25, \$10 or \$5. Free of Parlay listed sheets and books, 1000 sets \$25. Winner board made in U.S.A. and built \$12 on 100 deal. \$41.50 in 25-50. Ball to operate only. Write for details.

**SUPERIOR PRODUCTS, INC.**  
14 N. Prairie St., Dept. C, Chicago, Ill.

## Stoner Takes Off On Flying Trip

AUTORA, Ill., Feb. 19.—After the motor of his Stinson plane was all warmed up Ted Stoner made a last-minute inspection of the Aristocrat climbed into the cabin and waved good-by to his friends and took off on an extended trip thru the state of Texas. "The purpose of Ted's air jaunt," explained his brother, Henry Stoner, is to introduce Vogue, our new five-ball novelty game, to operators and distributors in the Lone Star State. Vogue has been getting the best takes ever since the show. We expect big things of this game, and right now our plant is going full speed, day and night, turning out games as fast as possible so that we will be able to make deliveries promptly."

## Klein Reports Big Demand for Sparks

CHICAGO, Feb. 19.—"When we look at the orders pouring in for Sparks, our new ball-game with the automatic token payout," reports Karl Klein, sales manager for the Groetcheen Token Company, "we become amazed. When we get right down to the meaty facts, however, there is a reason for this sudden success for this machine. It is the sort of machine one may have long been looking for."  
"Sparks combines rugged construction with streamline design." Klein continued. "While the large colorful reels whirl round and round player suspense is kept at a high pitch waiting for that particular click which indicates that a reward token has been disbursed auto-



**3 JAR DEALS COMPLETE FOR \$10.00**



The accurate pay better with the automatic Jar Deals we are introducing now, we offer you an opportunity to make a profit of \$10.00 on a Jar Deal. We have 2200 Jar Deals and beautiful Jar Deal Cards for \$10.00.

Card Holders and Jar Deal Cards. \$5 Deposit or Express of Postal Money Order, 60c. net. C. O. D.



**NEW AND RED HOT, BUY**  
Pills-Pack to Guarantee for Red and Pick-a-Pack of Profits, Illustrated Literature and Prices furnished for the same.  
**LOUISVILLE NOVELTY MFG. CO.**  
330 E. Breckridge St., Louisville, Ky.

## SHOOT-A-GUN

Only Machine Built that Automatically Collects Money and Leads Guns.

**\$97.50**

One-third of world, balance C.O.D., F.O.B. Lansing, Mich.

**SHOOT-A-GUN IS EQUIPPED WITH TWO GUNS, one rifle and one pistol so that players may take their choice. Two persons can play at the same time. After shooting one player wants to try his skill with other. That every play amounts to two at a nickel a play. Easy to place, 6 ft. long, 2 ft. wide, shipped to you knocked down. 30 minutes will assemble.**

WRITE — PHONE — WIRE for information.

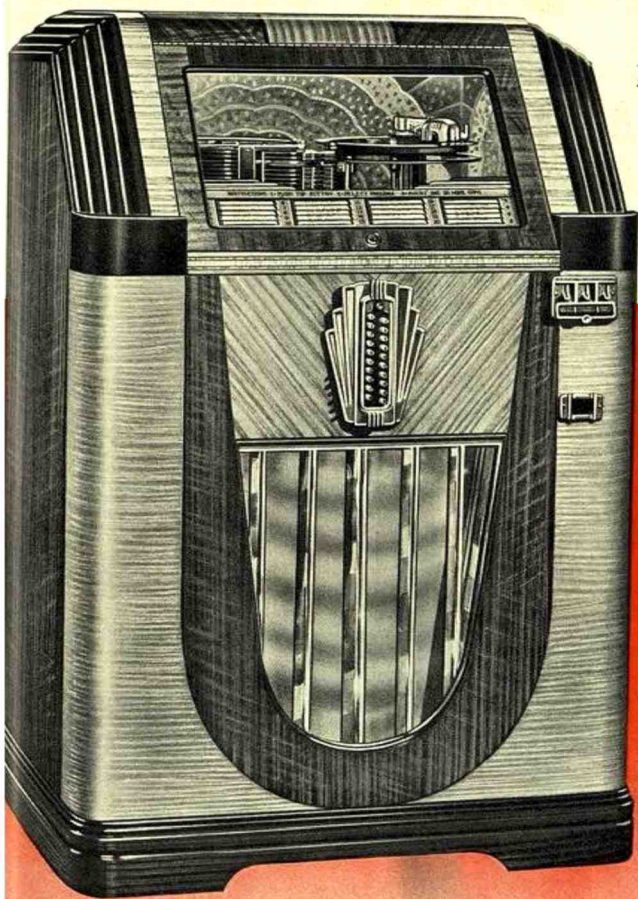
**SHOOT-A-GUN**  
Sales Company  
521 E. MICHIGAN AVE., LANSING, MICH.



**ROCK-OLA'S MIGHTY**

*"Monarch"*

**OF THE  
MUSIC WORLD!**



*The GREATEST number of  
features on the GREATEST  
PHONOGRAPH of all time!*

- \* New drop-style coin chute  
—99% slug-proof
- \* Streamline cabinet design
- \* "No Stoop" program arrangement
- \* "Borealis" light-up front
- \* Slanting top visibility
- \* Mechanism easily accessible
- \* Tone quality holds best spots
- \* Lightweight crystal pick-up
- \* Rock-Ola deluxe amplifier
- \* Scratchless reproduction
- \* "Ventilated tangent transducer" tone arm
- \* Jensen quality speaker
- \* Automatic play register
- \* Full floating baffle
- \* Volume control adjustable from top
- \* 20 record multi-selector
- \* Simple flawless mechanism
- \* One positive cam movement
- \* Mechanically driven trays
- \* Dual motors for efficiency
- \* Micro-sensitive switches



Until you operate Rock-Ola's new 1938 phonographs, you can't know their true earning power. The public wants music from Rock-Ola phonographs because of their supremacy. Patrons delight in the glorious blended tones; the breath-taking beauty of cabinet with the new inclined top and the sensational new "Borealis" light-up grill. The Mighty "Monarch" offers you a chance to invest in a profitable future.

*Rock-Ola*



MFG. CORP., 800 N. KEDZIE AVENUE, CHICAGO, ILL.



MY TIME IS YOUR TIME

Music reproduced by permission of Harms Inc.

anytime... anywhere there is a  
**WURLITZER**

● Crowds flock to hear Rudy Vallee and his Connecticut Yankees wherever they appear. The Vallee theatre tours consistently set new box-office records. On the radio, in the movies, in the finest dining and dancing spots of America, his never failing popularity continues to draw thousands of his "fans".

Yet millions of music-lovers who may never get the chance to see Rudy Vallee in person, may hear his distinctive music tonight and every night in every neighborhood in America, wherever there is a Wurlitzer Automatic Phonograph. For in tens of thousands of restaurants and taverns whose limitations make automatic music the logical means of entertainment, Wurlitzer Phonographs bring to brilliant life the colorful music of every great orchestra in the world of rhythm.

Locations everywhere demand Wurlitzer Automatic Phonographs. Here is a sensational profit opportunity for every wide-awake music operator in America!

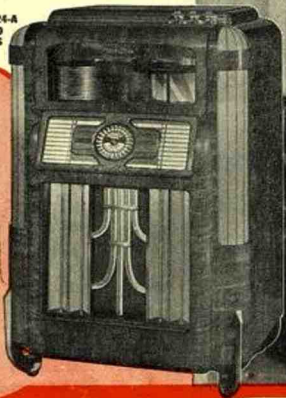
**THE RUDOLPH WURLITZER CO., North Tonawanda, N. Y.**  
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

MODEL 24-24-A  
SOLD ONLY TO  
OPERATORS

These  
**BLUEBIRD RECORDS by RUDY VALLEE**  
and his Orchestra are brilliantly played...  
popular everywhere

- 7342—"The One I Love"  
"Molotov Farm"
- 7331—"A Little White Lighthouse"  
"I'll Take Romance"
- 7238—"Have You Met Miss Jones?"  
"I'd Rather Be Right"
- 7135—"Whiff-POOF Song"  
"Mad Dogs and Englishmen"
- 7078—"Old Sore Songs"  
"With Her Hand Tucked Underneath  
Her Arm"

Successful Wurlitzer operators know that every  
Vallee recording is tops in popularity—enjoys  
peak play appeal at all times.



# WURLITZER

**AUTOMATIC PHONOGRAPHS** REG. U.S. PAT. OFF.

Bring the Music of Modern Masters to Millions