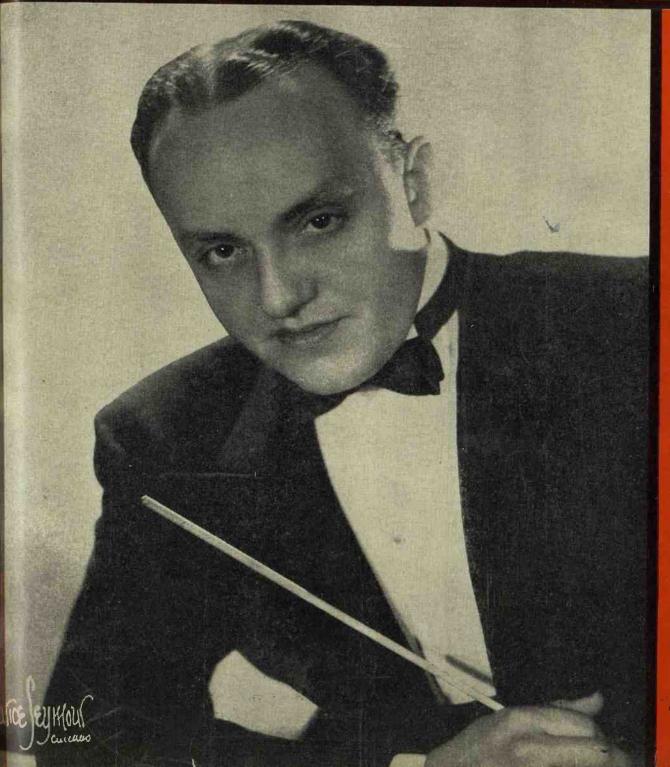
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The World's Foremost Amusement Weekly

MARCH 11, 1939

15 Cents

Vol. 51, No. 10



GRAY GORDON

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The World's Foremost Amusement Weekly

March 11. 1939

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4TH ESTATE'S EXPOTAKE

See Expiration Of Ticket Code

Brokers give impression they will not renew signature in May

nature in May

New York March 4.—The the Actors' Equity-League of New York Theaters meeting today natted two resolutions which would solidity the ticket code, at least in principle, brokers big and small accredited and unaccredited, are looking forward to an expiration of the code by May and are giving the impression that they will band together in refusal to renew signature, notwithstanding contracts giving prerogation of termination to the League of New York Theaters and not to the brokars.

The first resolution adopted by the 40 who attended the joint conference creates a committee, chairmaned by Berman Shumlin, to seek passage of the liberard Spellman bill in the city council, making it a misdemeanor to violate the code-price restrictions. A second calls for a joint committee, seven from exh group, to investigate the present code with a view to making it more effective or recommending a new method. This body is not expected to consilied with the League's own committee, which is looking into the merits and possibilities of a central ticket distributing of the constructions. bilities of a central ticket distribut-

originally the meeting was to have laken up the several recommendations (See SEE, EXPIRATION on page 9)

Mot Pants

OMAHA, March 4.—Pire broke out in Jimmy Murphy's trousers here right in the midst of breadcast over WAAW? The hunky cowboy singer abouted, "I'm alire," much to the concern of his listeners. The confligration started when Murphy's guitar, rubbing against his corduroy trousers, ignited a pack of matches. I'm tout and bontinued with his breadcast. There will be, according to report, By scars.

Hatch Not To Drop Suit Against ACA

CHICAGO, March 4 .- An amended declaration is to be filed by J. Prank Hatch, promoter, in his action against Amusement Corp. of America and its officers, according to Oscar Carlstrom, attorney for Hatch. This concerns the \$180,000 suit filed last November, alleging breech of contract.

Hatch, in a letter to The Billboard, ascerted that the story which appeared in last week's mone was false, as he claims the case did not come to trial and "if ever dismissed will only be after jury trial in the highest court." Case came up for hearing as reported. Defendants made a motion for dismissal, motion being sustained by the court, which granted the plaintiff leave to file an amended declaration within 20 days. Plaintiff posted a bond to cover costs.

Producers Hot Against Plan To Jack Up Equity Minimum

Proposal to raise AEA low from \$40 to \$75 tabled by council, but producers are leery-latter unanimous in belief boost would curtail production

NEW YORK, March 4.—The the proposal to raise actors' Equity minimum from \$40,050,975 a week does not appear a serious threat at the moment, having been tabled by the council because of opposition to it within the association, polled producers are unanhous in demouncing the suggestion, sware that improbable conditions of four years ago, such as reheared moneys, became the rule of contract two years ago, and anything is possible when the League-Equity contract course up for renewal. No officially antengent has come from the League of New York Theaters, the organization not having been of-intally notified of the suggestion by Equity. Individual producers, however.

Lave placed themselves on record as

Brock Pemberton: The all out of line, reasonable minimum is all right, but that much. The literanse would certainly curtain production. A lot of the working now would not have clearly curtain production. A lot of the working now would not have the minimum we would not be able to be principals more. The higher price unreasonable for amail parts and unreasonable for amail parts and the added expense, it would the out opportunities for all young come to begin, in the theater, because no maker that minimum. We call bereit meet that minimum.

Richard Aldrich "Why don't they are it \$150? Why stop at \$75?"
Lee Shubert: "It will be the greatest litake Equity could make if it in(See PRODUCERS HOT on page 21)

Old Hammerstein Elephant Clicks After Ellis Sinks 350G (Not Hay)

NEW YORK. March 4.—Manhattan Center, formerly the Manhattan Opera House and now in the hands of Broadway's "constantener king." Abe Elia, is finally paying its lower way and providing employment for many performed and missiciana. Building put up by Occar Hammerstein in 1901 at a cost of \$2,000,000 (not wood), was a "white elephant until Elia took over about four gears ago. With a gembined seating capacity of 9,000 on the upper and lower ballnoon floors, building houses between \$400 and \$50 (unctions a year, with February the peak with a record of \$0. Most of these functions, according to Elia, use entertainment and average also not each. This places the Center very near the top as a local provider of talent employment. House has also played been to many of the country's briggest name bands, 30 top-flight outsite

Newsmen Cutting in Heavily On Big Flushing Gravy-Pool

NEW YORK. March 6.—Newspapers and newspaper syndicates, including cartocolates and friends and relatives of newspaper. Syndicates, including cartocolates and friends and relatives of newspaper. As an antisement concessions at the World's Pair. They are listed as partners, backers, partial backers, sponsors, supporters and name lenders, in latter cases being cut in on royalty or percentage basis.

Best example to date of syndicate cut-in is king Peatures. Measurors & Damon will pay of 2 per cent of the gross on Adrentures of Flash Gordon, Alex Raymond's KP strip. P. C. in by way of being a license fee for which KP gives use of name, stories in about 2,000 newspapers and every Sunday the caption. "See Plash Gordon as the World's Pair." (Under this arrangement, Deck Hyman, of KP, is on the publicity end. At one time KP had angles out for its own show at the expo. Poppye and his spinach, with Occar Wyle producing.

Lew Dufour and Joe Rogwes, among lending multiple concessioners at the Cotham Cergantus, hawf John Hix on a royalty participating basis for Strange As It Seems show. Cartoon taken over recently by United Peatures syndicate. Hix will, of course, plug the show regularly in his 55AIS strip. Two hames have come up in press handling niche, Bill Curfey, son of the Hearts sportscribe, and David Cohen, formerly of Miké

Michigan Board Confirms Dr. Snow as Fair Manager

DEFROIT, March 4.—Appointment of Dr. Linwood W. Bunw. Northville, by Governor Frank Pitagerald as general manager of Michigan State Fair bere has been of the confirmed, he has been given full authority and his salary has been fixed at \$5.000 a year plus explenses. This action was taken on Thursday in the Capitol in Lansing by the State Pair Board, reorganized with some new members recently named by the governor.

Board also voted to increase the premium list by at least 23-per cent. An important widening of competition to allow entry of dairy and other hards from State-owned institutions was adopted.

Ocvernor Pitagerald, appearing before the board, recommended wider use of the fairgrounds for more activities.

Jacobs blurb bouncing brigade.

Sidney Speter, winner of The Bill-board poll for best night club handling (Billy 'Sally Rand-er Gets His Dander' Rosers Dismond Horsekhoe and Casa Manana) is teaued with Dorothy Roses to exploit Roset Aquacada. Mrs. Ross is the wifer of George Rose, World-Telegram drana and night club columnist.

Fact that every sheet in town except The News is planning W. F. supplements this month and next (World-Telly had its prelim edition last Saturday) makes the gasottes virtual pariners in Whalen's Plushing from News has been editiving on a stoady blast of fire against amusement zone "policies and construction delays."

Biggest public relations name con-(See 4TH ESTATES on page 23)

FCC Washing Up On Web Inquiry

WASHINGTON, March 4—The ESS staff conducting examination of witnesses for the commissions study of chain broadcasting believes that all of the regional networks will have been covered by next Tuesday (77)*

"Don Lee, Colonial and Yankee, Pacific Broadcasters, King-Trandle (Michigan), Empire State, Turas Quality, McClatchey (Calif.), and Intercity have been disposed of in rapid Stocession. With the exception of Don Lee and Shepard webs, the other regionals showed little remblance to the organized settrifies of national networks. Hing-Trandle for the most part showed that, it was an efficient organization for producing radio shows (Green Horner and The Lone Ranger), while all the others indicated that they existed for the con-

In This Issue

| clephant Clicks mks 350G (Not Hay) having made the music for affairs there aimee last October. Nost of the bands are booked thru hay Grove, with the price varying from \$500 to \$1,000 for the night. Paul Whiteman this far is top min, having drawn down \$1,750 for one function last fall. Orks are selected according to the amount of momer each periodular organization is willing to spond. Very little permotion is used on the affairs, even when niames like Benny Goodman, Tommy Dorsey, Larry Clinton, etc., are on the band stand. Orm prefer to han-file what promotion there is themselved, maker than let Ellis or Orove attend to it, feeling that not insich is needed, in-samuch as the half is usually alled by | Broadway Beat, The age 25 Burlescop 26 Carnivals 40-52 Circus and Corral 32-34 Classified Advertisgments 53-55 | Octornor Pitzgerald, appearing before the board, recommended wider use of the fairgrounds for more activities. |
|---|--|--|
| aince last October. Nost of the bailed are becked thru hery Grove, with the price varying from \$500 to \$1,000 for the night. Paul Whiteman thus far is top man, having drawn down \$1,750 for one function last fall. Orks are selected according to the amount of money each perfectionar organization is willing to spond. Very little promotion is used on the amount of money, Larry Clinton, etc., are on the baild stand. Orm prefer to handle what premotion there is themselved, and the baild stand. Orm prefer to handle what premotion there is themselved, and the baild stand. Orm prefer to handle the fills or Grove attend to it, feeling that not insich is needed, in-samuch as the half is usually slided by | Coin Machanos Endurance Shown 2.8 Fairs-Etabolificas Final Cugatin 2.6 Consest News 3.2 Conneal Outdoor Martimane's Broadcast 2.5 Martimane's Broadc | Elephant Clicks nks 350G (Not Hay) |
| members of the particular group Itaels, show Family Abum assessed support which obviates the necessity of resorting thru Super's Doming | Letter List 30 and 56-57 Magte 28 Magte 28 Magte 28 Magte 28 Magte 314 Magte | since last October. Nost of the bands are booked thru hey Grove, with the price varying from \$500 to \$1,000 for the night. Faul Whiteman thus far is top man, having drawn down \$1,750 for one function last fall. Orks are selected according to the amount of money each particular organization is willing to spond. Very little promotion is used on the affairs, even when mames like Benny Goodman, Tommy Dorsey, Larry Clinton, etc., are on the band stand. Orga prefer to handle what premotion there is themselves, rather than let Ellis or Grove attend to it, feeling that not much is needed, insumen so the half, is usually filled by mambers of the particular group itself, which Christee the necessity of resorting to an extending manual eartheanter promotions! |

PUBS, PLUGGERS FRAME CODE

Again Attempt To Eliminate Possibilities Thru Sugar's Domino Network Song Plug Bribery

Professional men have ulterior motive-seek job insurance not possible under present conditions-PMM

NEW YORK March 4.—The much discussed ovil of "subsidizing" band leaders and singers in return for a charished-bing on the radio network is once again the uppermost thing in the minds of musto publishers and contact case, and if present negotiations are carried off successfully the precise may soon be a thing of the past. Anuse Publishers Track Association and Professional Music Meh, representing respectively the publishers met Tuesday in solemn conclave to estimate to work out some agreement whereby the evil can be eliminated. Meeting resulted in the decision to appoint committees to sot for each group, with Louis Bernstein. Jack Bregman and Buddy Morris already named by Walter Douglas, some time to turn their org into a MPPA chairman, to represent the public, and the profession rather than the benevolent instruction to now it is Leadens, of the torners for both orgs, to map out an agreement that will be mutually satisfactory.

From the standpoint of the professions with the pass to protect their lobs.

From the standpoint of the professional men the matter is much more vital than the mere climination of the bribery evil. Pluggers are fighting practically for job insurance, realizing that if the practice of buying plugs continues much longer the pubs will see no need to maintain expensive professional staffs when they have to pay out additional money to performers direct to achieve the results expected from the contact menhas the situation news exists, the pubs could very easily replace their higherical plugging retinues with a good bookkeeper, a check book and a freshly filled fountain pen. From the standpoint of the profe

A majority of the PMM-in point of numbers if not in strength within the

GRAY GORDON

(This Wook's Cover Subject)

GRAY GORDON, whose "Band of the Hour" Lay GORDON, whose "Basid of the Hour Finance on the distinctive "Tie Yoc Rhythen." has born in Freeport, Mr. Tajhigh school Gray distinguished himself in baskelball, football, baskelball and track; and then turned to the man serious business of studying music at the Bush Conservatory of Music. He also received intention from several outstanding indopendent touchers.

nement for the several outstanding independent for the state of the same agregation. It was in 1934 at the Canadian Club of Chicago's Century of Progress Fair that "The Toe Rhythm" was first bytoobseed, and with such access that the same some of the best dance hands in the Middle West. A herel and ballion feur followed, which took in the Caridgo Hofel, Mempairy the Wiscords Roof, Milwith say the Stevens their, Chekafor, Brook, Milwith say the Stevens their, Chekafor, Brook, and the Trianon and Aragon belirooms. Chicago. Cardon appeared on the RCA Magic Keyprogram on NBC, and as a result of the favorable comment received following this guest that the band was immediately algorithm the favorable comment received following this guest that the band was immediately algorithm that the Dairy." "Blue Italian Westers," "We've Come a Long Way Together," Tell Me and 'Il Tall'a Million," "Sell Your Cares for a Song was distingting of the favorand "It's All Se New to Mag. The ork, which Greene CRA management, was recently unlected to record the score of the forth-coming MGM film, "The Whand of Ox," for Remitted.

coverently at the Green Room of the Hebel Stimes. New York, Condon has four netwerk, when weakly via NBC, and he is about to sign with a national inferritor for a Coast-te-Cast Commercial show in the spring. Cray also is represented by a couple of published songs, "line" in Timo" and "Edole," which he wrote public Bobby Blair, his trombonist.

sociation rather than the benevolent inmitrition it now is. Leaders, of the
union movement will be satisfied, however, if the proper agreement can be
reached with the pube to protect their
jobs, such protection stemming from
the pube hoped-for decision to ban all
hythery, thereby insuring the continuance of professional staffs. PMM wants
the chance to go out after-plup on an
equal footing, where a plugger's efforts
count rather than the amount of money
his finishisher can afford to spend.

According to Walter Douglas, prec-

his publisher can afford to spend.

According to Walter Douglas, precitically all the publs are desirous of doing away with the bribery angle, due, naturally, to the large extra expense involved in its practice. Elimination of the habit has been attempted several times, but has never met with any degree of success. This time, however, both MPPA and PMM officials hope that the situation can be adjusted once and for all. If it can, it will amount almost to a miracle, inasmuch as John G.

Pains, now general manager of Amoritican Seedety of Composers, Authors and Publishers, fought for years when he held the chairmanship of the MPPA

GLEANED BY MEMBERS OF THE

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

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

For LEGIT

MUSICAL

DICK BARSTOW—young tap dancer formerly of the standard set of Dick and Edith Barstow. Now doing a single tap turn. Caught at the Radio City Music Hall, New York, hat week, he displayed nimble, fancy tap dancing of superlative quality. Definities an outstanding performer. Hates a shot in a revue.

For FILMS

ERNEST CHAPPELL - topflight

The incouraging to learn from Morris (Sherlock) Orodenker, the highly skilled news detective of our Music Department, that Local 802 of the AFM is determined to train its begrest guns on Broadway with the determination that to termin will be as clean as a which by the time the summer rolls around? We have not at any time had the impression that in the face off, the stenchy things that have been going on in the band-booking business Bround these parts Local 802 has been derolled in its duty towards its members and the business, which amounts in the end to one and the same thing. We can't think of snother local that has had willin our time as tough a fob on its hands as Local 802. Regardless of whether the Broadway local is responsible (and we still insist that it isn't either by commission or omission) the fact, remains that it is high time something were done about cleaning up the mess. Ability of the Times Square area of inflicting heavy penalties in the form of tribute on bands booked into these houselines. The attention has be no means improved aince we trained our spoilight on da. If anything it has pone from bat to worse. These hotels exact even highest olds from bands in the form of tribute on bands invelving high percentages in return for the "build-up" given the bands by the bookings. One band leader is the pot the same houst has any bands are contexts that he recoires a pittfully small percentage of the money he carns on paper. And today this band leader is in hot as blazzes: In fact, few bands are contexts that he recoires a pittfully small percentage of the money he carns on paper. And today this band leader is in hot as blazzes: In fact, few bands are context work. There are others in the same book yet local 802 haart done anything about it.

Technically, there isn't much that the local can do under the present set-up. T IS encouraging to learn from Morris

and theser work. There are others in the same boat, yet Local 802 han't done anything about it.

Technically, there isn't much that the Local can do under the present set-up. Bus with the co-operation of the intermitional and other locals consetting can be done. New regulations can be passed and rigidly enforced and with the local sessitations the bands that have been squeezed to the wall can hight their way cut. If it cannot be done that the courts it can be fought in other way. A union with power that it doesn't abuse but which it uses with its fullest foughwhen the occasion requires can be a effective in its way as a whited State Supreme Court decision. We hope that there will be included in the local clean-up drive the abolianing of the practice.

clean-up drive the abolithing of the practice.

We don't blame the musicians union. We include the union in the picture because there is no other way except that intervention on the part of the union that the evil can be eliminated. As how far the union can go in the business. From our standpoint the matter the union goes into the matter the better it will be serving its members and the arproper will it emerge in the end, because we cannot see any other result than a victory for the union and its members.

Les Atlass Tries To Soothe H'yw'd's Pain and Anguish

HOLLYWOOD, March 4. 2. Current war between radio and films with not affect Hollywood other situation. It was defect Hollywood other situation. It was to be in the press conference by It Leslie. Atlans. CBS vice-press in charge of Western division. There so to be in the possibility now that the rill will result in anything permanent, ecording to statements made during the meeting. Atlans said radio and rilms can work together, di in the case of Grider to Hollywood show. It was claimed that RKO will sign five hopefuls from the show and that all studies are combined in shows for new facca.

allow had the an excellent and all above for new face.

Thumon running rife here that Hollywood was about washed up at a radio center seemed unfounded when it was noted that more network shows are use (See LES ATLASS on page 9);

"Swing Mikado" Neither Swing Nor "Mikado" at Swank Opening

NEW YORK, March 4.—Gilbert and ensiest way to meet the consor's approval. NEW YORK, March 4.—Oilbert and multivan's The Mikedo was bastardized Wednesday evening, March 1, when the New York City Pederal, Theater opened at the New Yorker Theater the Stein Mikedo with its original all-Negro cast as conceived and staged by Harry Minturn for the Chicago project. Undoubtedly the show will pack them in, as reported for its five-month run in Chicago. But only from the curiosity angle.

angle.

No fair-minded theatergoes is against extinging or burlesquing a classic, and, the the G&S works of themselves take earthy things pretty much for a ride, they in turn oan take it too, as evidenced by their withstanding mutilization all these years. But it's time to rebel when anything like the Saring Mikado is folsted on people for when it will be an introduction to the Savoy operettas. Taking the FIP at its own eay-so, FIP shows cater to a public which can't afford the commercial theater's box-office rates.

What the producers are went to call

What the producers are wont to call swinging The Mikado is in reality an adulterated music accompanying singers who can't aing, angiors who can't act, horiky-ton't vandeville and a sensions flaunt more appropriately associated with the Minsky trade. It's pretty low-down of any producer to hide behind titular 04:8 raiment to capitalize on buxom colored lasses. It's probably the

Canons of literary criticism have approved buriesquing a gem if the Greatment is consistent through the production. Grosses have been piled neatly in the practical demonstration of the recommendation. But this blot is "swing" only in part Such conin the practical demonstration of the recommendation. But this blot is "ewung" only in part. Such contemptuous tampering has created a dragging and boring version if one can believe that it is at all possible for The Mikado to reach that state. There might have been some consolation if the cast had enunciated the charished text, but all the charin, yit and pleasantry of the operatin which lost completely. Witness, too, interpolating Plowers That Bloom in the Spring with The Stars and Stripes Porecer.

ness, too, interpolating Flowers That Bloom in the Spring with The Stars and Bloom in the Spring with The Stars and Bloom in the Spring with The Stars and Stripes Forever.

In addition to the production itself, there are other revolting angles to the situation. If this show was such a fift in the blidwest, why was the successful run halted just to bring it to New York? Does someone's vanity have to be fed? New York has a big enough headachs handling its own production schedule and attending to its "relief" activities. Why import a tax from Chicago? Why should a railed project, using taxpayer's funds, go to the added expense of transportation and paying the Equity commercial minimum if the net income at its original postwas so lucrative, particularly since Chicago has a dearth of legit fare when compared to the number of shows on the New York boards? As it to spite compared to the number of shows on the New York boards? As it to spite compared to the influence of the proposed from the opening. Would FIT executives claim that such fanfare was an attempt to beep the PFT from cutting into regular commercial theater patronage?

Chicago should have been legious enough to have retained its own brain-child for docal consumption.

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ROLL TICKETS
ONE ROLL \$.50
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RIFTY BOLLS \$ 19.00 Dook Price No C. O. D. Ordon Accessed

Broadway Beat By GEORGE SPELVIN

BELLHOPS at the Hotel New Yorker and either very classy or very amphitious; several of them are now in Provide on vacation, a. And there's a dishwasher at the Bolmont Plara who, after he gets thru work at 10 p.m., puts on his talk half high hat and (no kidding) ambles over to the Stork Club,

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193 Only Tattersalls Suileds, Pill Sirvet, Sydney, Australian Office of THE SILLEGARD.

GLEN RICE, Notice!

Ocetact E. H. LITTLEJOHN, Beenle Theatre, Milety, Utah, Information Wanted Apalist Competitors in Damps Sulls.

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Man With our, who has had experience to the Class Novelty Lyceum Attraction in the State last two removes you have been

Com Gazerel Delivery: Washington C. M., Ohio.

WANTED

Part. Cappelds. Aspect with our for All Old Wegtern

MACK LUNSFORD Years Ranch Girls General Deligning,

ceneral distriction of the land of the condition of the land of th

Mrs. James Parley is something of a litterbug, apparently: she's been to the Coccanut Grows of the Park Central Hotel several times during the run of Chick Webb and his lavingsters there, and the wilder the trumpet or clarinet ride the greater har enjoyment. Guthrie Medints is on the hunt for another Negro drama to follow the currently successful Mamba's Doughters, being highly planace with everything in connection with the process offering. Stem drug sloves are now selling "Streamliped Ice Cream Sodss," believe it or not. . The Elder, who has the boxing kangarco at Leon & Eddle's, says he had a lough time gotting the animal out of Amstralla's atthouberds of them are some impaterious reason Australia has a law forbidding anyone to take them out of the country. . When Jimmy Dorsey was given a 15th anniversary party at the Hotel New Yorker he got, in addition to the cake, a greating for the World's Fair, are altered lining up extra help; and they be try to yet the solons to repeal, for the duration of the rair, the ruling that forbide gals to wait on tables after 10 p.m.

Zahava, Lane, Garamella Recitals Sunday Evening

NEW. YORK, March 4.—Zahava, a new modern dancer, at least locally, made a solo appearance at the Theater Cuild here Sunday night before a packed house. She is a thinnish, serious-looking brunet using the modern dance technique and easying interpretations of Stravinsky's Song of Corth, Lehman Engel's The Mob Rules, a series of Negro spirituals, Honnegger's Judith and Lily Strickland's Ko-Nosi.

Zahava impresses so a young dancer

Zallava impresses as a young dancer of possibilities, but not one attong enough to get excited about as yet. A pliant body and an earnesiness are her assets, but the first law dances—those caughts—were dull.

Leon A. Arkus, management, Dests,

onew YORK, March to Look Line, formerly of thms and radio and now a senior student of the Juliard Music School, made an appearance at the Mac-Dowell Club here at a benefit for the Mu Phi Incline scholarship Tung Sunday night.

day night.
In appearance reminiscent very much of her more famous asper, Prisella, Miss Lane Simplayed a soprano rotte that is generally excellent tin tone but certainly (See ZAHAVA, LANE on page 22)

As it turned out



When Pops died: Julie tried to run the show. It was the only kie she knew. But Julie missed her father—especially Pop's voice. Nobody intend to her spiel. She might have turned to strip-lease. If it hadn't been for St. Poul. It was there Julie learned about Lafayette P.A. She'd always thought good sound systems were exponsive. Julie hought a Lafayette.

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Summary of The Billboard's Surveys

CHASE & SANBORN, BENNY, FIBBER McGEE, KYSER, JOLSON, PEARCE AMONG THE LEADERS . . . THE BILLBOARD FIGURES COMPARED TO THOSE OF CO-OP-ERATIVE ANALYSIS OF BROADCASTING

A BECAPITULATION of the 10 radio tonsive as to city, but not as to ration. The reverse is true of the CAB studies, made twice a month. in this issue. It covers evening pro grains—more exactly, programs heard from 5 p.m. The material is presented in two ways. The full page chart on Page 7 shows all the programs listed according to the number of cities in which they were heard. Thus programs heard in 10 cities are at the top, programs heard in nine cities next and so on. A two-column box on this page shows the order in which the programs rank according to percentage only.

The Billboard surveys, made ex-clusively for this publication by the Market Research Corp. of America, represent the results of over 25,000 inquiries, made at the rate of 2,500 seach in the 10 listening centers covered. These centers are shown in the Page 7 chart. The listening percentages thown are arrived by dividing the total number of program mentions by the total number of interviews covering the evenings on which the programs were brondcast. Thus, the Chase & Sanborn show was mentioned 533 times. The show was mentioned 533 times. The total number of interviews made covering Sanday evening broadcasts was 1,623. The percentage is 53 per cent. If a program was mentioned less than five times in a city the mentions were not credited and the city did not figure in the program's tabulations. For incommentations to be program's tabulations. in the programly tabulations. For instance, the Ford Symphony is shown one Page 7 as being heard in six cities. Possibly eight cities may have had listeners identifying this show. But the calculations are based only on cities reporting the program five times or more. This procedure would tend to increase rathing. increase ratings.

It is probably a safe presumption that many readers will immediately compare The Billboard percentages with these of radio's accepted standard, the Co-Operative Analysis of Broadcasting. It should therefore be said as the outthat there is no possible ground for comparison between the two studies. other than the comparison of medians, shown on Page 6 and discussed below.

There are a number of reasons why no comparisons can be made-with the possible exception of comparing rank-fings without percentages. The Bill-board studies were made over a period of 11 months, one month, roughly, to a city. The Billboard surveys are in-

CAB Compatison

There was some criticism, when these Market Research studies were first published in The Bulboard, that the size of the sample was too small to warrant drawing extensive conclusions taking the CAB as the accepted standard, as it is recognized in radio, comparison of medians shows both studies within a few decimal points of one another. The biggest difference is in The Billboard hour median, which is 12.5. from the material published. However, Billboard hour median, which is 13.5, while the median of the CAB's regular study is 18.2 per cont of listening. This may be explained easily, the most important point being that The Bill-board's studies were frequently made in centers without their own network statious, and "foreign" listening reduced program identifications. Equally important is the fact that The Bill-board studies were made in June, July, August and September—summer mouths reducing radio andiences.

Substantiation of this is shown in comparison of the CAB's rural medians and The Billboard medians. The hour medians are exactly alike; the half-hour medians are seventh tenths of a point apart. The GAB medians are for the same periods of the year.

Hour Shows

In terms of percentages in almost In terms of percentages in almost overy city survoyed, the Chase & Sanborn program was the leading radio attraction, and the survey summary shows it still strongly in this position, a result also above in all other rediod surveys. The Bing Crosby program ranks second, with Kay Kyser third Fourth place is marked by a tie between the Good News and Budy Vallee programs. Fifth is Fred Allen and sixth Major Rowes. sixth Wajor Bowes.

As shown on Page 6, the Lux Badio Theater is in ninth position, a rank lower than other surveys—made only in basic network cities and not rural conters—that this program. However, there is an interesting observation to be made about this program. Lux is, strong in all the surveys except for Fresno, Calif.; Helena Mont., and Mason City, Ia., centers in which other OBS programs also returned lower than average listening. Subtracting the total

mentions given Lux in these centers, and from the number of interviews subtracting the interviews made on Monday evening in these cities, gives Lox a rating of about 20 per cent. This shows graphically the effect on all-over percentages of making surveys in rural and nonbasic locations

Half-Hour Programs

It will be noted that the percentages on the half-hour program leaders run lower than those of the hour leaders, the same applying to the percentages of quarter-hour programs. This is custhe same applying to the percentages of quarter hour programs. This is customary in recall telephone surveys, of which The Billboard's is one. It is usually credited to the fact that hour programs, because of their greater length and frequently their use of better known names, make greater improvements on these hearters than pressions on those hearing them.

No half-hour program was reported heard in more than eight cities in this series of studies, primarily because Jack Benny, Fibber McGee and other leaders take summer vacations. The ranking, based solely on percentages and not number of cities heard, has Jack Beany firmly in first place, as in other surveys. Expley, the Believe-Itor-Not man, who returns to the air for a new sponsor shortly, is in second place, 10 percentage points believe beany, and is in turn followed by Fibber McGee, who thrucut those surveys showed considerable strength. There is a tie for fourth place between Jack Benny firmly in first place, as in

*Program now of the atr

SURVEY SERIES No. 11-RECAPITULATION conducted exclusively for Billboard MARKET RESEARCH

Al Joison and Al Pearce, both with 16 per cent. Joison concludes his radio sories for Lever Brothers March 18

Tice also mark afth position. In afth are "One Man's Family" and "Gang Busters" at 11 per cent; sixth is "First Mighter"; seventh is Eddie Cantoo; Burns and Allen and Professor Cantor; Burns and Alich and Processor Quiz are eighth. Burns and Allen, dur-ing the 10 menths of the studies, changed spornors, and the 11 per cent, credited them is their all-over rating. Analysis of their ratings for each spon-sor will be found elsewhere in the radio department of this issue.

department of this issue.

Bix programs ran a dead heat at 9 per cent, these being "Hollywood Playbouse," "Johnny Presents," Phil Spitalny, Joe Penner, "Death Valley Days" and "The Lone Ranger." In view of the considerable publicity given the "Banger" program in the post year or so, this 9 per cent may be regarded as disappointing. On the other hand, however, is the possibility that with its great strength among kids not ovidenced in this survey the meting is not a true one.

rating is not a true one.

Poor returns in three cities held
(See SUMMARY OF on page 3)

The Billboard Survey Standings HOUR SHOWS

| Chase & Sanborn | - Company 233 | Hit Parade Anderson graffin |
|--|------------------------------------|--|
| Bing Crosby | 24 | Lux Radio Theafer |
| Kay Kysee | | WHothywood Hatel in |
| Good News | | Ford Symphony |
| Rudy Valled . b | 17 | Kate Smith |
| Fred Allen | | MERC - SAMPSOUA TOTAL PROPERTY OF |
| Major Bowes | | Iditated stat Imenter |
| Mattignal Barn Danco | 34 | Cities Service |
| The state of the s | | |
| | HALF HOUR | PROGRAMS |
| Table 1 and 1 and 1 | | Management |
| Program | Percentage | Elband G. Robinson |
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| Phil Spitalny | 9 | March of Time |
| loe Permer | 9 | Baker's Besadcast |
| Death Valley Days | 9 | Information Please. |
| Lone Ranger | 0 | Write The |
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| Lawell Thomas | | Orpham Annie is a angelein warge - port gir t |
| "Boake Carter | | |
| | | |

CAB-Billboard Medians

The Co-Operative Analysis of Broadcasting, in its agreement with chents, agrees not to publish any rathing in any newspaper or magazine. The clients must observe this some regulation of secrecy. In the past year or so the CAB has mopped secret newspapers from publishing CAB figures. It is believed that this is the first time the CAB has ever relaxed its atrict rule, giving The Billboard permission to publish the median figures. Only other occasions on which CAB allowed publication of any survey material were on such special events as Presidential speeches, heavyweight champion fights and the like.

The median figure may be explained in this case as being that figure show-ing the middle line of distening in terms of per cent of the radio sudlement

Medians

Co-Operative Analysis of Broadcasting, regular surveys." Half Hour Programs Honr Programs Co-Operative Analysis of Briggscasting, rural surveys 13.5% Bulboard-Market Research Surveys

"Made inscities with beale network stations,

The CAB mediant hate been calmidited on the basts of CAR surveys made during periods corresponding to the times of The Bulboard studies.

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| -Chase & Sanborn | 04 | 145 | 4.8 | 1 50 | 34 | 65 | 1 8 | 1 | 40 | 4.5 | 533 | 2 | |
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| | 40 | 34 | 32 | - | 15 | 25 | 22 | 1 | 27 | 12 | 210 | 1,442 | 18 |
| MIL Parade | 18 | 38 | 29 | - | 28 | .13 | 10 | 7 | 10 | 10 | 185 | 1.427 | 12 |
| | 30 | | - | | d a | 27 | 5. | 7 | 18 | 50 | 190 | 1,251 | 37 |
| -Pred Alten | 23 | 2 | D | 40 | - | - | 198 | | 7 | 48. | 187 | 1.102 | 10 |
| - Kay Kyeer | 100 | | 7 | 64 | TO | 20 | 20 | - 39 | - | 30 | 210 | 1,131 | 310 |
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| Half-Hour Programs | 100 | E . | | 175 77 | | | | N Page | | T. | La contraction of | To the same | 1 |
| Jick Benny | 63 | 188 | 40 | -Ma | - | - | Late Sale | 48 | 34 | 64 | 248 | 1,270 | 27 |
| Burts and Allen | 24 | 2.6 | 100 | 38 | 1 | To be and | 7 | 43 | 14 | 43 | 106 | 3.224 | |
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| -Al Pearce | | 24 | 33 | - | 49 | 100 | | | | 14 | 87 | 1,145 | |
| -One Man's Family | 27 | 28 | 70 E | | 200 | 110 | 12 | 14 | 11 | 25 | 107 | 934 | 15 |
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NAB Copyright, Program Boards Meet; To Draw Proposed Policies

WASHINGTON, March & Next week the Copyright Committee of the National association of Broadcasters is scheduled to meet at the Ambassador Hotel in New York to go over proposals which would keep ASCAP a sais distance from the broadcaster's door. Late last year the problem of performing rights societies was tossed to numerous lawyers, more cleas specializing in the field of copyright, in order to prepare & campaign which would but ASCAP from further librads into radio's pocketbook.

Whether to pester the societies with

Whether to pester the societies with expensive suits in the State course or to pull their claws thru Congressional action will be discussed. The full copyright committee is to extend the best parts of the various suggestions and recommend some concrete policy for the MAR to give the industry.

North NAB President Nevrile Miller as an ex-officio member, the committee inciudes Mark Ethridge, Eth Craig, Walter Dann, John Shepard III, John Emer Lenox R. Lohr, Edward J. Elmuber, Theocom Streibert, Chair McCollough, Oragory Gentling and Harold Wheelkam.

meet at the same botel to draw up a policy of industry self-regulation. Questions concerning children's programs, even broadcasts, commentators and amount of time guest over to commercially plugs are to be pounded into, some semblance of an industry policy. Procedure will be to submit andings to the association convention starting Julys 10 at the ambassador Hotel in Atlantic City.

Processor commission includes Ed.

Program committee includes Ed Orancy, Sam R. Rosenbaum, Edgar Bill. Walter Damm, Earl Olade, Lenox R. Lohr, Theodore Streibert, Edward J. Kauber, Paul W. Morency, Hefs Hollister and Karl Wyler, Prosident Miller is also at ex-officio member of this committee. Begause of the meeting of the NAB program committée, the Independent Radio Network Affiliates under Samuel R. Rosenbaum armounced here that the group would await estion on their demands to turn network commercial plugs and to discourage the amount of copy in bulk time sales.

thok R. Lohr. Edward J. Edwiber. Theo-ore Streibert. Clair McCollough.

Stepory Centling and Herold Wheelkan pan to go before the FOC Committee

Brown Standards Committee will also

monopoly. Resembaum and Mark Ethriage will appear for the organization, with George W. Norton Jr., of Louisville (WAVE)? conducting direct examination. Referring to the October questionnaire which IRNA addressed to all network affiliates. Rosembaum and that 145 had answered and that the group-would attempt to got the remaining 175 to indicate their attitude on the commercial copy coming over hetworks wires and whether they wank to go along with the leaders in asking for longer station breaks.

Paul Sullivan To Join WHAS

CINCINNATI, March 4.—Paul Sullivan, for the past four years leading news commentator at WLW here, will join the staff of WHAS, Louisville, April 1, it was learned this week. Contract with Robert Kennett, former program, director of WLW but now holding the same position with the Louisville station, a CHS smillate, was righted Wednesday, Brown & Williamson Tobacco Co, will sponsor Sullivan. Peter Grant, chief announcer at WLW, is expected to take over spots now held by Sullivan?

600 Applicants Seek One Director's Job

NEW YORK, March 4.—Portals of Lambert's Peasley were stormed this week when the advertising agency put on advertisement for a radio director in The New York Times, Herald Tribund and Sun.

and Sun.

Up to Thursday Martin Horsell, head of the cadlo department, had seen 360 candidates for the position. Spot was raceted when Himan Brown, who had been filling, resigned because other free-lands assignments kept him too busy. Program involved is Listerine's Grand, Grangel Statton dramatic series. At press time job'hadn't been filled yes, with Horsell still Interviewing.

its programs, with speakers being available to schools, colleges, clubs, otc., to spiel on different phases of rails. Talks designed to be in nature of a public service, but phase for WHN shows will be worked in.

WHN's Lecture Bureau

As Promotion Stunt

NEW YORK March 4.—WHN here has offered by the B. Dawson, Charles F. McCarthy organised a Lecture Bureau to exploit and William Shapard.

Criticism of McNinch Bitter After His Blast at Tam Craven

WARHINGTON, March 4.—It is almost impossible to discuss radio regulation on a detached and cool brass today in the capital since Chairman McNinch's attack on Commissioner T. A. M. Cravell-The Federal Communications Commission ank to a new low in the estimation of outside observers when McNinch based a mimeographed statement which raked his colleague for his "one-man minority report."

of outside observers when Moninch basical a mimeographed statement which raided his colleague for his "one-man minority report."

The occasion which afforded the chairmen an excuse to alsah at Craven was a dispatch written by Arthur Bears Henning for The Chicago Tribusa Frees Service, printed locally in The Timeo-Heraid. Henning stated that the PCC had widened its ben on programs, and then supported his story with excurpts from the majority report of the Combiant of the majority report of the Combiant of the report, he declared that Committee of the PCC. In discussing the report, he declared that Committee report which the PCC adopted, and had instead written a minority report which the PCC freen steering close to consideally. This story the chairman felt called upon to correct. He stated that the publications are parity explained by the incidement of "gratuiteus, alarmist statements by Commissioners," to accute a grand-sting play of devotion to free poech and opposition to censorship. In discussing the championship of freedom of speech by Craven, the chairman natice. "Who doesn't!"

It was a stranged to the motives of the six other commissioners to have Menlinch perfect them. They realized that Monitors their integrity and the motives of the six other commissioners to have Menlinch perfect them. They realized that Monitors the PCC actup with arguments that when he were better than seven." The jittens and distruis that the industry and members of Congress have over the commissioners to have Menlinch perfect them. They realized that Monitors the PCC actup with arguments that when he were better than seven." The jittens and distruis that the industry and members of Congress have over the commission street when metals had not refer to the dening the the PCC actup with arguments that the industry are also when a printed the Menlinch person is the PCC actup with a position at the major to prove the commission of the majors the men were better than seven."

The jittens and distruis that the industry and members of Co

The pulse of the industry quickened

Burns and Allen, Al Pearce Ratings for Different Sponsors

Burns and Allen and Al Pearce changed spousors during the 11 menths covered by The Bilibeard

Burns and Allen's rating for the first sponsor, Grape Nuts, was 11 per cent, with five cities hearing the show during this sponsorship. Pres-ent apousor, Chesterneld, that the act ont apousor, Chesterneld, that the act during three surveys, percentage being 9.7. Chesterneld had the act during the time of returned after a faumer layer, which usually cuts down percentages. Empra and Allen's all-per rating is 11 per cent.

Al Pearce was heard in three cities for both his former sponsor, Ford, and his present, Grape Nuts. He succeeded Burns and Allen for this last-named advartiser. His rating for Ford was 16 per cent; for

ing for Ford was 16 per cent; for Orapo Nuts it is 14 per cent. Pearce's all-over figure is 15 per

Towill be noted both Pearco and films and Allen slibs percentage decreases after the summer period.

however us the personal bitterness of McNinch flared out into the open in his most vitriolic sitterance to date. With evident uneasiness the directors of the National Association of Broadcasters bad, on the day before [1] issued a stand on pending legislation which plannly expressed the fear that the three-man proposal was asking too much. The NAB "white paper" aid that "any new federal radio legislation must exclude the possibility of governmental program centerally. At another point the trade body again revealed its sentiment by declaring, "We do feel that the commission abould be large mough to dispet any doubt of the government's desire for democratic regulation."

Bold by comparison with other NAB statements, this week's declaration of policy intimated that broadcasters were tired of being regulated by the same men who rule common carriers. New legislation abould spill the functions of the regulative body so that the confusion between the two types of services would be ended, the NAB said. In addition, the association's directors asked that policies for broadcasting should be clearly defined by Congress, and further requisited a revision of the appellate procedure in existing radio act.

"At present," said the NAB, "broadcasting stations are being everwhelmed by questionnaires, demands for information which obviously come from, an atmosphere of common carrier regulation. Our feeling is that the continuation of the practice is not only harassing but dangerous, in that is must inevitably lead to regulation of program content. The association will and must oppose any proposal which gives legislative status to the practice."

During Thuradray Representative Clarence 3. Melecol, Michigan, Republican, introduced measure which would amend the Communications act to the extent of measure which would amend the Communications act to the extent of making radio lecenses not less than three years in length.

First Winners Named

First Winners Named

In Lasky Series
HOLLYWOOD, March the Miss the Miss two-month competition in Jesse' Lasky's Geteney to Nollywood are Mary Jane Barnes and Lyan Mc-Kinley. Misses Barnes and Lyan Mc-Kinley will compete in finals with other winners chosen during the next two-month period. Final award to be made at completion of air series will be RKO contracts.

Judges who gave the nod to the pair of winners were Leo McCarey, Beulah Bondi, Lee Tracy, Dolores Del Rio and Anne Shirley, Show has been renewed until the end of June.

Ferris, Yolen De-Clipped
NSW YORK, March 4.—Clippinga Inc.,
press service formerly operated by Earl
Parris, Will Yolen and Victor Schandler,
has been reorganized with Schandler as
able executive. Interests of Parris and
Yolen have been bought out for \$20,000.
Clippings, Inc., was organized about
three pears ago as a general service, but
later handled radio exclusively.

Lazy Guy

A. B. (Bud) Jackson, sports and news commentator for KWOS, Josephan City, believes he has established sound out of a record by broadcasting more than 100 athletic events since January 1, 1930, an average of almost two a day

a day.

Jackson, who broke into radio only Jackson, who broke into radio only two years ago this spring, already has aired 50 basket-bell games and 83 amateur boxing bouts since the turn of the year. In addition, he handled 47 basket-ball games and 21 football games during 1928 and the last three months of 1937, for a total of more than 175 athletic events in a period of slightly more than 18 months. Astegfrom that, the EWOS sportscatter has handled an average of four news broadcasts a day since March 22, 1937, when he first stepped up to a mike, and he also stands a daily three-hour announcing trick at the studies. In his spare time Jackson is re-

In his spare time Jackson is re-writing the Encyclopedia Britannica, doing a Latin version with his left band and a Sanskrit version with his right hand, whistling, meanwhile; the third movement from Boethoven's

Anti-ASCAP Bill Killed in Oregon

PORTLAND. Ore. March 4.—A bill which would have required copyright pools to file with the secretary of state a list of all its members and a list of all its members and a list of all ompositions inder control, was killed by the Legislature Tuesday. The was introduced at the request of broadcastess who complained that under present contracts with copyright pools they are unable to ascertain what copyright they are paying for. Stations object to paying 5 per bent of their gross revenues to copyright pools.

The bill was opposed on the ground that it was an attempt to strike at the rights of composers of music. It was pointed out that the measure, if passed, would cost copyright pools also,000 syear in filing fees. Radio operators were accused of trying to dictate the price they were to pay for music they use on their programs.

Defenders of the bill denied that if sought to abolish or hinder operation of pools, and stated that "copyright pools have the radio stations over a barrel" and "there is no way in which the stations can find out which in the pools control."

Negotiations for KTHS

LITTLE ROCE, Ark., March & Toffer of Ellout Rocesovit and backers take over and manage KTHE, hothed a prolonged fight for ownership, we formally withdrawn carly this we radio committee of the Association Commerce, station controllers, a

Mayor Leo McLaughlin immediately after wired Boosevelt, asking his reconsideration of the offer to buy station with provision to finance work of increasing station's power to 50 km.

AFRA Code Seen Raising Costs Of Special Events to Chains

NEW YORK, March 4.—Cost of special event broadcasts to the natworks and radio stations may be increased in many asses, due to an haretofore unseen effect of the recently invoked AFRA commercial broadcast will be aslarke paid AFRA members when networks recepture commercial broadcast time without giving appointors sufficient notice to allow sponsion, in turn, to give 24 hours notice to AFRA members engaged for their ahows: AFRA members engaged for their ahous: AFRA members engaged for their ahous: AFRA members engaged for their ahows: AFRA members engaged for their ahous: AFRA members engaged for

WLW Decision Debated by Bar

WASHINGTON, March 6.—Refusal of the U. S. Court of Appeals for the District of Columbia to grant a stay order for WLW which would permit continuance of super-power operation has opened up new lines of legal thought in the Capital. In the dramatic setting of the Justices' Chambers, Duke M. Patrick, counsel for Crosley's coloseal station. Tousday evening (26) pleaded for an order which would stay a Pederal Communications Commission decision to end on the next day WLW's right to broadcast with 450,000 axis water. Opposing him was PCC Oeneral Counsel William 3. cast with 450,000 extra watts. Opposing him was PCC General Counsel William J., Dempsey, who quietly told the court that, it had no power to grant Patrick's fisquest. The Court of Appeals, he said, was not an administrative body and lafunction was solely to review those errors of law that the Commission might com-

Attho questioned closely, Dempsey stuck to his argument. It was evident that some members of the court were not quite ready to accept the young counsel's interpretation of the law, Apparently the majority did, because within a half bour the stay was denied. The

in a half note the decision means:

Only the FCO has the power to issue licenses; hence a stay order which would permit continued operation would in effect he the granting of a license.

Certain types of FCC permits are not subject to appeal if refused or revoked.

Falling under this classification are temperated in the continue of porney authorization, experimental ilsecases and other types of permits which are not ordinary full-torm licenses. Experiation of a radio license ands the right to use the her.

WCCO Artist Bureau Sets Commercial Dates

MINNEAPOLIS, Rearch 4. - Chovrolet MINNEAPOLIS, Narch 4.— Chorroter Motor Co, has bought a series of 12 programs from WCCO Artists' Eureau for production at establishments of Twin City Chorrolat dealers. Dealers and customers' will attend. Programs will include five acts—a dance routing, accordionist, ainger, organist and balancing turn. Series open March 6.

WOCO Artista' Bureau will produce atage show skited to open the new Mayo Civic Auditorium in Rochester, Minus March 41. Fregram will include Mack Malerich's Orchestra, line at 12 girls. Plebal Brothers, Charles Brugge, Dorogy, Taggart, Bowdell Brothers and other appendities.

Para Buys Air Serial

SAN PRANCISCO. March 4.—Puramount Pictures, Inc., has purchased phorights to 1 Want a, Disorce, radio program owned by Saw Pine Poods; Inc. according to Emil Brimsher & Staffs agency for Saw.

SUMMARY OF

(Continued from page 2)
down Edward G. Robinson's rating, pregram not exhibiting drawing power
generally accredited it in Williamsport,
Watertown and Portamouth, Robinson,
Paul Whiteman, the Carnation milk show and Jack Haloy each rated? Per cent. Other ratings are shown on Page 6 for the half-hour programs.

Quarter Hour

Comparison among the 16-minute shows must be limited, due to there be-ing few programs in the same category ing few programs in the same category as to the number of creekly broadcast periods. Thus, Walter Winchell is the only one-time a-week candidate, drawing 7 per cent, as did Jimmie Fidler, broadcasting twice weekly. In the three-time-a-week programs, Easy Aces finished first, followed by Uncle Englished first, followed by Uncle Englished Lum and Abner.

In the quarter-hour strip shows, the expected comes to pass in Amos 'n' Andy amazing the highest percentage. 9. Lowell Thomas and Eanke Carter follow in that order. Amos 'n' Andy carded the highest percentage of any totaled the highest percentage of any quarter-hour program.

Daytime programs will be analyzed in next week's issue of The Binbourk

Radio Talent By JERRY LESSER

of FTER auditioning 'n flock of New TA York actrosses for the new Kitty Rocae show, which goes on in the Chicago studies soon, a Chi girl, Gail Henshaw, finglity landed the lead, a Emisse Howard, was glare Miss Simpsen on the Dr. Rockwell show, jumps to the Saturday atternoon opera dramatizations, doing their prima doma roles. Heading their program, Tour Tours, as an authority on Grameroy Park, having lived in that section of town for many years. Alfred Swenson, who does the leading role on Lorento Jones, is superstitious. He starts his day by reading his fortune in a cup of come. If there is a nice bunch of bubbles in the center of the cup that he can secop up with loss, he knows he's going to have a nice day. If they dim to the edge of the cup the tough stedding shead. The Mrs. Rachel Cantor, who made har wor James (Jakof Goldberg) Waters.

Ourtis Arnell, who plays the the on "Pepper Young's Family," thought he had caught an out-of-seaton deer hunter redhanded bust week-end while up at his ownerty pleat in New Hampshire, He was even more confused when he found that the man with the two dead bucks in his par was the pame warden. Curt thought for the moment that the law was corrupted, and wondered just what he should do about it. Then the worden axplained he had found the deer, antiers locked in a fight to the death, back in the mountains. . Bruno Wich's home was burglarised the other night while he was on an air show homor-

ing the New York police. Jean Faul Hing acted as omice at the Hollgreed, Fla. firsts last Friday, a. There are no plans for replacement of the MGM show with "Showbogt." . Ed East and Relph Dumke (Staters of the Skillet) auditioned a new show, for NBC. They will be back on the art room with "a ware duylime commercial.

Jack Halley has had his third 18thweek contract renewed, but will be
out the air for the summer. He will not
appear at the New York Fair, as rimored. Goodrich Thre and Rubber
Oo. will not go on network as pleaned,
but will take spote an âmaler atations.

Brume Walter has been signed by
NBC for four concerts, which will probably run thru the summer. Don
Ball, of CBS, who has been bid low with
Illness for the past 10 days, beack at
his desk. Nick Dawson is auditioning girls for a new show. Maurice
Spitalny's young son, Jimmy, has gotten
a band together and they play local
dates. Rid was offered a date recently
and, when asked what he wanted for the
outfit, quoted 890. "What!" whatted the
booker, "I can get one for \$25." "Yosh,"
said Jimmy, but not a name band."

"MBC's television efforts again on March
of and CBS" starte next month.

Phills Gardner, director, writer and
Archie on This is New York, pulled a
nifty. They had pust finished the acript
for the abow for Jack Barrymore. Edde
locked at the limithed product and
shouted, "Chee, dis is a beaut! If only
this guy Barrymore can act the part."
Incidentally, when scripts are prepared
any word that caddle has to mispronounce has to be written out phonetically. JACK HALEY has had his third 18th-

advertisers and agencies PAULACKERMAN

GOODRICH Tire and Rubber Co. thru
Bruthrauff & Ryan, buying time on
lews and sports periods. Geyer.
Cornell & Newell start 28 nighttime
spot panouncoments for Nash April 1.

Continents! Buking has renewed
Pretty Retty Kelly for Wonder Bread, efsective April 10, thru Benton & Bowles.
On 42 CBS spittons. Therewe Lewit,
of Young & Rubbeam's taken division,
and Mary Margaret McBride back from
Plorida vacations. Helen Weber, assistant publicity director for Philips
Lord, recignific to open her own office.
Arthur Simon, manager of WPEN,
Palladelphia, in New York last week, So
was Gene O'Fallon, KPEL, Denvery

Shakespears Theater in England, may direct . . . Bill Adams is re-ported Rating nood lessons to me-more Places of the Roosevelt voice.

Bis Kidoodlers negotiating a deal with Bliasheld Toy Co. for latter to manufacture and market toy instruments bearing the Lournomer hame. Became the Lournomer hame. Became the Lournomer hame. Became publicaty plant had alice Prost giving a cameo to a collector of cameo on Mebby Lobby. Prost program (Bio Sister) has a cameo giveaway. After spletures were taken, agencies Young & Rubicam and Ruthrauff & Ryan gummed up the deal became the two programs plug similar products. Procter & Gramble launching a national abecam contest for Crisco, thru Compton agency, beginning March 10. Geo Geo, James is one entress who does not change her name for script's sike. Wha added to cast of Her Honor, Namey James, recently, and was cant as Goo Geo, colored housekeeper. Winn Nathanson, of Tom Fixdale office, recently flew to Calcago and back the same day. Letward McHugh, Gospel Singer, taking an office in the RGA Building. Reshard Compton spancy soon, left last week for a few weeks' vacation in the South. BC Kidoodlers negotiating a deal with

Chicago Air Briefs By HAROLD HUMPHREY

DOGEWATER BEACH Hotel switched lits remote with biz Saturday from CBS to NBC. Latter not also will install a wire in the College Inp. Shetman Hotel, next Saturday when Gone Krupa's Criz takes over there. Doing Pulrically of takes over there, Doing Pulrically of takes over there are shot and reported afterwards that he had three radio offers from Hollywood but turned 'em down to drivete all energies to his negative, Al Hollinder, Wijd-Wind works in Proridan Landay. Wight is historing a new Guestionnaire show around Bob Groeby at the Blackhawk and will probably begin already thomas, Station is still amariant from its loss of the Kay Kyar show which clicked so big it lended a sponsor that got out from under the Mutual Doris Rhodes, CRS warblet, DOCEWATER BEACH Hotel switched

goes in for a week at the Palace Pinester.

ASTERICANS AT WORK show will be aired from 'Chi, Saturday will'd Riseard (Hig). Riggins, borber at the Drake Rotal, systing the call for the lead role: March! Stakes hopped off for Wheeling. W. Va., Saturday to puest on the Musical Steelmakers show. Low Done was in lown from WTAQ in Green Bay, Wis. trusting to line up some work around Chit's studies. Battey States, who left Orrin Tucker's Band Saturday, will frain to the Coast where they will from up with Ban Bernte. Rumor has it that Hal Keep is dropping his soughtid, Judy Starr. Despite the jact that Ulmer Turner's tigned radio column has not appeared for the has continued herald & Egamenter, he has continued

Macy Store Can't Afford AFRA Scale; Drops Series on Own WOR

NEW YORK, elarch 4 .- A program series on WOR for three years in behalf of the station's owner, R. H. Macy & Co.,

of the station's owner, B. H. Macy & Co., will not go on as scheduled this season because the department afore could not "lifted" the program under the new AFRA scale. Program was the Red Star Boya" Club, an institutional series without sirrest also appeal.

Program caused a difference of opinion between Macy's and the American Pederation of Radio Artists. Store claimed the program was a sustaining series, but AFRA ruled that it was a commercial, glace the department store's name was mentioned; therefore the across on the abow would have to get the \$25 hair-

hour program pay. Many's then decided not to go bell on the air, because the above would cost too much.

Altho Many's is one of the largest and wealthiest departments stores in the country, the decision not to truptle those familiar with department store advertising practices. All stores have an tronged of the that advertising must-pay for itself. If a utore spends 5100 for an ed, that smeath at least, must be returned in sales, along felt that because of the institutional nature of this show, the lack of sales plugs and absence of any way of tracing sales it may have created the showlength not pay its own way and this had to be dropped.

scriling, it every day—just to keep the records straight.

THERE are still planty of departmental maneuverings going on at the CBS-WiBM cutlet, following last week's arewinging. Newest development was a flock of rumors almad at the publicity sections on the strength of a visit from Louis Ruppel, CBS's new press chief, but all were unfounded and were later discovered as being perpetuated from within the organization. ... Kati Cuff, who left Standard Radio here vere a year ago, is back in Chi to head a newly opened branch of a Coast publicity firm. Don Meneill leaves on a business trek to New York Monday and NBC will pick him up from there by remote for his Steakjest Club show during the week. ... Mairs Candy its taking a half-heir ahos on the MBC net starting April 10, placed by Ofrant Agency here.

Nelson Bridy and his new from hit town Friday for his cospert at the Civic Opera. House, ... When Dr. Edward Benger, express of Cacchoslovakia, spoke at the Union League Club Friday, the radio listener was not treated to the aght of several of the members aguirming in their seats every time Benes used the word "democratic," which he meant, of course, to refer to type of government and not party politics. HERE are still plenty of departmental

Atlantic City Group Seeks WPG Replacement

Seeks WPG Replacement

ATLANTIC CITY, N. J., March 4—A
third group has injected itself into this
dity's inuddled mide wave length pussile,
the Neptune Broadcasting Corp. asking
the Federal Communications Commission for permission to construct a new
radio station here. P. Mortimer Lewis,
above theater magnates, in president of
the company, which seeps a 2500 kilooycle license with night power of 100
watts and day power of 250 waits.

Municipally-owned WPG is still in
operation, altho the FCC has been petitioned to approve the sale of the
station, pointing out its publicity value
to the city, which would be loos, since
Bulova plans to demantic it and transfer
thelwave length to a New York station.

The petition of The Press Union for a
small station is also before the ommission, which has taken no action
as you.

OLD HAMMERSTEIN-

OLD HAMMERSTEIN.

Continued from page 3).

to sell the affair to the general public.

Center has housed opera, lead, wresling, boating, etc., fill of which took,
quick divea. Socitish Rices Society obtailed the building about 15 years ugo,
as which time the society was in its
beyday, and spent \$500,000 (not hay)
to build the bailroom on the seventh
floor. Room did not so, and a later
venture by the McAlpin floor and Tolded.
Spot was dark between 1909 and 1935.

Ellis leased the bailroom and spent
\$100,000 (a begatelle) to refurbish the
floor. The covered to the detroportion Life
Insurance Co., so Elia turned the downstaire into a large builroom and
meritain into a large builroom and
staire into a large builroom a large into a

When The Eternal Road dived and keet second (not peanuts) for its backets, Ellis paid \$6,000 for wrecking and ent-ing away the show's mountain scene, which had been erected it a cost of \$36,000. Further medernization of the structure included removal of 200 truck-loads of plaster ornamentation (tirmed "upinach" in the building trade). Eternol Road debatic cost Ellis 10,000. He paid 15 Oct, for candy and other concessions and got back 5 Ca.

and got back 5 Ca.

Ells claims he still has to got some to got back the \$350,000 he spent on the supper and lewer ballroms, even the he has been operating the spot at a profit dince the first month. He has gotten back between \$100,000 and \$150,000.

Structure is used by various unions, Daily Afterno promotions, narrow association, to. "It's no good for opers," says Ells. He allowed two fellows to try the longhair stuff recently; they paid a week's rent in advance and were out of business in four days.

Edis stributes the conter's undurn

Etils attributes the center's upturn to the fact that it is admirably suited to mass meetings which want entertaigment. Hotel rooms, being flat surfaced, are not very good. Center's termeed balconies can seat as many as the largest botel, and the program can be seen.

FCC WASHING-

(Continued from page 1)
venience of covering regional markets at
the desire of larger advertisers.

Cross-samination from the FOC seems largely concerned with the content there is concerned with the content there is concerned affiliated stations and whether there is connection with advertising agencies or sales representatives. In the absence of these conditions in experience of these conditions in experience of these conditions in experience of the content performing rights, cost, and training the cost and training training the cost and training training the cost and training

not many.

No place have been announced re-garding the balance of the investiga-tion, and it is believed that the com-mission will recess the hearings after Theeday until transcription companies are prepared to testify.

LES ATASS

to hit the airlanes from page 4) to hit the airlanes from here. Park on the list to treft in was Cruig Barle's Projessor, Quie show for a four-week stay. Craig will make aborts during his sojourn. Bob Trout, who announces show will air his comment program from KNX during the stay.

Ben Borne is due in the latter part of March with his thow. Bobert Benley

March with his show. Robert Benley and Artin Stanton are alsted to arrive the same week. Firestone show comes for pair of broadgasts in April to Back; up Richard Crooks, who is on tour. Tennay Riggs, on the Quaker show, is due in for four weeks.

SEE EXPIRATION-

(Continued from page 3) made at the second convention of the American Theater Council, and partly incorporated in the agreement between Equity and the managers, but the second limited itself to the code, resorting to discuss the other tesues at a subsequent meeting. Those present rehasted the English library system of ticket distribution and the central agency profosal. agency profosal.
On the other side, of the fence are the

On the other side, of the fence are the brokers, who refuse to become reconciled to the code. Some are under the impression that it expires May 8, but check of contract discloses no such possibility unless the court renders an adverse decision in the injunction sub brought against the Passible by the Acmo Thesiar Ticket Office. Brokers, believing the code expires even before the League Equity part, have vowed not to sign scalin, expecting a united front to defeat the maringers.

Program Reviews

Ray Perkins

Reviewed Monday, 5:30-6:45 p.m. vie Song and chatter. Sustaining WIZ (New York).

In this new estice Perkins is Jewiving the same type of broadcast he presented over NHC networks shortly after he started in radio in 1926. It's an information started in radio in large, its an injorman, easy-going formula, combining a little plano playing, singing, humor and homely philosophy, and is the sort of quarter-hour that can be taken or left alone, depending upon the receptiveness of the particular auditor.

of the particular auditor.

It's all Perkins, with the help of his pinton, quantity named "Clarence," Beveral sound, mostly of the lyric genre, divide the Exciting remarks on a number of topics, some of which make sense and consecret of which don't. Noc. Coward's clever and sephisticated Don't Part Your Daughter on the Singe, Nrs. Worthington, the current Tin Pan Alley version of Chopsiteks and an amusing ditty about passport photos make good listening on the program caught. Perkinsimusic-less chatter is not always as historious as it is intended to be, but it's harmises.

Rechman.

"County Jail Amateurs"

Reviewed Sunday, 5:30-6 p.m. Style Musical, Sustaining on WICC, Bridgepert, Conn.

This is one of the more unique periods on this sention. With the lone exception of Joseph Lopen, of WICC, who does the emsecing, the program is given in its entirety by immates of the county jail. Talent is both male and female. Try their darudest to entertain with sange, both straight and comedy.

No names are mentioned. Contestants are identified only by the numbers that they sing or play.

Le/kowits.

John Chapman

Reviewed Tuesday, 7:15-7:30 p.m. Style—Tallia Sporsor—Loft, Inc. Sta-tlen—WOR (MBS network).

jack Chapman, erite, columnist, jack Chapman, erite, columnist, mouspeper man, gontleman and Americal prize purveyor of dilies (little stories with hypot-up foolishness as their tag), started on the other recently for Loff campaign that has brene form a successful started on the started on Ruhn, newspaper woman, on in the morning hours to attract the femmes. Chapman, comment, amusing, anec-dotal and with general appeal, is evi-dently simed at family groups and a dently simed

Program about no well. Chapman's cooker, not stylized, but homey and natural, has a definite other appeal; and his style achieves the amazing result of being thoroly intelligent and interesting or upper-bracks listeners and at the same time carrying a definite pull for the mass groups. This is an inset shared by his column in The New York Delty News. He seems one of the few news-

-BILLY **SWANSON**

and his MUSIC

MEL COMBOLIDATED BIADIO ANTISTS.



MOSS PHOTO SERVICE

paper man extant who is able to combine the two qualities.

paper man estant who makes the bine the two qualities.

Let's, incidentally, shows good sense in setting a pair of active newspaper poople who exert real pull from their newspaper followings. It's amart and it clight to pay.

Burr. ought to pay.

"Orphans of Divorce"

Reviewed Monday, 7-7:30 p.m. Style

Oramatic serial. Sponsor—R. L.
Watkins Co. Station—W)Z (NBC-Blue
network)

Watkins Co. Station—W/Z (NBC-Blue network).

Margaret Anglin, star of the stage when the drama was the drayma, has been lured to the affive for a half-bour cariy-evening serial called Orphans of Disorce, which is precisely the sort of tidely that its title would indicate. Miss Anglin is batting her syclastics and tear-filling her wolce for the glory of Dr. Lyons Tooth Powder.

Story concerns a middle-aged wife divorced by a husband who marries a younger woman. She bravely, lets the children stay with pape and his money has and starts a shop for herself. But when daughter has trouble with her own husband (who is suspected of making passes at the same blonds who knocked pape for both a loop, and a marriage erremony) mamma re-enters the picture. She, you see, knows the sorrows of divorce. Episoder caught ended with a palpitating climax wherein mamma almost gets them together, but there's a misunderstanding. Will she sinceed life? Will she? Who gives a hoot?

The mornheing angles are both stuffy and permitious: the writing is just a little below the level of sirender in the Old Red Barn, Radio surals are supposed to attract mass rather than class and lenous—but if the masses go for stuff ilke, this there's no hope for the human rather. She

Miss Anglin seems affected by her material. She pronounces publicity "publicitab" and child "chee-lid." It fits the script, The support is for the most part utterly ham.

"Lanny Gray's Rhythm School"

Reviewed Tuesday, 10:30-11 p.m.
Style—Musical rowelty. Station—Sustaining on WIZ (NBC-Blue network).
Baythm School, in its revening form, is presumably designed to be another hypo for the Blue network. While program will by no means cire the Blue nots beribert, it is assistially a good show and one deserving of a sponsor. Chief novelty angle has all the dialog in verse, with Lanny Oray, ensee, doing most of the chanting. It's smart stuff and the scripter deserves an orchid. Soigs and comedy are introduced via the thystim route, and the ringming is

Paging Ike Levy

PHILADELPHIA March 4.—Dowest, a local department store, got their wires crossed.

The current display in the windows has WCAU mikes and thes up the merchandise with NBC's Information Picase.

WCAU is CBS.

interesting combination producing un-turnal total effects. Femme voices, Sing Song Sixters and Mary McGue, any with distinctive harmonies. Tommy Taylor and Wash-ington Lee also did fair vocals, Acceptage.

"Let's Go Hollywood"

Reviewed Friday, 8-8:30 p.m. PST. Style—Variety, Sponsor—Ford Dealers of Southern California. Agency—Mc-Cann-Erickson, Station—KHJ (Don Lee network).

While other film lots talk of quitting rade, Warners start a radio show, opening on the Don Lee chain and later going full Mutual, on a co-op sponsor

basis.
There's nothing particularly new in the allow, altho the flicker names will probably draw listeners. Emace is Owen Crump, who has been on staff of KPWB, Warner-owned station, for some years and knows his business. Warner bigwig interriewed by Crump was Bryan Foy. Gloria Dickson came in for her share also via the interview route. Program is a good one of its type.

also via the interview route. Program is a good one of its type.
Show ran smoothly, with a scene from Nascy Dree, Reporter, drawing top apot. Frankie Thomas and Bonita Granville played their parts in the flicker version and did a good salve job.
Z. Wayne Griffin produces for Don Lee, Crump producing for WB.
Lor's Go Hollwood will sell itself to listeners due to glamour of flicker capital. Should be smoothed out after initial airing and settle down to average enterialinment.

Coast Air Writers Plan Union Shift

HOLLYWOOD. March 4.— Expected withdrawal of radio writers from the American Federation of Radio Artifica was furthered here this week, when over 200 radio writers met at Plaza Hotel to go over plans. Views were expressed on advisability of joining up with Radio Writers' Guild branch of the Authors' Lengue of America.

Committee was named to probe the new amiliation and give findings to the members at the next meeting,

WCMI Changes Hands

chief novelly angle has all the dialog in verse, with Lanny Oray, emace, doing most of the chaining. It's mart stuff and the scripter descrees an orchid. Songs and comedy are introduced via the rhythm route, and the rhythm formal the rhythm forma

has the aid of very good commercials, certainly more subtle than the average. They stress that Old Geld engles do not claim to be the best, but that they're worth a try and so on and so on. To anyone, who listens to WALTES WINCHELL earlier Sunday evenings, and to anyone who knows that the commercials on both, these programs are out of the same mill, the differences in the plum will certainly cause wonder. Apparently, Old Cold allows agency Lennen & Mitchell some degree of intelligent carte blanche, but winchells sponsor, the Jergans Co., can see no other type sales stories than a crudely devised dramatic sketch or blatant quality and hand-softening claims. It's all just too, too, depressing.

Mutual's Sunday evening co-opper, the Shose, of the Week, supplied a good measure of entertainment with Hai Kemp and his orchestra and treugs. Program, however, aponsored by different advertisers in the various cities on the Mutual hook-up, gots a chopped-up effect because of an overdose of commercials by the New York aponsor. Howard ciothing store chain. Of course, that may not be true in other cities. There is also too much talk between the band leader and announcer-emase. Ernest Chappell, ettempte to make the talk light and airy not coming off quite well emough. Chappell, the an ingratiating smace. In addition to smeeting he has a news spot, which he handles very well, funching his delivery and news stories emace. In addition to emaceing he has a news spot, which he handles very well, punching his delivery and news stories over effectively.

JACK RENNY did a burlesque of Jease James Pobriary 20. Very poor stuff, miles below the Benny standard. J. J.

WOR needs some strong communication to part of the period between 9 and 11 p.m. Wednesdays, especially 20 as these bours attract plenty of dial twisters. Time from 9 to 9.15 p.m. is well-taken care of by Gabriol Heatler, dishing the news for Barbasol, but from then on, until Nasic Counter comes in all 10.20 p.m. from Work Chicago, the fare in their inconsequential;

Heather inconsequential;
Heather hast wook toflowed Larry Clinton Crehestra, and presented his usual solid round-up of significant local, national and international news. Toenmy Blue Orchestra, Wking the air from WCLE Cleveland, had nothing to keep the folks interested. Just a se-so combination playing dance music at Cleveland's Aragon—and the type of instrumentation one expects to pick up on remotes during the late hours. Marion Bowen did the rocals.

At 9:30 p.m. Richard B. Wiggesworth congressman from Massachusetta, took the Federal Communications for some 25 minutes and predicted dire things in the event the proposed FCC reorganization legislation would pass. Chaimed proposed bill would destroy free speech on the air by giving one man—the FCC chairman—dictatorial powers over broadcasting. Emborations on this themse included side issues giving history of radio regulationand more allegations to effect that Communication had failed to make definite policies regarding Beenees, their transfers and general regulation. Good trade stuff; good gottleal stuff; poor general listening.

Five minutes of organ music proceded

Heical stuff; poor general listening.

Prive minutes of organ music proceded
Redio Could Mall, 10-10-20 p.m. Court
is a dramatization of gupposedly real
court cases, using fletitious names. Last
week's opus involved trial of a gal
and two gents necused of selling militatary secrets to foreign powers. Bolied
down to regulation spy ring hote, with
lawyers examining, charging, rebutting
and waring generally eloquents. Harold
Carr directed the piece, and no doubt it
was in the groove for the pulp fraterning.

was in the groore for the pulp fraternity.

Music Counter, a variety program from WOS, Chicago, is a lively show. Harold Stokes and the staff orchestra did popend standards with smart instrumentation. Cast includes The Grenadlers. Four Shades of Rive, Edna O'Dell and Salize, and they make a metry means of music and chatter. Other business included a dramatization of how in the Good Old Summertime was written the comedy is quite good and program has anough general punch to knock over a sponeor.

in the two hours caught, from 0 to 11 p.m., Wednesday, only sponsored time was Heatter's 18 minutes. P. A.

Current Program Comment

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

The Shadow, Sundays on WOR for Blue Coal thru Ruthrauff & Ryan, remains one of radio's best hokey pokey mains one of radio's best hokey pokey mellers. It is bombastic hohe; but taut production and, generally, haskally lintriguing story ideas, combine to make it annuaing and entertaining listening in its class. Program broadcast Pebruary 20 was built around a maughly doctor who's invented a serum or something to turn people into wax and the required restorative to bring fem back alive. He puts his great scientific contribution to evil ends and the yarn, at least to this reporter, was novel; "Cast, plays the roles to the dramatic hilt, as is required.

But the signoif was a classic. "Any resemblance or iminitarity to persons dead

But the signoif was a classic. "Any resemblance or similarity to persons dead or alive" and so on, was furnisr than a brigged of web vice-presidents.

The ROBERT BENCHLEY show on Pobruary 28 was typical of the lows and highs that comedian-stathor-critic has been nitting. A bit of tomfootery about a fellow on a diet who enjoyed his meak by reading fancy recipes in fancy cooks was inspired and well done. But there was also a comedy bit involving stone acrobatic anesting by a hay fever victim which was anything but the type comed to be expected from Benchley. Of course it got more studio, bughs than the content in the general radio audience, which is the test of effective programing-radio salling.

Artie Shaws swings band fellows in the style to which his fans and listeners have been accustomed and in the swing genra does a top hole job.

The BENCHLEY show, incidentally,

B'WAY CLEAN-UP CAMPAIGN

Ax Cuts Club **Bookers Clean**

27 placed on unfair list -union warns underscale nitery nabobs

NEW YORK, March 4.—Acting in close co-operation with musicians' Local 802. American Federation of Musicians this week revoked booking licenses of 27 booking agents charged with chisciling on the wage scale. Bort Henderson, AFM exc., stated 80 per cent of those axed had been warned to cleam house previously but had neglected to do so and therefore the Federation had no alternative.

Revocations represent the most important dub bookers in the business. Names,
moluding the 14 mentioned in last
weak's laste of The Billboard, are Eddie
Luntz. Ted Crane, Davis S. Stern, CarlFriedberg, Charles Rapp, Al Rogers, Carlton M. Hitb, Al Rock; National Radio
and Theatrical Bureau, Inc. (Albert
Ricardo); Sid Hall Enterprises: Resort
Entertainment Bureau, Inc. (Albert
Britestainment Bureau, Inc. (Albert
Receas, Inc. (Frank Sherman); Aumo Booking Agency (Sampson Herner), Percy
Oakea, Nick Elliott, Mike Hammer, Associated Radio Artisite (Harry W. LawFence); Reveo Amusement Enterprises,
Inc. (Fred W. Nevins); Columbia Entertainment Bureau (William B. Robbins),
Ames S. Appell, Continental Amusements (George Arken), Silvan Entertainment Bureau (Al Silver), Parker &
Ross, Low Price, Tational Entertainment
Service (Freda Solomon) and Tom
O'Conpell. Bevocations represent the most impor-

O'Counell.

APM, thru 802, will allow the agents to regain theeness under special conditions, according to Renderson. Max Arons, chairman of the trial board—thich was responsible for sitting all the ordence—stated that in the event any of these agents get their Romass resourced they's will have to operate thru gewards appointed by the local, Agents who work in collinion with bookers already his will also be axed.

On Unfaint the

On Unfalm List

On Unfale Life
Optition is that unless agents are successful in having Reensea restored they
will be forced out of business. Angle
have is that APM has placed all those
axed on the unfair list, which means
that union musicians damnot, play for
aris booked by those agents. Possibility
that agents might try to seek relief thru
civil courts would be grasped engerly
by the Federation, which would be
"uckled to death" to air the dirty wash
in the open. to the open.

NTG Fined 5G

Pollowing up with a "No mercy" policy on underscaling, trial board this week assessed Nils T. Grantund 85,040 as an aftermath-of the Jack Melvin case, Band leader Melvin, case, Band the union for paying under scale, appeared before bocal's exce board and stated that NTG had hired him for below scale wages. Roard, reviewing the case, figured 85,040 as the difference due NTG, according to the local, in coughing up.

Apropose of NTG case, local's execu-

Apropos of NTO case, local's exect stated. "This should teach other cabaret owners that they cannot chisel or get sickbacks. Eventually the truth comes out and managers are forced to pay in one lump sum what they were supposed to pay out weekly under contract.

"If this does not correct the evil the administration will place chiseling night clubs and cabarets on the unfair list."

Childs Settlement No Co

Childs Settlement No Lo
Childs Restaurants this week offered
the local \$5,000 in actilement of recent
lickback case involving \$24,000. Union
remed and is holding out for the full
amount. Childs matter was cracked by
thial board recently, evidence bringing
out alleged Theyoffs in the dark at
three Childs Restaurants.

High Finance

In Saskatoon

BASKATOON, Sask, March 4— W. L. Stratford, representing the Pra-ternal and Protective Association, told ternal and Protective Association, told the Saskatoon. Trades and Labor Council that employment of union musicians at their denices wasn's working out very well. He said, it was impossible to get enough violinistation at least they couldn't get a certain liddler on an occasion. E. Knapp, council member, who had been chiefly responsible for the change to union musicians, rebutted. "Anyway, three fiddles, a plane and drums make a wild combination."

On the comeback, fiddlers being what they may, Stratford fired that the inst dance at which union players were used had gone in the hole

The austere council thereupon voted \$3 to help wipe out the deficit.

Miller Sets a Prom Record at Buffalo U.; Childs Clicks

U.; Childs Clicks

BUFFALO, March 4—An all-bigh in local college prom attendances was reached last Saturday when Glen Miller drew 2,100 persons to the Eniversity of Buffalo Junior Prom at Statler Hotel, Miller was most einhtuistastically received and the ballroom was jammed with above-capacity crowds. Ducats said for \$5 per couple in advance and \$5.50 at the door. About 400 bought tickets the cheaper way, making an advance sale of about \$2,000. The remaining 650 pairs spent \$5.50, making a door-gross of \$3.575, resulting in a healthy total take of \$5.575. Not profits were estimated at a fat \$3,100. Chairman of the dance was Harold Feldman, a student bandlender himself. A good deal of window-card advertising helped publiche the ball so well that there was a shortage of gold locketa, given as favors to the ladies. Ray S. Kneeland booked the band thru Re-OK. Last rear's attendance, with Jack Denny on deck, drew only 350 couples.

Couples, Reggie Childs played the annual Shriners' Ball of the Ismalia Temple, changed to an open affair this year for the first time, at the Statler Hotel on Friday. Disease were priced at 33:50 per coupley Including a midnight supper. Attendance of 1,200 persons was fine as compared to last year's sparse 300, when art Leard, a local outfit, supplied the rhythm. A satisfactory gross of \$2,100 was taken in and good profit of 2000 was reported by Al Pankow, Rhustrious Potenstate, who was the chairman of the ball. Ray S. Kneeland booked the band thru CRA.

H. James' Preem a Click

PHILADELPHIA. March 4.—Grossific \$3,800 on his first week and getting the receipts up to \$4,000 on the account. Harry James, trumpeting meastro out of Benny Goodman and on, his own proved a desided click for the Garden Terrace of Benjamin Franklin Rotel here. The latter figure is expected for his third week, ending Thurnday (9), when his contract expires. Indications are that he will draw a holdover, Seating capacity of the Terrace is 680, band playing for dinner and supper, with a luncheon sealon on Saturday, and room has been taxed, on Priday, and saturday nights. There is a possibility that James may linger here, his first location stand, till Easter, when he plays a solo stand Easter. Sunday at Steel Pier, Atlantic City, N. J.

Papa Hine's Potent \$900

Natchez, Mass., March 4.—East pines proved plenty strong here last monday night for his sole stand lat Dirte Inn. Playing for a Negro dance, draw of more than 800 brought in a gate of about \$900. Promoters hough thines at \$350 against a 60 per cent privilege, master applying the latter for his pay check.

Musicians Union Readying Gun At Non-Kosher Hotel Bookings

Relentless fight against kickbacks and underscaling continues-AFM gives 802 financial as well as moral support-paying off in the dark no go

NEW YORKS March 4—Pollowing thru on its present slaughter of club bookers charged with underscaling and prefaced by house-cleanings in ritery and restaurant band bookings, Local 802 this week amounced the clean-up drive would be extended to take in all of Broadway. More, which has the moral and, for the first time, substantial fifancial backing of the American Pederation of Musictans, was one of the pre-election promises of the Blue Tietzer administration—now in its fifth year—and, according to prexy Jack Rosenberg and the other excess, the union will make every effort to insure the financial status of its members distinguished the financial status of the members distinguished the financial status of the members distinguished the financial status of the members distinguished to the financial status of the members distinguished the fin

Broadway. While Local SDE ME yet has not taken any overt action, quietly gathering evidence and studying a stream of testimony already in, hotels are viewing the whoteath imaylem, with more than mild alarm. Added reason for the litters lies in the trial board's new tactical approach—which gives virtual immunity to band leaders and musicians who will lay the cards on the table when called in for questioning. This procedure for the past month has resulted in cracking wide open numerous cases therefore impregnable. Bert Benderson, AFM enec, she indi-

wide open numerous cases theretofore impregnable.

Bert Bendemon. AFR ence, also indicated that this far-maching investigation would cover all the booking activities in New York. The large band agencies, the operating without union entanglements for the past year, are nevertheless getting rendy for the needle when negotiations on hotel bookings are brought to light before the trial board. Probe to continue will cover all Stambookings, with no office exampt from the once-over. Foremos in the crack-downs have been Mar Arons, chairman of the local trial board, together with board members and Horne, George Scheetor, final Balzer, Frank Carneto, Dick Landone Sherman Brands, C. G. Modificey and Otso Tirell. Committee, presenting evidence to the APM for revocation of booking lidense or black-listing of employers includes arons, Scheetor and Horne, All the members of the executive board, including Sam Tabak, Mario Palcone, William Laendner, John Manuth, John R. Long, S. C. Thompson, Manuth, John R. Long, S. C. Thompson, Manutice Purgalin, Robert Sterne and Sam Suber have pledgedy themselves to, the general Broadway clean-up.

On Lost CRA Suits

NEW YORK, March 4-Having gotten

NEW YORK, March 4.—Having gotten the "go" atpa from the American Pedera-tigm of Musicians, Paul Whiteman is taking his plaints, which the union failed to austain, bo the civil courts. Union rules that no member may seek court relief until they have exhausted the prerogatives of the Pederation, and since Whiteman lost his auit and counter-sult against. Consolidated Radio Artists before preny Joe Weber it is within his rights as a private citizen to seek relief in civil court. Sules Abeles is the atjurney for Whiteman.

Cha had brought sulf against Whiteman before the musicianst Whiteman before the musicianst whiteman before the musicians union for back commigh, involving some \$16.000, since her broke away from the office, and Whiteman brought counter-suit on the claim that his contract was with the National Broadcasting Co. and the assignment of his 20-year binder to the booking agency was not valid. Excelboard of the APM upheld CRA on both counts. APM ruled that Whiteman must piny the back fees within 30 days, but aime Abeles declared his intention of the Federation is held in absyance/pending the outcome of the court action.

It is understood that NHC is not eager to bring the lesue before the bar and there is a strong possibility that Charile

it is understood that KHC is not eager to bring the issue before the bar and there is a strong possibility that Charlie Green, CRA prexy, and Whiteman may settle the matter without making their differences public in the countroom. Abelse, however, advised that he will file papers this week.

Kyser Preferred in **Ballroom Band Poll**

LINCOLN, Neb., March 4.—Kay Kyser took both brackets of a poll conducted last week here at Turnpike Casino by manager R. H. Pauley. Pauley asked two questions: What orchestra would be most welcome in 1988, and what orchestra played in the past the dancers would most like to see reported.

The 10, in order, dor the first question were Kyser. Clyde McCoy, Artie Shaw. Ouy Lombardo, wayne King, Henry King. Oleo Gray Benny Goodman, Jan Carber Clero Gray Benny Goodman, Jan Carber

Ouy Locabardo, wayne King, Henry King, Oleo Gray, Benny Goodman, Jan Oarber and Bob Crosby.

Desired for repetition were Kyser, Wayne King, Gray, Lee Dixon, Geeli Golly, Dick Jurgens, Phill Barria and Order Tucker.

Chicks behind preference of swing, sweet-awingfor sweet were predominantly for sweet-swing,

Cliandler's Gute Frozen
JEFFERSON GITT, Mo. March 4.—Hit
by zero temperatures combined with loy
streets and highways, Chan Chandler's
draw last Theaday at State Park Ballroom was held flown to a minimum,
about 135 dancers, paying 31 star or
orders, braved weather conditions. The
actual gate, ruling out the obligan, hit
just about 3100. Band, however, pleased
the small crowd.

Population of town is 13,000, with about 75 per cent colored, and the Hines dance with a red letter day in the social calendar.

Miller's \$650 Return Okeh

BRIDGEPORT, Conn., March 4.- Olenn Miller returned to Rits Bailroom here last Sunday for the second time this season. With the tariff at 65 cents per 1.000 dance hounds passed thru the turnstiles to pile up a pack totaling 450—not bad at all. North attraction is linery Clintonship third return trip here.

That Claremont Inn

Pan Is In Again, NEW YORK. March 4.—The next round in what appears to be turning into an annual Battle of the Century between Claremont him audored cents of neighboring apartment houses on Riverside drive is on again, after dropping decisions in previous rounds last year, at which time the cliff-dwellers complained that the ewingeroes emanating from Clyde Lucas on the Claremont open-sir band stand caused much loss of sleep and temper, the Drive dittenry is up in arms again now that spring is almost here and Garemont is due to instituter. Whereas last summer most here and Claremont is due to unshitter. Whereas last summer they took their case to magistrate's court and to Police Commissioner Valentine (but to no avail) the 1932 campaign is sunched in a petition to Supreme Court Justice Hofstadier for an injunction restraining the resignment from having swing music. Swing marches on!

The Champagna Music of LAWRENCE WELK

The Billboard

SCHROEDER HOTEL, MILWAUKEL WINJ and HEC.

BRUNSWICK-VOCALION RECORDS Declusive Management

PREDERICK BROS. TE MUSIC CORP. How York - Cleveland - Kansas City

MUSIC by GOLLY

GEGIL GOLLY ORCHESTRA

The BILTMORE, Dayton, O.

Exclusive Management PREDERICK BROS! THE MUSIC CORP. Now York - Cloveland - Kansas Cley

"Music Played Smort"-Styled by

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HERBIE HOLMES ORCHESTRA

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FREDERICK BROS. THE MUSIC CORP. How York - Cleveland - Kansas Clay

BECKER HOWARD

and his Orchestra

contently testured BAINBOW BALLROOM, DENVER.

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RALPH Menteal Pelleries for Dending

FLORENCE DAVIS Electronic Plano BODINE CONTROLLY TANTILLA GARDENS, REMINERAL VA. Enclusivo Management

PREDERICK BROS. TO MUSIC CORP. New 1 York - Cleveland - Kenssu City

and his ORCHESTRA

"New Moods in Musio" ON TOURE

Suclusive Management PREDERICK BROS. THE MUSIC CORP. Hour York - Cleveland - Kansas City

MUSIC with ROMANCE

DELLWOOD CLUB - BUFFALO BRUNSWICK-VOCALION RECORDS.

Exclusive Management FREDERICK BROS. THUSIC CORP.

New A York - Claveland - Kanzas City

Orchestra Notes Everything Hews

Cotham Gab

Considerino how that Benny Goodman's freeze are making a go of the with their Pick-s-fill most on swing street, seems like a cycle is starting for bandom's swing start going into the bennery bis ... up in Harlem this week, the Bar-B-Q lights up with the bonifacing in the keeping of Mark Kirk, wife of masstro Andy, and Johnny Williams, hubby to Mary Lou ... 'member when the California Ramblers had their own roudhouse in these parier'... when Cab Calloway returns to the Cotton Club atund it'll be without the canarying of Junc Richmend, the sepla songatress having had too much tune trouble with his hi-de-honess... being that Mise Richmond is under Joe Officer's management, he may spot her cliter with Louis Armstrong or Andy Kirk... or maybe even give the gal a sole builder-upper... Artis Shaw has caused a major sensation in waning circles ... his Begin the Beplance since first released 77 weeks ago, has outsold siny one of RCA-Victor's pop discs of the past nine years ... and at the present rate of sales, promises to become the best sales, arounded to become the best sales, promises to become the best sales aims to advent of electrical recordings... Johnny Cluskin, Tommy Docesy's legal adviser, dispolar rumors on the stem that the sentimental sentiment approval, which wasn't foothnowing ... as a result Docesy will stick to the Victor disks... if wasn't so many weeks ago that Charlie Bernet, starting again from acratch, preemed his new band at 52d street's Famous Door ... and 12's sumpin for a briefe build-up that Charlis has been set already for the Palace-Thester-of-hands; taking in a rerunging at the lader in the orchestra world ... Bernet must share that how with Billy Shaw, Gha's one-hight booking dyname, who is the man behind the scene with enough confidence in the hand to briting it along to the point where it is now within grasp of the top rung of the lader in the orchestra world ... Benny Goodman, incidentally, anjoys the benefits of a personal press agent for the lang time in the string to the

Chicago Chat

Chicago Chat

TO PISHMAN, William Morris agency
Le band head, in town to take in the
conclare of Midwest hotel men.
Stan Zucker is bringing JOE BUDY here
in June, penciled in for 13 weeks at Hotel
Stevens. — Sudy will come here from
Minneapolis, where Stan has landed, a
profitable engagement for him at Hotel
Stocilet. opening April 6 at \$1.500 per
week . — Frederick Brox Music Corp.
brings RAY HERBECK into Edgewater
Beach Hotel April 16 for an indef run.
— Ray has added a fiddle trio and
opens this week, until April 12, at the
Dayton (O.) Blitmore Hotel . — WAYNE
KINO winds up a four-month sentence
at Drake Hotel April 21 . having completted a monther at Trianon Bailroom,
Ctereland, RAY PEARL takes if a string
of solo atjands before opening on the 17th
at O'lighty Bailroom here.

Doings in Dixie

Doings in Dixie

With the shuttering of their Dallas offive, CRESS COURTNEY leaves CBA to
join Reggie Childs as personal manager
he's Reggie's brother-in-law .

DICK OARDNER gets two more weeks at
jummic Brink's Lookout House, Covington, Kyo ... BULY YATES opens this
week for an loost stay at El Troft Club
in Dallas . TED TRAVERS, starts Friday (10) at Henry Grady Hotel, Atlanta
... DAVE CIFFORD is the bang change
at Thomas's Jefferson Hotel, Birmingham
CHOUL-KRISTAL locates at Clavaller
CROUL-KRISTAL locates at Clavaller
CROUL LOCATES AND COMMENT COMMENT.

Cocktail Combos

Cocktail Combos

EMBASSY FOUR signs with William
Active Agency, their first strolling unit,
and place at Magio Bar, Minneapolis...
MARIA KARSON'S MUSICALES extended
till May 29 at Stotel Omesto, Capton, O.
making it a six-month strotch in all for
the gals... THE FIDDLERS THREE
bring their strings to the Top Hat Crub,
Maddson, Wis.... CRACE and SCOTTY.
NEO entertainers, are at Hotel Victoria
Grill. New York ... BOB. OFTT'S
Versallama open this week at the Continental Bar of Hotel William Penn, Pitisburghts... FREDDY CASTLE and his

In the East

RED NORVO returns to Ben Prankin Hotel Philadelphia April 8 . with JOE FRAREITE moving into Jack Lynch's Walton Roof in the some Quaker town, Hotel Philadelphian stand goes to ART JORDON, better known to localizes as Johnny Arthura . JAN CAMPBELL bows out of Riverside Club. Utka. N. Y. April 7 for a tour of one-nighters lined up by Commental Orchestra Corp. here . Riverside stand goes to PAT HOKE who was Warren Phillips, former vocalist for Ray Noble, turned maestro . the Spring Carnival of Swing on March 18, sponsored by Boston's Priara Club. has Artie Shaw, Duke Ellington and Ina Ray Hutton . . JOE RAVELL opens this week at New Penn Club, Pittsburgh, also takes in the week-end danoling sessions at Webster Hall here.

CARL LABCH, one of the strongest territorial names in St. Louis, goes to Frederick Bros. Music Corp. June 1, his contract taken over from Bobby Mesker Music, Inc., here. . . before putting up the FBMC banner, Larch takes in three current weeks at littel Claridge, Memphis, and then to Radisson Hotel, Minnespols . . BOB CHART, now with William Morris Assure, opens this week for that office at Book-Cadillac Hotel, Detroit . . . Agency, incidentally, has also added FINKY TOMILIN, ARCHIE BLYER and SPUD MURPRY to its ever-growing roster . . CHARLES COSTELIO bows out of Detroit's Commodore Club on the 24th . . DICK BARRIE set to succeed Harry Owens on the 21st at Beverly-Wilteniro Holel, Beverly Hills, Calif. . . DON DUNHAM, at Topper Ballroom, Cincinnati, trade-marks his spaces with "Sparkling Entythma" T. Pavillon at Gibbon, Minn., promises to become a stopping station for the traveling Bance . . Dance promoter A. F. HABERBERG is adding 3,000 square feet of dance space to the dansant . . . KAY KYEKE blue the West Coast this summer, set for Oataliha Islands.

Notes Off the Cuff

Notes Off the Cuff

P. S. EDWARDS, New York, has taken

Over the management of TONE
MARLOWE. GLENN MILLER signs a
new Eye-rear binder with R-O'K.
Bitate Palace Ballroom, on the site of the
old Cotton Ciub, when it was up in New
York's Harlem sector, lights up Priday
(10) with LUCKY MILLINDER and
HAZEL SCOTT on the opposing band
stands.. HAL KEMPP opening date at
Empire Room of Waldorf-Astoria Hotels
New York set for March 29. EMIL
COLEMAN reopens at hotel's formal Bert
Room on April 8. Arabian Nights, New
York's newest supper club opens this
week with ABTHUR RAVEL on tap.
CURT HOUCK took over the Park Central
stand, Chick Wobb bowing out of the
New York nostely. Indidover carrying thru the run of the World's Fair
BOOKS at Queens Terrace in Woodside,
L. I. EDDIE LEBARON taking the
week off at Rainbow Room, New York, torun down to Guba to attange for the distribution, of his Spanish musical pictures

. GLENN MILLER stummers at Glen
Bisand Casino in the Long Inland sone,
opening May 15. Hotel Astor Roof
lights up for the New York throngs on
May 20. with RUDY VALLEE, BEN
BERNIE taking over July 3 for an indef
atay. Sand so we send our cutfe to
the figurance. P S. EDWARDS, New York, has taken

New Cotton Club Tunes

NEW TORK, March 4.—New revule atthe Cotton Club, opening near week, will
have Cab Calloway adding another to
his Minnig the Moocher cycle. Newest is
The Ghoet of Spackey Joe, penciled by
The Rochler, who also produces the
shlow, Rube Bloom collabbed with
Kochlerion the space. Calloway will also
expand his pipes for Triffich: the Lembeth walk. Other tunes, all to be published by Mills Music, include Jitterbey
Jembores, What Goes Up Rust Come
Doss's Ruby, You've Been Flying High;
Don't Worry About Me, God No Time and
If I Were Bure of You.



PAUL

ALL-AMERICAN BAND

BROADCASTING FOR CHESTERFIELD From Fort Worth, Texas, Auditorium March 8th-7:30 P.M., C.S.T.

PLAYING -

SOUTHWEST EXPOSITION and RODEO

Fort Worth, Texas March 10th to 19th, inclusive

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Featuring PICCY LAWSON
Broadcasting Nightly WLW-NEC
Held Over
JIMMIE BRINK'S LOOKOUT MOUSE
Covergion, Ky.
Exclusive Management

FREDERICK BROS. THE MUSIC CORP. New York - Cleveland - Kansas City

The -YS ORCHESTRA

CARLTON HOTEL: Washington, poonsolidated Radio artists, The.



JACK GILLETTE and Mas Famous NBC ORCHESTRA Finteuring GRACIE WHITE Lasty of Being

ONTOUR.



R-O'K Gets Casino Park

FORT WORTH, Team March 4.—Rock-well-O'Keefe's Dallas office will handle orchestra bookings this season for the ballroom at Casino Park on Lake Worth-Ballroom, which has been operating Saturday Rights thru the winter, closed rebrusry 25 until the aumnor opening of the park and ballroom on May i George T, Smith is manager of the ballroom.

N. J. School Polls Goodman

LONG BRANCH, N. J. March 4.—Benny Goodman, with 418 students castling ballots in his favor, nosed out Artie Shaw in a poll of band favorites at Long Branch Hight School here. Shaw was assend choice with 207 your. Kay Kysm was third with 221. Tomany Dorsey, had 322 devotees and Larry Clinton followed with 278.

COAST STRIKE HITS HOTELS

Jurist Allows No. Blotch on Rep of New Orleans Jazz

NEW ORLEANS, March 4.—Ruing that the band involved was in accord with the regulation New Orleans has for producing such naturally born jazz players, Judge William V. Seeber, in City Court this week, awarded maestro Johnny Repak \$50 as amount due under contract with a local carnival organization for playing in the 1908 Mardi Gras parade. Carnival refused to pay for the music because the Repak Band did not play that music, and, in addition, did not have proper instrumentation for martinaling.

This suit involves more than a mere 180." Judge Seeber said in his ruling, it involves the reputation of 10 young men who played in the Repak Band. All have testified to my satisfaction that they did their best and fulfilled their part of the contract. If the band played so terribly, why did not the defendant stop them before they had spont five hours parading. New Orleans in the hirthplace of jazz musts and the courteels that this band was in accord with the reputation that New Orleans has for freducing such naturally been jazz payers, and it is not going to be the first one to pair a blot on this reputation." This suit involves more than a mere

Hozonor earlier ruled out contention by hirers of the band that the ork had lamonths to practice since filing of suit and could not be staded on merts, when playing for judge's car recently. The band went down the groove singly and collectively in an effort to prove to the judge that their music was good enough to warrant the pay-odf.

Asbury Casino Resumes

ABBURY PARK, N. J. March 4.—Walter Bando is preparing for new damping cosson 32 his Astruy Park Casino, which gris lunder way Easter Sunday, April 2. As in former years name bands are brought in for week-end attractions.

Music Items

Music Men and Matters:

Bobbins algued Teddy Wilson, of the Benny Goodmanites, and Bob Murica a Bob Crosby Hobeat, to pen original tense and piano transcriptions. Mokey College, Exclusive Music g. m., is gotting set to Collow fils firm's current hit. Reds Tight, with another swingeroo, Duke Ellington's Ave Got To Beis) Ruo Catter.

Gutter.

Prank Hennigs announces that ABO Music has taken over blickey Roomey's Music has taken over blickey Roomey's More a Heart from its parent firm, Irving Berlin. Arthur Schwaltz, currently represented, our Broadway by the score of the his musical. Sters in Your Eyes, is in Jamasca. West Indies, combining a three Sector wasash with a bit of work on a law show score. Denothy Tesles, lyricist for Stars, will collab on the flow one. Ocorge Hall will introduce New York to the nevelry number. Sections a gross of the Indied of the flow one. Ocorge Hall will introduce New York to the nevelry number. Sections grosses (Text) Post music crise, when he opens at Loow's State this wock.

Songs and Such:

Songs and Such:

The Toe Screnade is a new tune by acturally enough, Chray Gordon, the Tree Toe Rhythm meetro, collabbing with John Redmond and Mary Schafeter, Perameters Music is working on Kins Me With Your Eyer, Ehirley Ross tune in Cale Society, The Tre-La-La and the Com-Pa-Pa is Ealph Rainger's nucl-less Robin's latest candidate for hit honorations is in the Bob Hope-Martin Bayo pic, Never Say Die.

Strambout Rill is being released by Jerry Vogel, Words are by Ren Shields, must by the Leighton Bros. The old Joe McCarthy-Jimmy Monaco hit, You Made Me Love You, published by Will you Tilrer, Inct only reappeared in Michight featured in the spectacle at the Center Theater, The American Way, and that also a part of the short-lived Joe Cook play, Of to Buffeld.

Where Do You Worka, Tom?

ROCHESTER. No Y's March ROCHESTER, Nº 17; March sJammed to the ratiers, the State Armory was overrum with bluecoats for
the Police Benevolent Association
dance last week. Getting in even
with a ticket was a problem During
intermission a gentlemen tried to reenter minus a ducat. "Where yet
theter stills" said the commenciate enter minus a ducat. "Where yet

theket study sain the copper guary-ing the deor.

"Hub?" Oh; I'm Dersey."

"Keah? Pleased to meetchs, pal.
I'm Heisel," answered the cop. Seating the floutt in the police captain's look. Tommy Dorsey tinally convinced the officer he was needed inside the hall

Whiteman Maybe For Billy Rose At World's Fair

NEW YORK, March 4 .- In Time with his plans to make the Aquacade the R. mightiest extravaganza World's Pair, main street's Billy Rose is world's rain whitemen to monopolize the band stand at his fair stand. While wooing Taul Whiteman to monopolize the band stand at his fair stand. White Whiteman is willing to be the musical lightlight, several factors must be first frozed out. Uppermost when Bose and Whiteman lock heads next week our the Swhys and whereforea of signing on the dotted line, the mighty Bose will have to roteage his strangle-held on the bank roll. Purthermore, in view of the fact that Whiteman's airshow will continue that Whiteman's airshow will continue that whiteman's airshow will continue through the run of the fairs he will have to straighten out the broadcasting matters with the agency handling his Chesterfield show. There is a strong possibility that the trigle sponsors will want to sir their show from their own fair exhibit. fair exhibit.

If this no go for Whitemen with Rose, fair work of a different but just as profitable complexion is at the massire's back and call.) Depending upon his radio sponsor, deal is on fire for Whitemen to play Western State and county fairs for about six weeks for Barnes-Carruthers, of Chicago.

Southern Calif. Hotel Men's Assn. Threatens To Shut Supper Rooms

Contemplate closings in sympathy with Ambassador's Cocoanut Grove darkened by strike-musicians' union holds its ground-hits only traveling name bands

LOS ANGELES, March 4:—Pollowing a meeting of the Southern Chilfornia Hotels Mon's Association with was resolved to close all supper rooms in Los Angeles hetols in agmpathy with the strike called at Hotel Ambassakor's Cocoanut Grove. In a sympathy with the striking waiters and cullinary workers, local innestenns' union. It was reported that the supper lilitmore Bowl and atternoon Rendeavous Reom of the Bilimore Hotel will be abuttered Wednesday (8) at the expiration of Shep Pictar contract for the Bowl. Pictar of the Bowl. Pictar at Hotel Roosevelt for four weeks. Forthine Room of the Burney Owens at the Pleasant innion. Dick Barrie was booked in to replace liarry Owens at the Pleasant Room on the Paulley's campaign for Sunday night big of his Turnpike Casino has

Ballroom Competish

Lincoln, Neb., March i.—Success of R. H. Pauley's campaign for Sunday night bit of this Turnpite Casino has been amazingly good, so much so it is arousing new competish from Harry Kingi who runs King's Ballroom on the Capitol Beach grounds. Ting features "ladles' nights" on Sundays. Galz go, free at the doors which alugs his dancery with femme stags, the idea being to balt the lads thru the gate.

Pauley's Turnpike stunt is to play the same band on the three week-end days, stabbling an hour off each of the two man inght plays by a misnight elesing, other rading the two extra hours on for an early sunday start. Early Sabbath go banefits the oollegistes, who have an early curfew Sunday. Dancing bogins at 6300 pm, so the studes can get four temp-hours in before the chapel belt rings. Since inaugurated four weeks ago guist has been a sound gate gainer.

JOE PRASETTO moved over to Jack Lynch's Walton Roof, Philadelphia, this week from Hotel Philadelphian, Jeno Demath bowing out. Presetto formerly worked for Lynch here several years ago at his Cafe Marguery in Hotel Adelphia.

After-dark bix in the movieland constants been hitting a new low for something. It was learned that the Biltimore management tried to get a lower wage scale for its Bowl. No deal could be worked out with Local 47, and the excuse of union trouble is figured as a good out to cover up to the public any earlier contemplated closing. From Local 47 it was burned that union criticals are not perturbed over the possible closing of the hotel recome, but rather feel it is a burden lifted from their shoulders. Insensech as the hotels have always gone for name traveling bands, the home-town tooders had been squawking for some time. Entrance of out-of-town bands here was a major issue at the last union election.

Beery making the rounds had it that

last union election.

Story making the rounds has it that Music Corp of America, beginn the Grove, was keeping the wirel het to Joe Weber, AFM prext to try te get Local 47 to put the band back into the room. Peel that there is really no etrike on any the Grove, eince only 70 out of 220 cm-ployees Joined the backing tree. To date no confirmation has come from Weber to the local MCA effice. It was learned from authoritative sources that the Grove, regardless of a favorable softement of the strike, would remain dark until May 23, when Benny Goodman is slated to come in.

Union Rules No Free Jive

SEATILE, March 4.—Hitting at the jam consions under auspices of the Husky Hot Club of the University of Washington here, local musicians' union issued a ulass that "no union band may honce-forth donate its services and no union hand may honce for the delegation of the constant of the c forth donate its services and no union player may participate in the scheduled Brakey. Hot Club swing session." Club, at its first session a fortnight ago, had a cash turnout of over 250 wide-parts. guys, while Cay Jones Orch got in

-Songs With Most Radio Plugs-"Shut-Eye" Top Plug Getter,

While "Purple" Drops Notch

Songs listed are those receiving 10.or more nations plugs (WIZ, WEAF, WARC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the mack ending Priday, March 1. Independent plugs are those received on WOR, WNEW, WOMA and WIN. Film times are devignated days. The musical production numbers as "Ni" based on data supplied by Accurate Reporting Service.

| L'osttion | I TOURSE | F | Phr |
|------------|--|-------|-------|
| Logt Wk. 7 | | Nat | India |
| 10 | 1. Cotta Get Some Bhut-Eyek Berlin | 40 | 27 |
| 3 | 2. Deep Purple . F | -33 | 37 |
| .8 | Heaven Can Wait | 31 | - 27 |
| 3 | 6, You're a Sweet Little Headache (F) Paramount. | 30 | 23: |
| | So Pentry Seremade Rhttp:ro-Harmistn | -,25 | 25 |
| - | I Promise You ABC | 25 | 15 |
| 4 | 7. Could Be Bentley | 23 | 21 |
| 6 | 8. I Havo Eyes (F) Paramount | 10 | 17 |
| 6 | B. I Long To Belong to You, are a Red Star | 19 | * |
| 100 | Bregman, Vocco & | le le | |
| 7 | 9r This Hight (P) See all the depression Conn. | 18 | 30 |
| - | U. Trim Can't Be Love M) | 18 | 17: |
| | 3. I Cried for You aleanness and annual and annual and annual and annual | 18 | 12. |
| 402 city | 9. Rainbow Valley | 18 | 2. |
| 4. | 10. 1 Oct Along Without You Wiry Wollin Framous | 17 | -314 |
| | 10 Scepers Croopers (P) | 170 | 21 |
| 8 | 10. Umbrella Man | 17 | 12 |
| 54 | 11. Good for Nothin' was well with the Witmark | 15 | 10 |
| 9 | Lis The Maquerade Is Over Crawford | 15 | 18 |
| 3 | 12. This Is It (M), Chappell | 13 | 16 |
| - | 12. Hold Tight Excitative | 13 | 10 |
| A 3 | 12. Annabelle | 18 | 5 |
| 2 | 12. Chopaticks Shapkro-Bernstein | 18 | 46 |
| 7 | 18. Between a Kiss and a Sigh Bantley | 13 | 16 |
| 11 | 13, Begin the Beguine | 12 | 34 |
| ALL AND | 14. Blame It on My Last Affair Mills | 11 | 13 |
| 0-1 | 14 Deep In a Dream | 12 | 3200 |
| | 17 Burry Bome | 10 | 16 |
| 40 | Bregman, Vocco & | | |
| 11 | 16. Honolulu (P) | 10 | 10 |
| 18 | 15. Thanks for Everything (F) Robbins | 18 | |
| | | - | |

Sheet-Music Leaders

(For Week Ending March 4)

Acknowledgment is made to Mani-rice Richmond's Music Dealers' Bervies, Inc., Music Bales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy, Carl Pischer, Inc.; Camble Singed Music Co. and Western Book and Stationery Co. of Chicago.

| 19711/21 | ornerones, cor or custowally |
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| - F | Staff Little |
| Luit 1 | What the Wh |
| 2 | 1. Deep Purple. |
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| 5 | 2 Penny Sorenade |
| | A. You're a Sweet Little Headsche |
| 1 | ,5, Orep in a Organi |
| 0.0 | C. TIMY SEV |
| 12- | 7. Little Sir Echo |
| 13- | 8. Cod Bless America |
| 8 | 9. I Have Eyes |
| 100 | 10 Could Be |
| 0 | |
| | 11. I Cried for You |
| 10 | 12. Higry Hame |
| - | 13. I. Promisé Yola |
| - | 1 Cet. Along Without Was Very |
| | Well |
| 14 | 15, My Heart Belongs to Daddy |
| | 1 34 ms Alman Describes 10 CROOLA |
| Series Series | |

Perry, Ross (Bocs Rotan Minm, h. Perry, Russ: (Lord Baltimore) Baltimore, h. Petti, Emilie: (Everglades Club) Palm Bosth, Pla., no.

Philips, Printy: (Plana) Pritoburgh, rd. Perion, James: (Plana) Pritoburgh, rd. Primilips, Ray: (Orawiford Heater Bearon, h. Premonbe, Vac. (Warvier) NYC, h. Precoa, Ross: (Loobour House) Covington, Nyc.

Pineda, Juand (Monte Cristo) Chi, ro. Pooley, Robe (Eden Gardens) Worcester, Massa, Provost, Eddle: (Murray's) Tockahoe, N. Y., 70,

Ramavaro, Ray: (Lo Mirago) NYC no., Ramoona: (Mondebuch) Kannas City, Mb., ht Ravel, Done (Greenwich Hilago Casho) NYC,

Ravell, Not: (New Penn's Pittsburgh, re. Ravell, Not: (Crystall Paris, N. D., b. Greichman, Joe! (Mark Heptina) Gan Prancisco, h. Reid, Bill: (Gub Continental) New Haven, Coun., no. Rejes, Al: (Lenos) Troy, N. T., ro. Remard, Jacques: (Coccanut Geore), Boston, be.

Reves, Chica: «Continental) Detroct, no. Riley, Bobe (English Tavern) Richmond, Va.,

Pryor, Roger's (Chicago) Chi. t.

(Routes are for current week when no dates

Ackley, Carleton; (Rancho San Pahla) "Ho Cer-rito, Calif., no. albert, Dons, (Plantalion Ciub) Detroit, in-Alexander, Ray: (Pony Club) Pt. Lamerdale. enander, Ray: Urbay Cutty Dump) NYC, ne, magelo (Ewytoboth's) NYC, ne, magelo (Ewytoboth's) NYC, ne, pert, Mickey: (Bradford) Boaton, h. hydrado, joe: (Lido) Vhelmburg, Billet, unc. pollen, Ale (Guondaga) Spracuse, h. mando: (Rayana-Akadrial NYC, na, thue, Jun; (Philadelphian) Phila, h. thue, Zina; (Ches Pirchouse) NYC, no, thue, Lina; (Ches Pirchouse) NYC, no, and the life; Billy: (Club Benna) Menominee, Nucl. 10.

Baraga, Johnny: (Ossgrass) Chi, b.
Rardo, Hill: (Blacknawk) Davempork, Jr., 'h.
Rardo, Hill: (Blacknawk) Davempork, Jr., 'h.
Rardo, Hill: (Blacknawk) Davempork, Jr., 'h.
Bernis, Jano: (Piscadilly) BYO, b.
Bernis, Jano: (Piscadilly) BYO, b.
Bargere, Markellians (Ostalian) NYO, po.
Bernis, Rardellian; (Versatilian) NYO, h.
Bernis, Rardellian; (Versatilian) NYO, h.
Bhaha, Lou (Chea Parce) Omaha, Neb., nc.
Blover, Archie; (Rard Carrollian) Hellywood, nc.
Bonion, Lewis: (Dimpacy-Vandarhia) Mismi,
Ja.

Deco, Americo: (Chez Ami) Buffalo, no.
Bowman, Charlen! (Wivel), NYC, ro.
Bracford, Ray: (Utah) Salt Lake City, h.
Brands, Eddy: (Steven) Chi, h.
Brandsynne, Nat: (East, House), NYC, h.
Brandsyne, Vincentz (Ambassador) NYC, h.
Brandsyn Trving: (Jank Stempt) Prilia, nc.
Brandsyn Trving: (Jank Stempt) Prilia, nc.
Brest, Mike: (New Colomial Singae, N. J., ro.
Bringet, Aort (Merry Cardens) Chi, h.
Brooks, Bolly: (Queen's Terrace) Woodside.

ne. dy. (Log Cabin) Atlanta, Ec. Redy. (Redy. Cabin) St. Paul, h. Dent (America) NYC, h. Diekt (Hughes) NYC, nc. Rayward: (Top Hat) Douglas, Aktil,

rean, Jack; (Taft) New Egren, Cons. h. actual, Alexander; (Casino Ruse) NYC, DC. ash, Edds: (T Seas) Hollywood, Dc. ase, Heary; (blue Yorker) NYC, by Cons. Fo

Contin., 104.

Calleran, Cab: (Cotton Club) NYO, Bc.
Calleran, Cal: (Nightingale Club) From
Mountain, Mich., Bc.
Camden, Eddie: (Southern Manaces) Kansas améan, Bidha: (Boutham Manatena) Kanasa City, Mo., nc. (Biveraide Cinb) Utica, N. Y., dullo, Harry: (Atlanta Butmore) Atlanino, doe: (Versailles) Hollywood, Plon Frankie: (Seven Cables) Militard. Rob: (Spracine) Syracus, h. Lonr (Hollywood Beach) Hellywood,

Chinese, Lone (Hours and S) NYC, DG.
Clarice, Buddy: (Armande's) NYC, DG.
Clarice, Buddy: (Armande's) NYC, DG.
Codoliba, Cornelizat: (Castler Rasket NYC, D.
Codina, Bernie: (Analey: Allanta, h.
Codina, Joer (Werle's Backyard! Palm Beach,
Codina, Codi

Pia. 22. Optimized (Plantation) NYO, no. Optimized (Plantation) NYO, no. Optimized (Lide) Workerser, Mass., c. Conti., Jean: (Round Room) NYO, ps. Optimized Joe; (Newhouse) Salt Lake City, h. Custa, Jec; (Cherhouse) Salt Lake City, h. Custa, Jec; (Charling) Salt Louis, h. Custa, Jec; (Charling) Room, New Kong-Centrings, Deli (Plaintew) Room, New Kong-Centrings, Deli (Plaintew) more) Albany, N. Y., h. Crawford, Minneapolis,

ne. really (Richmont) Lexington, Ky., h. really Editor) Omaha, h. really Editor (Paxton) Omaha, h. really Editor (Milliam Penn) Pillamanina, Befilip (William Penn) Pillamanina, Befilip (William Penn)

aley, Jack: (Ourktown Tuvern) Detroit, ne. Datey, Jack: (Camesa City Common City Months (Coly, Mo. Do. Coly, Mo. Do. Dayton Beach, Dayton, Al: (Carendon) Dayton Beach, Dayton, Al: (Carendon) NYC, re.

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offere, Val. (ram: 18. Pla. Be provided Minneapolia, h. eutsch. Emery: (Nicollet) Minneapolia, h. eutsch. (Berkeley-Carteret) Asbury (Berkeley-Carteret) Asbury

Deutsch, Emery, (Mooder Cartered) Astrony, DeVino, Doo: (Barheley-Cartered) Astrony, Park N. J., h. Drummond, Jock: (Ball-Way Rouse) Lake Occept, R. J. J. Dochia, Eccept. (Falance) Claveland, to Docke, Julea; Craiwise! Birmingham, h. Dolkes & Their Duchess (Webster Hall) Devices, Julea; Craiwise! Birmingham, h. Duckess, Julea; Craiwise! Birmingham, h. Devices, Julea; Craiwise! (Webster Hall) Devices, Julea; Craiwise. Dules & Their Duchess (Webster Hall) De-troll, h. Dunham, Don: (Topper) Cincimnal, h. Duranta; (La Coma) Hollywood, ne. Duranta; (Ran Carroll's) Hollywood.

Derark, Raph Okis Kath NYO, no.

Edwin, Eark (Chob Artee) Milwaukee, no. Elika Joe: (Queen Mary): NVO, re. Elbon, Jacks: (New Windmill): Natches, Miss. Brake, Freddy: (Rest Ye Innk Albany, N. Y., Engles, Charlet: (Barry's New York Cabarett). Chi. Ennis. Skinnapp (Cictor Hugo) Los Angeles. Brule, Val: (Whitehall) Palm Beach, Fla, Dc. Estes, Rebert: (Eneley Chateau) Birmingham,

Penthers, Eddler (Club Maytair) Talcavillib. Ps., Do. (Braiford) Bridgeport, Com., h. Printer, Sext; (Clair Verastiles) Hollywood, ne. Printer, Louis Colons Club Chi ne. Printer, Johnson Hollywood, ne. Printer, Jack, Visiona Boom! Booker, re. Printer, Beddy! Cold Visiona Room! Booker, re. Printer, Beddy! Cold Visiona Room!

Orchestra Routes

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

Pisher, Preddy: (Lockout House) Cortogion, Ky. no. Pools, Jerry? (Pront St. Gardens) Toledo, no. Ponseen: Basil: (St. Morival NYC, ib. Prancia, Lee: (Preddeck) Chi, no. Prancia, Lee: (Preddeck) Chi, no. Prancia, Norion: (Netherland Plana) Cin-cinneti, h. Prancia, New Willie: (To Old Tap Room) NYC,

PrePractic, Soc. (Walton) Phila, h.
Practic, Jay) (Casa Manana) NYO, no.
Puicher, Charles: (Colonial Cub) Augusta,
Ola, no.
Pasty, Larry; (Frontenas Club) Detroit, no.
Prery, Wesdell; (Casa Marina) Jacksonville
Beach, Pla., h.

Oagen, Frank; (Adelphia) Phila, h. ... Osmale, Jack; (Lincoln Terrace) Philaburgh, Bo.

Oarler, Jan: (Orpheum) Omaha, t.

Oarle, John: (Shetion) NYC, b.

Oasparre, Deck: (Ambassadar) NYC, h.

Oasparre, Deck: (Ambassadar) NYC, h.

Oasparre, Deck: (Ambassadar) NYC, h.

Oendroe, Henri: (Colosimo's) Chi, bb.

O(Eord, Dave: (Thomas Jacierson) Birmingham, Ala., h.

Oolden, Neil (Suyyesanik Buffalo, h.

Oomalis, Asvonic (Club Berape) Redywood.

Gonnaire, Anvone (Cinb Scrape) Restrated to the Condinan Beauty (Lyric) Indianapola, the Cordon Oray: Edison NYC, h. Oranais Cunic: Clarcel New Haven, Conn., h. Oray, Client (Wastors-Autor) Defroit, h. Oray, Client (Wastors-Autor) Children, h. Oreca, Jaimy: (Ballain) Bollain, Children, h. Oreca, Jaimy: (Ballain) Bollain, Children, Beong, Clattle Rathekeiler) Phila, nc, Ornier, Johnny, Perkins Club) Ranasa City. Mo. 26.

Ragemer, Sterbert: (Pallo) Palm Beach, Pla., Bobi (Majestie) Long Beachy

Call. b.

Hardy, Bob! (Flamingo) Beston, Be. co.
Hardy, Bob! (Flamingo) Beston, Be.
Harris, Phil (Withhire Best) Los Anjeles, Fe.
Hatch, Res; (Phell) R. Peterburg, Fis., b.
Hauser, Willipso, V. Tareris (Inclinata, Be.
Hawtin, Erekine; (Savoy) NTC, b.
Heidt, Horne: (Biltmore) NYC, b.

Larch, Carli (Curidge) Memphia, h.
Le Baren, Eddie: (Ráinbow Raom) NYO, nc.
Le Roy, Chester: (Golden Sport) Ch. Ba.
Leyge, Wade: (Royal Arms) Buffals, re.
Ledie, Earl: (Ripide) Missel Beach, Pla., nc.
Lewis, Sabby: (Royal Palme) Bosten, ilc.
Light, Enoch: (Torit) NYO, h.
Lights Words, Three: (Ermatt) L'Anse, Mich.,

McIntire Dick: (Rula Het) Hollywood, no. McRay, Coyle (Jefferson Besigh) Delreid, b. McLennell Red. (Greenwell Terrace) Louis, McFferson, Jimmy: (Torch Ciub) Los Ampeles, no. McRay Bros. (Havana Castno) Buffale Re. McStanm, Jay: (Martin's) Kansaa City, Mo., pt.

ne. Macula, Charlest (Ctris Gaucho) NYC, ne. Manone, Wingr: (Off Beat) Chi, na. Manone, Art: (Dell'a Inn) Prophinapsie, N. Y.

Maples, Nelson- Websher Eally Pittaburgh, h. Marcelline, Meister (Raknboy Rendervous) 6 Mil. Lake City, no. Marshay (Raknboy Rendervous) 6 Mil. Lake City, no. Marshay (Rayn) 4 Mil. (Raknboy Meistaburgh, 1988) 10 (Century Room) 70 no. Marshay Billi (Century Room) 70 no.

Marshard, Jack; (Flaza) NYC, h.
Martell. Pault (Areadis) NYC, b.
Martin, Dave: (St. George) Brooklyk, h.
Martin, Preddie: (Occount Grove) Los
Angelas, Br.

Quartell, Frantie: (Town Club) Closes, Ill.,

Little Words, Three (Ermant) MAnse, Mich., 20.
Lombards, Ange: (Delavan) Enffade, no.
Londards, Ange: (Delavan) Enffade, no.
Long, Johnay: (85 atlant) Enfade, h.
Lopez, Antesloi (Drum) Mismi, no.
Los Alessoy: (Br. 2 Cestro) Persacola,
Fla., no.
Low Londa, France: (Club Canocho) NYC. no.
Lowe, Bert: (Lenox) Endeon, h.
Lowe, Bert: (Lenox) Endeon, h. Y. no.
Londa, Elly: (Maxim's) Bronz, N. Y. no.
McCon, Clyde: (Palomar! Los Angeles, h.
McCon, Clyde: (Palomar! Los Angeles, h.
McCon, Clyde: (Palomar! Area Jackson) Nazhaville. Tenz., h.
McParland Teilas: (Richean Moderne) NYC,
Ros McParland Teilas: (Richean Moderne) NYC,
McControl (Richean Moderne) NYC,
Mc

rodrigo, Nano: (Harana-Madrid) HYC, nc. Rodrigo, Redri (Relvedere) Balkimore, h. Rogres, Redry: (Half Moon) Coney Island, N. Y. h. Rommell, Ronny: (Claubon High Pavilled) Rosendale, N. Y. h. Rose, Mauriet (Rangling) Sarasota, Pla., h. Ruhl, Warney: (Lincoln) Rancock, Mich., h. Sabin, Pault (Colony Club) 11607wood, Pla.

Simile Coleman: (Britising) Birmingham, Ala.

Fig. Standers, Junius; (Havana-Madrid) NYO, De. Sanatia: Aguste: (Cuban Casino) NYO, no. Sanatia: Aguste: (Mosuparanse) NYO, re. Sattl, Jan: Lincolla) NYO, re. Schenk, Franke: (Aragon) Lima, O., b. Schenk, Franke: (Aragon) Lima, O., b. Scottle, Chief (Hiddelberg) Jackson, Miss., h. Scottle, Chief (Hiddelberg) Jackson, Miss., h. Scott, Hasel: (State Palnoz) NYO, b. Seel. Loonard; (Nebloo's) Defroit, no. Servenceurs, Midmite: (Thomas) Manse, Mich.

Severaciora, Midmite; (Thomas) L'Anne, Mich., Sanaka, Chuck; (Hismarck) Chi, h. Sanaka, Chuck; (Hismarck) Chi, h. Shaw, Maurice: (Dempsey's) NYC, 7e, Shaw Zartie: (Stanley) Pittaburgh, t. Shelber, Lea: (Berny the Burn's) Phila, mc. Sissle, Noble; (Paramount) NYC, h. Skinner, Pred; (Gapri) Hedlywood, mc. Stellh, Joseph C.: (La Ruel BYC, mc. Stellh, Joseph C.: (La Ruel BYC, mc. Shellh, Joseph C.: (La Ruel BYC, mc. Shellh, Joseph C.: (La Ruel BYC, mc. Shellh, Butth, Stuff: (La Salle), Chi, b. Bouth, Eddse: (Blate's Cardens) Milwantee, BG.

DG.

Spart, Paul: (Rithert) Palm Beselt, Fla., h.

Sharif, Dick: (Riather). Glereland, h.

Steel, Lecourd: (Fr. Sheltp) Detroit, h.

Steel, Lecourd: (Pr. Sheltp) Detroit, h.

Sterioy, Grorge: (Coq Reuge) NYC, no.

Sterioy, Grorge: (Coq Reuge) NYC, no.

Sterion, Dale: (Arabian Club). Columbus, O.,

ng.

Service, Dale: (Arabian Club) Columbus, O., BC.

SEVENT, BIBY: (Onliney's Grove) Scattle, & Styles, Eddie: (Wolfe, Gachen) Tobelo, &c.

Straight, Charife: (White City) Chd. b.

Straight, Edway Louisville, he.

Straight, Edway Louisville, he.

Straight, Edway (Cosmopolitan) Denver, h.

Sweinson, Sammy! (Palsam & Thuriton)

Worcester, Mass. Th.

Sweinson, Charife, Charife, NYC, ha.

Sylvester, Bob! (Club Bast) Himischam, ne
Tanella, Steve; (H)-Eatl Bayonne, N. J., so.

Thomas, Archie! (Clover Cosh) Portland. Ore.

BG.

Re. Thompson, Crant: (Wellington) NYC, h. Thompson, Crant: (Wellington) NYC, h. Thields Triot (Con Rouse) NYC, nc. 75-Totte, Normani in Ghioù llimphamen. Tasin, Oral Trouban Washington, D. C., Torte, Norman E. Obloo Binghameen.
N. Towner, Leven. (Havie citab). Wichile, Kan.,
Travier, Tedi (Henry Grady). Atlanta, h.
Travier, Oran, (Paleser, Dollar, h.
Travier, Oran, (Paleser). Dallar, h.
Travier, Air. (Royale Profites). Chi., h.

Vallee, Rudy: "(Royal Paim Chub) Mami, pe Van Charlie: Lalike's) W. Palm Beach, Fia-

Vernos Eddie: (238 Club) Chi, Re. Vernatillans: (William Peem) Hittsburgh, have Vernatillans: (William Peem) NYC, no. Verden, Vivian: (Cale Venice) Claiveston Tux, no. Vernan, Nick: «Coq Rouge) NYO, no.

Versen, Nickt «Coq Rouge) NYO, Dc.

Wagner, Buddy: (Michight Bun) NYO, Dc.

Walton, Jack. (Schenley) Philippinh, h.

Walton, Vefn. (The Tayers) Reno, Net., Dc.

Walton, Vefn. (The Tayers) Reno, Net., Ma.

Warten, Schenler, Remonke & h.; (Bitwennen)

Henderson, N. O., M. L.

Warten, Rachard; 189er Club) NYO, in.

Warten, Rachard; 189er Club) NYO, in.

Weeks, Ranny: (Club) Majraty Boston, Bg.

Weens, Ted; (Post Phila L.

Wolk, Lawrence's Schroeder). Milwake, h.

Welk, Ray; (H. Oats) Hollywood, Dc.

Whaten, Harry: (Tillare Bars). Phila, Sc.

Whiten, Barry: (Tillare Bars). Phila, Sc.

Whiten, Barry: (Weels). Fig. 16. Widner: Bus: (Plamort Chayence, Wyo. 24. Williams, Ossie: (Esquire Club) Toronto, Onl.

Wints, Julia: (Ton Hat) Union City, N. J., 20.
Woods, Howard: (Laurel-in-the-Pines) Lakewood, R. J., B.

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

Henderson, Platcher; (Grand Terrace) Chit. Hendrickson, Roy: (Coconado) Worcester. h. Arthuri (Depont) Wilmington, Merbert Arthurt (Dupont) Wikmington, Dal. 5, districts, Rays (Billemore) Daybot, O. b. Herman, Peter (Casa Massans), Boston, ne. Herth, Mitst (Chee Egichouse), NYG, ne. Hill, Tings (Melocy Mill) North Riverside. Hill. 70, Early (Pennice Cardens) Cid. Re.

III. TO.

House, Earl: (Ivanhoe Cardens) Chi Re.

House, Ernie: (Belmont Plats) FYC, h.

Hoppe, Carl: (George Washington Tap Room)

W. Palm Beath, Via. h.

Horton Offis: (Lombard's) Bridgeport, Conn.,

26.

Houck, Curt: (Park Central) NYO, h. Hunter, Rob. (Wateder Bar) Cincinnali, no. Hutton, Ina Ray: (Rose Bowl) Chi, no.

Irish, Mace: (Chantleber) Millburn, R. J., mc.

Jahns, Al: (Biltenors) Providence, h. James, Harrys (Ben Frankiya) Phila, h. Johnson, Pete: (Lone-Star) Kansas City, Mo.

Jurgens, Dicks (Aragon) Cht. b. Karreen, Maria: (Ocealal Caulon O. H. Kay, Hestiet (St. Prancial San Pranciaco, h. Kay, Georgien (Stage Door) Westpert, Conn., Do.

Rase, Hammy: (Commodore) NTO, h. Keel, Al: (Matteours) Stockton, Calif., re. Keller, Willard Al: (Royal Worth) W. Palm Keller, Willard A.: (Royal Worth) W. Falm Brach, 7th., h. Itellogg, Klayton: (Coranado) Little Rock. Ark., De. Krnl, Lany) (Raimbow Rendesvu) Salt Lako City, no. Ken: (Club Hollywood) Madison. City Be.

With the Mayne: (Cith HoneyWith, De.

King, Wayne: (Drake) Chi, h. C.

King, Teddy: (Village Bern) NYC, Be.

King, Tilly: (Site Spect) San Antonio, Re.

King I Seaters: (Ricovertif): New Orleans, B.

King's Jeaters: (Ricovertif): New Orleans, B.

King's Jeaters: (Ricovertif): New Orleans, B.

King's Jeaters: (Ricovertif): New Orleans, B.

King's Jeans: (Only Chib): NYC, Re.

Kirby, Jeans: (Only Chib): NYC, Re.

Kraemer: Ray: (Berndere): Sault Bie. Marie.

Kraemer: Ray: (Berndere): Bootspowery, Alle, Kirsen, Ray: (Detviders) Sault Ste. Marie.
Mirich D. M. (Contiller) Montgowery, Alle,
100, Gene: (College Inn) Chi. no.
Kuhn. Dick: (Asser) NYC, B.
Kurtse, Jick: (Kentucky) Louisville, h.

Lake, Sol: (806 Club) Chi, no. Lally, Howards (8 o'Clock) Miami Beach, Pib. C.
Lenne, Drenet: (Club Lido) Jackson, Mich., uc.
Lenne, Jubes: (Bi. Regis) NYC, h.
Lenne, Lot. Trib: (White! NYC, h.
Lenne, Bod: (Ht Hol) Chi he.
Lenne, Teddy: (Club Cayalier) NYC, ms.
Lerotta Set: (Old Resmanish) NYC, ms.
Lepot, Set: (Old Resmanish) NYC, ms.
Lepot, Boracce: (Royal York) Toronto, Out., h.

Martin, Lout (Leon & Edder's) NYO me.

Mastin, Praddie: [Nut Club) NYO me.

Mastin, Martine (Barry Moon) Prebbs, Colo., nc.

Maya Martine: (Barry Moon) Prebbs, Colo., nc.

Maya: Leon (Altery Salahur Betting, Fis., b.

Mescart, Johnnyr (McAlpin) NYO, h.

Mescart, Johnnyr (McAlpin) NYO, h.

Miller (Johnnyr (McAlpin) NYO, h.

Miller (Johnnyr (Mastowaroon) Cedar Grows, h.

Miller (Johnnyr (Blado Palaca) NYO, h.

Miller (Johnnyr (Bladowaroon) Cedarbrook.

M. de.

Miller (Johnnyr (Bladowaroon) Cedarbrook.

Moonia, Dehe: (Gibsen) Cincinnati, h.

Molina, Herbie: (Ortental Cardens) Chi, h.

Molina, Cetlor: (Sir Prancisto, b.

Molina, Cetlor: (Sir Prancisto, b.

Molina, Cetlor: Wanghan; (Dempory's Bark Miland)

Moonia, Carl Deacon; (Music Bos) Omaha, b.

Moore, Carl Deacon; (Music Bos) Omaha, b.

nc. hort Deacon; (Music Ben) Omaha, hoors, Oarl Deacon; (Music Ben) Omaha, hoors, house (Ches Farce) Cad, sa. Morra, Occupy (Whirling Tup) NYC, Dc. Morton, Oerry; (Savoy Fissan NYC, hototon, Tugher (Anthorage) Phitsburgh, ac. Mostey, Sambi (Bedford Rest) Brockyn, nc. Munra, Hall (Athbetic Cheb) Milwanker, co. Murphy, Pysnofis (Tun Kych) Abany, M. T., h. Murray, Charllet (Mon Faris) NYCy De.

Nagel Enrold: (Pietro) NTC. h. Naylor, Oliver: (Pietwick) Birminghala; Ala.,

Netson, Onter (Casa Manana) NYC, Sc.
Netson, Onter (Casa Manana) NYC, Sc.
Neuman, Ab: (Rivera) Tronton, Cu-16.
Neuman, Ruby; (Rainbow Room) NYC, re.
Neison, Paul; (Meoniight Gardens) Saginaw,
Lifeb, b.
Ness, Leighten: (Statier) Boston, h.
Nosia; Leighten: (Statier) Boston, h.
Notias; Ari [Villiage Collar) NYC, nc.
Notingham, Caryi (Bal Tabarin) San Fran-

Notingham Gary Isal Hassin Cas v. Check Cashe (Cashe Reset NYC. no. Olsen, George: (Palom) Los Angeles, b. Oroneo, Ladislac: (Bul Taharin NYC, no. Osborne, Will: (Strand) NYC, t. Ovens, Rarry! (Severy-Wilshire) Los Angeles, b. Owens, Preddy: (Charlle's) Stelly Island, La., no. Orenbaugh, Local (Pepper Tree Inn) River-

Pablo, Dont (Paim Beach) Detroit, no.

Palerro, William: (La Marquine) NYO, Bothermo, William: (La Marquine) NYO, Bothermo, William: (La Marquine) NYO, Bothermo, Stevenson, Solvenson, Sol

By DANIEL RICHMAN-

Dance Parade

Dance Parade

THERE'S a lot of dance music to be picked up late in the evening on WNEW, New York, successive remotes fied together under the showmanly designation of the WNEW Dence Parade. Some of the music that marches by is good, some bad, and most of it is indifferent, with the major networks sharing the cream of currently sired bands and WNEW having to be aglished with picking up what it can from small niteries in and around New York.

Both sa no named for sustained the

in and around New York.

Both as an appeal for sustained listener interest and as a result of the difficulty in filling every quarter or half-hour spot with live music over a period of several hours. WNEW sandwiches in af frequent intervals a recorded program of Larry Clinkon, Artio Shaw, Goodman, Dorsey and other names, which is fine for the dialer but a pretty terrible handlesp for the finex. In person, ork to overcome, That the station's remotes sound as well-as they do, considering the Interpolations and the competition on neighboring nesworks is surprising.

Boogle-Woogle

Boogle-Woogle
THE BEST stop on a recent Dance
Parade was a half hour dailying with
FRANKIE NEWTON (Cafe Society, New
York, WNEW), not so much because of
the quality of the band or its nussic flut
rather because of the "extra added abtractions" in the form of Blitte Holliday
and Moade (Lux) Lewis, currently featured in the show at this Greenwich
Vilage spot. Miss Holliday and Lewis
have reputations in their own right as
no outstanding rocalist and as the leadan outstanding rocalist and as the lead-ing exponent of boogle-woogle" plane playing, respectively, and their appear-ance on the remote gave it an air of a variety show rather than a straight dance broadcast.

Mexicon Simuell, had only routine award to offer on several oldies and standards, but the repta songatress and standards, but the repta songatress and her bitten warbling and Lewis peculiarly distinctive planistics did much to lift things up to a fairly high entertainsment level. The bands best contribution toward that and was a 10-minute jum session on Swort Georgia Frozen, which protty nearly blew out the tubes.

Tempo Marches On

Tempo Marches On

CONTINUING along the line of

CONTINUING along the line of

White march imearthed BILL

BENEY fraging Cabin, Englewood Cliffs,
N; J.] and a 13-minute program that
was a masterplece of wrong routining.
The remote opened and closed with the
same type of number, instrumental
wring novelties, and in between came
three contemporary items, all in the
same with. Latter group was made up
of This Night, Begin the Beguine and
beep Purple, each endowed with a rocal
(male) remarkable for its inability to
may with the tune—especially the high
notes—without the utmost straining.
Total absence of wordage on a remote is
far better than this sort of untalement,
forced warbling, for what may sound
passable in night spot surroundings is
peinted up so much more when it comes
intu a loud-speaker unadorned and
completely on its own.
Henry's music has several worth-while

Henry's music has several worth-while qualities, which has several worth-while qualities, which makes it more difficult to understand why smarter judgment to understand why smarter judgment want't used in programing. The five angathemselves were all right, the only fault lying in their relative positions during the quarter hour. Breaking up the three ballads by putting the two conditions in between would have made all the difference in the world;

Slonde Bombshell

Blende Bombshell

RELINQUISHING his grand-stand sold
at the Dance Panede brought this
listener to INA RAY HUTTON (flose
Book, Chicago, WOR), and the realization
that tolevision is really comething to
look forward to. Miss Hutton's musical
bolilities make better watching than listening, inasmuch as her stick-waving
is not confined only to the stock, and
no greater proof of the fact was needed
than ber half-hour remote caught this
week. On theater or ballroom rostrum
Ins Ray is undentably the blond bombheti or her billing, but on the sir the
bomb bears a prestur recombiance to a
rescuess. Bremshown.

The band's grade of awayer is not of

The bend's grads of swing is not of the best to begin with hind as gratted on to player-out tunes like Jeeper's

music in the air The Reviewing Stand Off the Records

Mal Hallett

(Reviewed at Reade's Casino, Aspury

WITH a 17-year record behind him as Witth a 17-year record behind him as we macetro of a band which he has modernized yearly to keep pace with his dancing public, Hallett now has a well-balanced swing ceephe of five brass, four sax and three rhythm. His semi-owing uses Pred Norman's (sepla arranger) efforts to good advantage, Music la also scored by Jee Cabanaro and Qualification of the band.

The macetre's "double rhythm" mot with spontaneous reception here. Crowd with spontaneous reception here.

preferred to dance to his sweet numbers but gathered at the platform to watch Joe Catanaro put on his individual show of heat slaps for the machinegun tempos.

gun tempos.

Boy and girl vocalists are exceptionally talented and add materially to the presentation. Jerry Perkins' high-pitched pipe is the outstander. Madeline Greye's efforts being lost in the immensity of the Casino. Band boys work with sincerity and display high-class showman-cerity and display high-class showman-part of battle with gudlence, receiving a spoutaneous response from the floor. Cood danceable music to suit moderns and ultramoderns is offered for cancers and spectators.

Abbottom

Joe Sanders

(Reviewed at Turnpike Garino, Lincoln, Nebraska)

Nebraska)

Facturing Red Hedgson, of Music Goes Tound and Around doings, Joe Sanders, familiarly known as the "ot" left-headers, braved drifting snows and the flul to play a date here slightly under wrape. Sanders, who co-owned the old Nighthawks Orchestra with Carleton Coon Sr. until Coon's death in the early 30s, has been going it alone as a moderate name since then.

as a moderate name since then.

Corny, partly for the reason that it cells very good on one-night stands and partly because that's the idead of stuff that gave 'em the jugics' in his heyday, Joe sees to it that the brases grown under the load of the arrangements. There are five brass, with four saxes and three rhythm. His volume is for ballroom, because it's impossible to hear talk 50 yards from the band stand. Novelites are all along presophisticated lines. Hodgeon comes up with a French horn to demonstrate his tune, resorting to funny late and face to put himself over. Sonny Siebert, both instrumental and your bovelties, and Dean Stevenson,

and vomi novelties, and Dean Stevenson, drummer, kick off in addition to Joe, who occasionally breaks forth with a rocal number as he plays plano. Girl is Jane Kaje, who is fairlish. Crippled herself on this date by hugging lip to mike, which blurred out front.

Oldfield.

Chuck Shanks

(Berieved at Walnut Room, Bismarck Hotel, Chicepo)

A ROTUND buss slapper who moved from Henderson, Ky., to the Ohio environs to invade musicedem on a big scale, Shanks has been leading a commercial seven-piece band for the past year. While uneven in age, the boys seem to know music and work with enthusiasm. Instrumentation has little brass but is quite acceptable for norms where they like swinz but can do with where they like swing but can do with-cut blaring bigass sections. In this case there is a bass, fiddle, accordion, sax-clarinet, plane, guitar and drum. Ar-rangements give the impression of three-clarinet harmony, Most of the time, however, it is a bouncing combo, selling

however, it is a bouncing combo, seiling all the way.

There is a pleasing vocal trie for poptunes and comedy novelties, composed of the massire; his brother, Al Shanks, guitarist, and Sig Rogers, violinist. When spotted as a solo act "Dynamite" Planes, pint-slied accordion wizard, pitches in a barg-up turm: Boys lest their girl vocal-lat, and added at the bast minute Manna Van Houten, blond Windy City moctalite, who won a contest at a nabe hotel. Works as a newcomer?

Honighery.

Creepers, Hurry Home, You Must Have Been a Becutiful Roby, etc., makes poor radio listening. Even Barin Street Blues was tepld, and ek for the Hutton vocal-laing, that should; be seen and not

Bernie Cummins

(Reviewed at William Penn Hotel's Chat-terbox, Pittsburgh)

WITHOUT claims of dominance in fields of either awing or sway, vet Cummins has proved one of rooms best clicks in severally ears with canapation abetted by showmanship, bearing marks of training that has been beletered by experience. Band hits pop tunas without making them sound corny, recalls viocriant metodies without seeming sentimestal. Fronted by Bernie, band plays essentially dance music whose prime sim seems to please the ears and encourage hoots. And it brings in the customers. Sexy-looking Connice Bardeau, of his

Soxy-looking Connie Barleau, of big syses and throaty pipes, helps plenty with her light-swing vocals; guitarist Welter Cummins handles the beliads, strumpeter Dippy Johnson tackles the comedy numbers and the meetro occasionally wars bles a low classics of the 1 Ain't Got No-body and Some of These Days variety.

Justing Maintenantation. Sayes Paul Biscon.

Joseph and Some of Paces Daja variety.

Instrumentation: Saxes, Paul Blakeley, James Heffner, who also plays flute;
Don McCovern, who doubbes on accordion, and Walter Smith, difficing on violin. Johnson and Paul Roberts blow the
brass. At the plane, Carl Radisch, bass,
Bill Deehl; drums, Rock Rockenstein,
and guitar, Walter Cumming. Frank.

Billy McDonald

if Reviewed at Wilshire Bowl, Los Angeles). A PORALER warbler with Ous Arnheim

A and Carol Lotter, McDonald has thrown together a good 11-pièce combo that is gradually getting the bally breaks on the Ceast. Stepping into the Wilshire Bowl for a one-nighter, on Phil Hasria'night off, McDonald did a creditable job in dishing out danceable music for the class crowd that frequents this spot.

The three tener saxes, three brass and found that instrumentation puts out a brand of music that goes well in the disaster night spots, McDendid's combination is a strict hotel band, but an organization that bean't forgotten to have an underlying kilk of sock music for the terp artists on the floor.

Ork makes a nice appearance. Experi-iced with other bands, McDenald knows ow to handle himself before a crowd. Is personally sells itself across the how to handle himself before a crowd. His personality sells there were the band stand. McDonald hundles some of the vocals creditably; others by Wally Ruth and Arnold Krenek. The Three Midshipmen turn out some nice three-part stuff. Glee club work is done by the entire band and, due to good arrangements, is put across. McDonald also turns out double piano sotes with regular ivery pounder. Art Roach.

Sternie Sternberg

(Raviewed at Ring's Ballroom, Lincoln, Nebraska)

OB five years, when vaude was less shaemic, Sternberg traveled around the circuits in the old Bunjoland act and was one of the string thumbers. However, for the last five years he has been strumming guitar in his own ork, a unit making spots in the upper Midwest during that time.

Hand (three brass, three anx and flour rhythm) is versatile enough to dish it sweet or hot. When caught here it was predominantly brassed and swinging, but he plays many club and hotel dates, ghere the reeds take over the play and the brass is mutod.

the brass is mutod.

Jack Newlon is the fronter, singing in croon style. Instrumental emphasis is on the two drumpeters, Chick Hayes and Bob Adams, while Ocotge Casey is the definities two stands on his own. Ork is trimly outfitted, youthfully manned and, the not musically styled, gives out enough to satisfy the depoint.

Old field.

Rines Takes to Theaters

YORK, March NEW YORK. March 4. — Closing Friday (3) at Harry Richman's Road to Mandala's ritery William Morris Agency has Joe Rines touring theaters. Splits the March 24 week at the Palsoce in Akron and Youngstown, O., the week after appearing at the Circle, Indianap-cills. Pollowing his sour Rines returns here, with the possibility of getting his old stand back at Hotel St. Regis.

By M. H. ORODENKER-

Don't Be Thata Way

CARRYING on where Larry Clinton led's off, or so it seems, van callemnder commits the unpardonable in owning up to his intest Bluebird release. Band bears out an acceptable brand of rhythmpation for Kirby Walker's Oh! I'm Rel and Money Sunny Boo. Only I'm not what we would call playing cricket in falling to give Edgar Sampson and Benny Goodman composer credits for the latter side because it's close enough to. Don't Re That Way to really be That Way. Apparently the lifting on such wholesle scale was a bit too much for Alexander alone, for he rings in Buck Ram as the collaber, And to make the carbon complete. Benny's arrangement is patterned even unit the code.

Now that the "swing" Mittado has hit

Now that the "swing" Milisdo has hit Broadway playhouses, it seems impeasing to paraphrase the Gilbert and Sullivan endearments, no less a debasement in the name of damapation than the swing-sters have done to qur classics, folk songs and even grand opers arise. If you desire your G. and S. streight, just passit by. But if you can stand it with sods, Larry Clinton has streamlined—adding cafe society lingo to the lyrics and a barrethouse best to the music. Sixed Little Butteroup (H. M. S. Pinafore) and five Got a Little List (The Mikesio) on Victor. Bes Wain, per usual, makes it all the more worthy with ber song slinging. makes it all t

And for a swing symphody in Dide-land setting, distinto Disa Digo Do on Decen bearing the Bob Crosby brand. It's double-barreled and taken to both

Delightful Delirlum

Delightful Delirium

ARTIE SHAW, eschewing the stomperoca for his particular hrand of
swingslogy and rather, herding the with
the munical comedy and dight operatin
scores, takes in 10 sides that make for
Bluebirdia first album-bound volume of
pop music. It's stilliger swingers for
Carleca, The Donkey Sevenade and
Roudist, being just as tortid only more
suneful for My BHI, My Heart Stood Stilly
Lover, Come Back to Ma. Zigeuner,
Supporting, The Man I Love and villa.
The needlers have been a bit bohind in
discovering their new swing tool, so for
the cult of collecting and at the same
time cashing in on the growing boxomic value of the name, Vocation has
been releasing his earlier warworkings,
going way back for it Afait Right and
South Ses Iriond Magic. They're still
right rhythmic with strings making a
distinctive embellishment for his
embryonic swingology. Peg La Centra distinctive embelishment for his embryonic swingology. Peg Lo Centra pipes the wordage for these one-time

(See OFE THE RECORDS on page 73)

T. Wilson Preems at Door

NEW YORK, March, t.—Teddy Wilson, plano-playing mainstay of Benny Goodman's chamberized awing music, steps out on his own as a macutro next week, debuting his own band March 21 at 52d street's Pamous Door. Wilsonites will put in some six weeks at the Door, with Red Nichols slated to follow late in April.

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LAWRENCE DUCHOW VICTOR RECORDING ORCHESTRE

WANTED

THEO, F. WHITE, MOS, Grabes, HI.

"Whiteoaks" Drumbeaters Report Boom Roadshow Biz

Say country is eager for legit attractions with star draws -unusually bad Chi season blamed for bogging shows that would otherwise have done good biz to Coast

Reported this week when advante men of Ethel Barrymores Whiteonic arrived in respect to the week when advante men of Ethel Barrymores Whiteonic arrived in the men of the Barrymores whiteonic arrived in the season for traveling companies, it was pointed out that Whiteonic has minimal an average the soo per week either Christman with Des Moines and Memphis in the high breakets for one-nighters, growing close to Mo.00 for the single appearances, with Wisco. Tek., growes hitting the low abb. Louisville, Nashville, Knoxville, Birming-ham, Stour City, Ind. Omaha: Port

Marie Stotut City. Ita. Omaha; Port Worth Text Dallas, Houston and San Ahrboule were good grosses, with take for one-nighter hitting-over the sa,000 "Life" Clicks in Chi;

In stating that legit chis is currently tops for road shows, it was pointed out that this meant for idea above only. A seaweling show without the necessary means to beek it up won't draw, socording show without the necessary means to beek it up won't draw, socording show without the necessary selector fails to strike a hit here even with a second company, and it looks like that the five big names in the United States theater today are Ethel Barrymoos, Katharine Cornell, Helen Rayes, George & Cohang and the isam of Alfred Luni and Lynn Fontaine. Any others have much more difficulty drawing on a national scale.

Whitnesks is only New York road show in play Los Angeles since July, 1928. Out of 18. companies booked for Los Angeles appressances last wesson, only three leated ppeninces last meson, only three linear north than 8 or 10 wester. They work with and Pentaine, doing Amphitryon 28 and Iden't Delight; George M. Cohan in 76 Eather Be Right, and Barrymore in Wilsonie.

One had spot reported was Chicago, twas claimed that had it not been to the anunhing block of a bud legit meen in Chi more shows would have gos thru to Coast

Whitecake does two-week stand in Los Angelie at Biltmore, then to Prisco. Company treks north to Portland, beteria Calgary, Disnoction, Seattle, Victoria Calgary, Mononton, Begins, Whinipes, Duluth, Buffalo, Ottawa, Montreal, New England dates Pinto New York for return to Broad-Company figures road-show tour man good ad, and that mannes flocking to now Yesk to view the fair will take a gamder at Whiteonks if they were unsible to see the show on the road.

BROADWAY RUNS

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Note

26

story of high school life that is hilariously familiar to sunjane who ever had to report to a principal's office of do an errand for teacher.

Playing to \$1.50° top, is should enjoy nightly rerowds for a number of weeks. Good comedy has always had a successful market here, and What a Life has laughs galore from beginning to end.

Bracken, as about organing to each with his characterization of Houry Aldrich, who is always in trouble. He looks, talks and soft the part to perfection. Marshall Brackerd in a typical high school principal, and Connie Nickerson is the sweet little precident of the juntor class who sympathics with itemy's troublesome experiences.

Able assistance is furnished by Fraye Olibert. Irving Mogrow, William Mane drek, Mary Darwin, Norman Toker, Lora Rogerts, Mildred Todd, Stasia Wilson, Lorraine MacMartin, William Blees, Hipe Landin and Predric Clark.

Sain Honigberg.

Graham's X-Country Tour

NEW YORK, March 4.—Martha Orabam and her dance drams, American Docinent, leave the end of this month for month's transcontinental tour, Compai Company includes Houseley Stevens Jr., inter-locator; Erick Hawkins, of the Ballot Caravan: a supporting group of 12, and Louis Horst, musical director.

From Out Front

CHICAGO, March 6.—George Abbott seldom fails to strike a hit here even with a second company, and it looks like his newest, What a Life, which opened at the Erlanger, issue exception. It has a bright cast headed by Eddle Bracken of the original New York group, calciles with fast-paced directions and tells a

Recently this equinm received a letter from a lid up in Wrentham, Mass. He doesn's get a chance to go to the theater much, but he's pussionately interested in it, and reads as many plays and theater books as he can, sending down comments on them from time to time. Those comments are always interesting and, since they reveal the reactions of a fresh and intelligent mind upon plays that most of us take as a matter of course, they seem emisently worth reprinting. Also, they represent the attribute, the likes and the dislikes of a member of the coming thesi-rical generation. And they also contain a large share of good, common home sense—which is probably endled horse sense because it is shared by so pitifully flew humans. In any case, they're certainly worth reading.

Therefore I turn the column over to Bill Astill, of Wrentham, Masse.

Therefore I turn the column over to Bill Astill, of Wrentham, Magazing Therefore I turn the column over to Bill Astill, of Wrentham, Magazing Therefore I turn the column over to Bill Astill, of Wrentham, Magazing, I wowed to myself that I'd read all mine, including the imposibly dull prefaces to each, but unfortunately they were so bad that I was compelled to break my promise. Sant Josa was among the best-at least there were some worth-while sentiments. Condide was riddenfour. Corpell must have been its only saving grace in the recent New York presentation. I stood three pages such of The Devil's Disciple and Clooptra. Mrs. Warrer's Profession is, of course, hope-leastly dated, and must have been corny even in its own day. I rather liked Fanny's Pirst Ping, but Arms and the Mon was my favorite.

"Shaw is okeh in one respect—he sometimes eees things with amazing clarity—it least to seemed clear to me, particularly in Saint Josa. At other times (and I think this is his major rauls) he bogs his plays wretchedly with staid, stury dialog, putting into his characters' mouths words, phrases and expressions everyday people would never use. In his earlier works he is unintentionally funns with such quaint sticems as the wing herself up proudly (almost all of his female characters do this at least once in every play) or flounces majestically from the room."

The next volume I tackled, The Theater Guild Anthology of 1s Plays, was an entirely different matter; I enjoyed most of them immensely. A. A. Milne's Mr. Pim Panses By was trivial but ammains. Molanta Lillow was rather depressing, but I'm always partial to finitusies. Werfelt The Oost Song was very powerful—especially the ending—but I didn't care for the dialog. The Silver Cord was polyment and for A cast of super actors, because the voles seem so difficult to play. Rice's The Adding Hochise is a lot of time, but from a tochnical tempolating, but I'm always partial to finitusia. Werfelt The Oost Song was very powerful—especially the ending—but I distribused the subor

reason that there's some plot to it. The rest were so inconsequential if can't even remember them.

"I have just finished the novel Of Mice and Agm—and if John Steinbeck is being realistic and giving us a typical picture of a socilon of the United States, I'll leave by the next beat. Really, in my opision, he ranks easily with Jamos S. Farrell and Ernest Hemingway as one of the greatest purreyors of literary fith alive today. The fact that he made Goorge and Leiny sympathetic characters is at least one saving grace. But it must have been a ghastly spectacle on the stage.

"I suppose it sounds pretty importants for a young pip-squeak of 18 like myself to pronounce infigurate on these playwrights with their Pullter Prince, Crete awards and international acchieft, but it seems to hus that if they all stopped being so artificial, so moralistic, so merbid and so ridiculously realistic the legitimesta theater would have a much larger following. After all, the theater is for entertainment—so why, do these fallows make it a pulpit, a roterum or a map box? The public goes to the theater to be amused, and not to be harangued or taught a lesson."

I like to think that Mr. Astill is typical of the sommer generation, but really I know that he's note, intelligence is soldon if over typical—even in the allegedly manify intelligent field of drams criticism.

Bond Posting Stirs Unions

Campaign on to clean up summer theater rackets and project salaries

NEW YORK. Hearth 4.—Posting of the year's first Actors Equity bood for a summer stock company and announcement of a new group it Oreenwich, Conn., attrod three unions to place on their immediate agenda extension of minimum scales and closed shops to the cowparna adjacent to Broadway. Triple-barreled campaign is expected to clean up known summer theater rackets and protoct salaries, making it difficult for the shoestringers to even get started.

This week R. E. Sard Jr., Cambridge, Mass., operator of the North Shore Players, Marblehend, Mass., posted a \$3,000 bond with Equity, Large figure is to cover Sard's plains to the name actors, Jack Runro will do the directing.

mangurating the flow of summer stock press releases is announcement of Walter Tupper Jones, founder of the Westchester Playbouse, Mt. Kisco, N. Y., to run the Temple Playhouse in Greenwich for 12 weeks, beginning

Greenwich for 12 weeks, beginning June 5.
Actors' Equity's plane for supervision of summer theaters call for increased policing staff, which has not yet been voted by council, the Harry Lane, Equity's summer stock steward, has petitioned for them. Lane feels that he other changes in Equity sourcet or regulations would be necessary.

regulations would be necessary.

Having brought under contract, about a half dozen new summer theaters last year, the several stagehand locals of upper New York, Connecticut and New Jersey are opening negotiations early this year to break the prevailing habits whereby the farmhands more scenery, big goal for the IA bogs is the Monayke Valley Pestival under the direction of Charles Coburn.

Charles Coburn.

According to Hal Olvery business agentfor the Theatrical Managers begins and
Treasurers' union a basic agreement for
summer stock to being mulled by the
various groups meeting to formulate
antisimums for next year. Manner of
corrolling the bayacoders has yet to be
determined. Union astivity is figured
approbably decreasing summer stock
activity this year, with the World's Bath
also seen as a possible roducing agentalso seen as a possible roducing agent. The cowbarns his their all-time high last sesson.

Chicago Views New FF Ballet

CHICAGO. March is.—The new Federal Bellet directed by Ruth Page and Bentley Stone, who also are the featured dancers, is imbuted with the spirit of modern, expressive work. This is particularly appleable, in Guns and Gartismers, one of the three playing at the Blackstone, which is a moving, presentedly version of Carmen, It is perpetually attring and both the cheergraphy and herrors set depict the struggle and emptiness in present-day opain. While in the long run it is lacking in true artitury of the dancer as far as the majority of the dancer are concerned, the pattern is sively ecolorul and the resultance of the cast are in the least, commercially interesting.

Bentley Stone stands out as the top dancer in form, police and showmanship. He portrays a rebel arthor in love with Carmon (Buth Page), who in this streamlined plece is a case macer Miss Page ablues in a complete of some but occasionally her conquerated head expressions detract from her terpalchoran performance. Walter Campin dances the other lead as Jose, a Loyalir a factor, and his conception of the role of commendable. Minst credit, however, goes to the team of Bentley and Pain for their solid direction.

Opening bailet, Lore Song, is cast impressions detacted the context and the conception of the role for their solid direction.

Opening bailet, Lore Song, is cast impression in the same leave interesting impressions as the trage, remained (See CHICAGO VIEWS on page 28)

(See CHICAGO VIEWS on page 28)

Todd Posts Bond For Swing "Mikado"

NEW YORK March 4.—Mehael Todd is posting additional bond with actors Equity and going shead with his plans for 8 commercial production of a swing Mikado following expressions of sympathy in his dispute with the PTP from unions, one of which protested to President Received. unions, one of which protested to President Rocetvels, asking that the project ony return commercial salary scales if improduction continues as a compelior to regular vacuures. Gustave A. Gerber, Todd's attorney, requested the stagehand and musicials unions to repeat the protest filed by Theatrical Managers. Agents and Treasurers' union.

and Pressurers' union.
Told had applied for membership in
the League of New York Theaters but
withdrew. The League had considered
protesting against the manner in which
PTP was allegedly operating against
commercial ontorprise but has not been
able to get a quorum expression from its
board of governors.

Elissa Landi Play In Maplewood Try

NEW YORK, March & Ries Lands Rebellion in Shadow was given a tryout this week, starting Monday, at the Maplewood Theater, Maplewood, N. J., with the author in the leading role. It was announced as the work of 'Mady Francis,' but word got around and in midweek' Mins Landi broke down and admitted authorship. She said that she had been afraid that it might be missaken for a hunk of autobiography.

As B standa there's little or no chance for a Broadway showing. There's very definitely a play in the theme, which revolves around the dual problem of understanding and love, but Mas Landi seeks utterly unable to cleave, to a single clear little. The first of the two acts plays nicely enough, but the sword of the seeks and thought is involved and the expression muddled, and willing customers have guite a time of it stying to dope out what Miss Landi wanishto say. Also, there's a plentiful pressure of verbinge; and a 1 thruoug the house, closes a 2 thruoug the house, closes a 2 thruoug the house, closes a 2 thruoug the house, closes a 3 thruoug the house, closes a 2 thruoug the house, close a 2 thruoug the ho

have quite a time of it tiying to dope out what Miss Landi wanisate say. Also, there's a plentiful lack of action and a plentiful presence of verbiage; and the constant movement of characters on and off stage (in most instances managed with the aid of a doorbell) ended by bringing laughs.

The plot tells of Katherine Marshall, a novelet (described somewhat quadrity on the program as "an authoress"), entary guy who adores her but down't understand her. Vivian, her young friend, is engaged to Felix Foulkes, a philandering and artistle symphony conductor from London. Kate, writing a new novel, finds that she is in love with its hero; and she do factores that that hero is based on Foulkes. When the character retuge to respond to his author's guidance, but instead faists on finding happiness with a roung girl patterned after Vivian, Kate destroys the manuscript.

destroys the manuscript.

But when Felix, later on, comes in and declares his love for her abo realizes that she loves not Felix, but only her can she letter not him in her book. The retuses him, he breaks with Viran, and Kate decides to find security by marrying the unsuspecting but golden-hearted kruest. It's a pretty lame ending after what has gone before.

The attery (and the thought behind it) selluttely offers the basis of a play. But not of the elsentials are given in the first half, and the second act degenerates hiota weary round of entrances, exits and circular table. the manuscript

and circular bilk.

Miss Landi, playing het own Kate, does better work than I have ever before the part of the par

The Maplewood Theater, incidentally, is a large and lovely bouse with practically perfect accounter. Its next two this will be Dorothy Mackall, in Personal Appearance, and Jane Wyste, in Coquette.

FTP Efficiency

NEW YORK, March 4.—Paul El-wards plan to check up on workers of the FTP is being put into effection the FTP is being put into effection the Federal Theater Project next week, and FTP appervisors are all steamed up. According to some reports, the breach that tossed Ted Maunts, publicity director, and Irving Mendel, head of the Living Nearpeper, out on their respective ears was said to have been at least partially precipitated by their opposing the new timekeeping system. The new ruling forces supervisors to turn in a schedule of where their workers will be each hour of the day one week in advance. If FTP shoopers find that the workers are not complying with the schedule the workers will be hauled on the carpet for not being at a contain place at a certain time, and the supervisor will get it for certifying that the worker would be their.

Imagine deping out the ngcessary pergrinations of a press agent, for example, a week in advance.

PHILADELPHIA, March 4. Estbarine Hepburn provides the bright spot on Philly's legit business. The Philadelphia Story, catapulted by rave reviews, turns in a stating 25G for the second week at the Chestnit switch as top. First week garnered a nifty \$22,500. The show closes tonight because of previous commitments.

Grosses at other bouses are only fair. The Yiddish community turned out to pay \$7,500 at the Locust to see Three Cities, Maurice Schwaritz drama display in a one-week stand, with th \$2 top. Engagement closes tenight.

Estimated grosses for Golden Boy, with Betty Purness and Phillips Holmes, is \$7,000, with a st top; The Importance of Beilig Estrest, with Clifton Webb, Estelle Winwood and Hope Williams,

The Women at the Forrest, also with a \$1 thrubus the house, closes a nine-week-skint here with an estimated \$8,000. The D'Oyly Carte troupe in a Others and Sullivan repertory opens-Monday.

A 75-cent top netted Spirochète, the WPA offering at the Walnut, \$2,500.

OUT-OF-TOWN OPENINGS

"Five Kings (Part One)"

COLONIAL (Bostoss)

Condensation by Orson Welles of Shakespeare's chronicle plays. Presented by the Mercury Theater. Directed by Orson Welles, formical supervision by Jean Rosenthal, scenary designed by James Moroom, costumes by Millia Dalemport, incidental music composed by Aaron Cooland. Aaron Copland.
The cast: Robert Speaight, Burgess

Meredith, Ouy Eingaley, John Emery, Bustace Wyatt, William Mowry, Edgur Barrier, Erskine Sanford, Orson Welles.

Meredith, Otty Kingsley, John Emery.
Bustace Wyntt, William Mowry, Edgur
Barrier, Erekine Sanford, Orson Welles.
Ous Schilling, Fred Stewart, Lorn Baxter.
Alsos John and others.
Osson Welles is again attempting to improve upon the standards set by Williams Shakespears. Whether or not he has done so must be left to the judgment of a critical public.

Welles has undertaken to condense into one evening's entertainment, albeit a long, long evening than opening night aligners saw the curtain rise gromptly as 8 and the final curtain descend some time after midnighth, the story of English history from the period of Richard thru Henry IV and Henry We The chronicle plays of Shakespears are presented in this Part One of what bods fair to be a centinuous performance; with the completion of Mr. Welles' idea of deiving still further into this realm one suspects that some time in the future one may attend a Welles play for at least, two days and still not have seen the finale.

By is magnificent, it is gorgeous, it is different, it is almost attipendous. One

It is magnificent, it is government it is different, it is aimost stupendous. One should hearten back to the days of Hollywood when adjectives retained supremento find words of sufficient potency to describe the play. Tet one wonders if audiences will remain tirelessly thru it when its reaches Broadway. When the what the traches Broadway. When the describe the play. Yet one wanter a sudiences will remain theleesly thru it when it reaches Broadway. When the last curtain fell on opening night Mr. Welles and his playest were given a tramondous evation. Many of the communiters had, of course, of necessity left to catch midnight trains, but that audience which remained wared entirely one thusiagte.

In its staging Five Mings is singularly novel. There are no less than 32 scengg presented on a revolving stage upon which reat four ready-made bettings. The curtain is lowered only twice during the action of the long play. At other times the changes are made without even momentary intermission and aften the characters walk in full view of the

atidience from one scene parently quite naturally-

parently from one ween to anogonal, spearently quite naturally.

The towering scenery is impressionistic rather than realistic, it is built of plain, unpulnted beards roughly nailed together. The effect is attritudy impressive. The play opens with the splendid chorus, "O, for a muse of fire that would chorus, "O, for a muse of fire that would ascend." Scene King Henry V, spoken by Robert Speaight, and then plunges heading into the soccasion to that throne of England of Heary IV, after the murder of Richard. Scenes in the Boar's Head Twern siternate with scenes in Henry's palace, the castle for Northumbriand and the onelic field of Shrowsbury. Mr. Welke's plan has been to follow the development of Prince Hal, the companion of Palsial and his roisterers, into the conquering here who open again laid Prance of Patains and his roisterers, into the con-quering hero who once again laid Prance prostrate at the their of England. Hence he is combridged not only with the hot-headed and robust Hotapur, whom he stills in a duel, but with his own early character. One of the most appealing and tearful scenes is that in which the new King Henry V. formerly Prince tist, remounces Falsters and his old com-panions.

new King Henry V. formerly remeatures interesting the cloth companions.

Burgess Meredith not only shares hongers with Welles, but at times shale the show with his splendid porturyal of the grown man. For both Meredith and Welles there must be only the highest praise. But, of course, to Welles there must go the glory of having conceived something that is recy old. It seems incredible that after acting an producer, playwright, designer, editor and all else he should then give such a perfect picture of the robust, hearty Fulstair. If there be any criticism to offer it must be that no does raistair a bit too well, converting the clowning, joyfal convival and obese character into something that is just short of being repulsive,

John Emeryalose a thundescus job of playing Hottpur, but one not entirely convincing as yet. Merits anicrum is an effective Henry the IV. Gus Schulling. East Side accent, and all, is a delightful Hardolph, and Edgar Rent a humorous Justice Shallow.

Welles will prune here and out there, and out of it all will come a play which wills run perhaps three hours instead of the present four of more. Five Kings will attract if for no other reson than that time trees will attract in the production, itself, for the appendid acting and for the high value of the idea.

Floyd E. Bell.

Jewish Playgoers Apathetic To New (to Them) Revue Form

NEW YORK, March 4.-While Maurice NEW YORK, March 4.—White Maurices Schwarts is touring other Jewish centers with The Tures Cifies he has turned his Yiddish Art Theater burb over to the Yiddish Bande, a stock troupe of showapielers coming to these shores for the first time from Poland and presented with the blessings of Schwartz in association with Ignatil Son.

cation with Ignati Son.

Their first effort is mysteriously titled The World Frembles. It will take more than a mere esuption to bring them more than titters here. Thesterpoers suffer no conselence qualms when traditions are shattered on the English-speaking stage, but it's no go for the foreign-born and their first generation that makes up the patronage of the Fiddish stage. There can be no deviation from form. It must be heavy drama (and no light drawing-room comedy will suffice) of a book mustical with an equal balance of comedy in the book and some-dance sequences when the pit fidder scratches out the minor strains.

Departing from the conventional, the Bands bows here with an intimate muy steal revue and the fancy and the frilis

Bando bows here with an intimate mustical retrue and the fulles of a Carroll. And in the memory of this thestergoer it's the lirst time that a retrue pattern was ever presented on the Jewish stage on this aide of the Atlantid. Depending entirely on its song characterizations, the matchiese and priceless for this corfier of the theatrical world. The World Trembles as a retrue is sovely inciting in comedy and dance elements to make it acceptable fare for the Jewish stage. It is a vandeville show tather than a nevue, but just the same lacking in variety. It must be remembered that these sudiences play right along with the players—and The World Trembles falls to move them.

Cast. a lune working, well-meaning

Cast, a hard-working, well-meaning

and highly capable one, is paced by Manasz Oppenheim in the role of conferencier. And the talents are fairly seenly divided among Lily Liliana, Malvins Rappel Chana Greebour. Leon Lichgold. Zisy Katz, Issac Rottman and David Lederman. Of the 21 scenes comprising the two acts all but four are musical settings—three being the stereotyped black-outs and the fourth a dramatic take by Rottman, Justice, wherein a crasy man analyzes this crasy world. Issue aketch, brought forth the only real hand saive from an over-politic audience—an audience tuned to the heavy dramaturgy of Maurice Schwartz.

Whatever worth The World Trambles

dramaturgy of Maurice Schwartz.

Whatever worth The World Trambles carries, it is in its music. The song contents ran the gamut of all human emotions and the personal factions and characterizations were far above par. Since the music is fresh, most of it hiere on these shores for the first time as the retain musicians having a bough time of it in pit will attest, any half dozen of the selections if tied together with a book would make for a smaah musical comedy. The likes of their human song stories have seldom been seen on the Jewish stage here, and on that alone does the Viddishe Bandorate serious consideration in making a box-office impression here.

M. H. Orodenker.

M. H. Orođenker:

American Academy Students Present "Christopher Bean"

Present "Christopher Bean"

NEW YORK, March 4.—Last Friday the American Academy of Dramatic Arts presented the Sidney Howard comedy. The Late Christopher Bean. The performance was a bit spetty.

Peter, Jaye, in the part of Dr. Hagget, squired off with all the assurance anyonic could possibly demand, but it seemed he suddenly recognized an audience beyond the fourth wall and couldn't forget it. As the routine, kindly old country dector who had unwittingly succeed a genius he was doing beautifully until the audience was auddenly let in on the author's plan to befudde the nice old medico. It appeared that fift, Jaye took the studence's laughter at the situation for delight in his ability to play comedy and went on and get lost from that point. He showed the pit-dwellers that he was in on the pilot, too, and so missed what should be ting chief aim of any actor, thusion—becoming no longer a country dector, but just, a (See American Academy on page 27)

Alviene of the Theatre

144th Year) Bile-1 Ceuron—Biage, School, Harije, Chelce—Drame, Danie, Opire, East, Decorposential, Editor Control of the Contr

AMERICAN ACADEMY OF DRAMATIC ARTS

POUNDED IN SEED BY PEANGERS IN SANGENT

HE foremost institution for Dramatic and Expressional Training in preparation for Traching and Directing as well as for Acting, spring TERM BEGINS APRIL T. FOR CATALOG Address Secretary, Boom 145, CARNEGE HALL THEW YORK Conducted by PAUL DENIS-Communications to 1564 Broadway: New York City

American Units **Again Heading** For Australia

NEW YORK, March 4.—The trend to-wards booking American girl shows in Australia is becoming increasingly evident and profitable. The latest pro-ducer who will take a tink show to Australia to Clifford C. Fischer, whose Hiteractional Castno Revue is to appear at the San Francisco Pair, will depart for Ameralia when it finishes the fair

Harry Howard was the first vaude pro-Marry Howard was the an American faucer last year to take an American faude unit to the langaroo country to reported good grosses. Howard's unit reported good grosses. Howards unit has already played out the first 20-week guarantee and has been booked to play an additional 15 weeks for the Fuller Circuit. The Howard unit is now playing Melbourne and will move to New Zeeland March 28, and then perhaps to Secuth Africa.

Years was once quite a profit-Years used hits was once quite a profitable venture and the European provinces were full of American shows, but along with the slack years the practice dwindled down to almost nothing. The more was first revitalized about a year and a half ago when A. B. Murcui took a thing to Australia and was so successful that many others have been encouraged to do likewise.

10 P.M. Curfew for Femmes

BRIDGEPORT, Conn. March 4 .-- A rule ing of great importance to female quier-tainers and musicians in Connections was the new attorney-general, Francis

A Pallett, thru, his assistant, Frank J.
Detesa, this week in answer to an inquiry by Labor Commissioner Joseph M.
Tone, who wanted to know whether the general statutes governing the employment of women should be construed to include singers and musicians.

Detesa said that while the fittorney-general office was not concerning itself with the wisdom of the legislation. It was the clear intent of the law that curfew rings at 10 p.m. for all fernals workers, whether they sine for their support or not. He added that minors under 16 and females in all public restaurants, again, inget clube and diming rooms, with the exception of those operated by hotels, and included in the State statutes.

Warner Change in Wilmington

WILMINGTON, Dal., March 4.—With the opining of the new \$650,000 Warner Theater here last week, Warner has shifted its local vaude policy from its Queen Theater to the Aldine. But-you

Gowntown house.

Richard V. Eirsh, who managed the winds at the Queen, will manage the Aldina make the new policy. He succeeds Lease S. Black, who was made manager of the new warner didney Munter succeeds Eirsh at the Queen,

Down Beat, Philly, Opens

PHILADELPHIA, March 4.— Another addition to local hot spots will be made with the opening of the Down Best. Nat. Stepas and Harry Roberts, operators, will feature in their instigural show Nannetts, strip danceuse: Betsy Bays, around the instrumental specialities of the owners. Eddle Suss is the pooles.

Black Revue for London

LONDON, March 4 After two weeks' tryout at Brighton Hippodrome Goorge Black twice nightly intimate ray. High end Bine, with its numerous American parforment, opens at Hippodrome here haven's Show to include a few milliuses of American burleaque.

Club Gets Karston Unit

FOUNDIFOWN, O. March 4.—Korston Faller Unusual him been booked into the near-by Oray Wolf Tavern. Will play the dulb for six days. Inshifty to account sufficient theater bookings is said to have resulted in the unit contracting to play event of the bester night dulbs. Policy during the engagement of the unit will be a cover charge of 60 cents a physical limit curve 25 people. Simil curries 25 propts

The Bum Goes A.Feudin'

PHILADELPHIA: March Winchell-Bernie foud is developing between Benny the Bum's night club and Jack Lynche Walton Roof, with entertainers taking sides with pointed

as Benny's the Slate Brothers got howls with "the wind-swept Walton Jacot—the first time it been swept in years." Another rescribes the club with no cover, no paintmum and no

At the Walton, Milton' Berle retal-iated with an imaginary conversation into phone winding up with, "What.

Since the customers are enjoying the rivalry, no truce is yet in eight.

Havana Venture Costs Bouche \$\$

CHICAGO, March 4.—Albert Bouche. operator of the local Villa Venice, claborate summer spot, is reported to have dropped around \$20,000 in the operation of the Chateau Madrid in Havans, which folded hast month after a run of some six weeks. Bouche transported Ameriloided has month after a run of some six weeks. Bouche transported Ameri-can acts and Frankie Quartell, orchestra-leader, and staged a lavish show, but the Others apparently proferred native talent and cheaper prices in competitive

Bouche had only a 42 minimum in effect, for which the patton was given a dinner, but 50 cents of the rum went to the cab driver if the customer came by taxi. The tourist trade which sprincipally patronized the Chateau Madrid when it was open several years ago has been bad this year.

courtell, who returned to town to accept a job at the Towns Club in near-by Ciero, reports that the talent is back in America and that all performers have been paid off. Bouchs is expected back next month to make preparations for the reopening of the Villa Venice.

HAVANA, March 4.—Albert Bouche brought his company to the Pausto. Theater for three shows a day. The unit had been playing Bouche's Chateau Madrid.

Madrid.

These working the show were Holey Staters, eccentric dancers; Maclovia Ruiz, Madican dancer; Ouby and Smith, acrobatic balancers; Frank Brooks, tay dancer; Leonard Maresco, canor; Marilyn Maina, modern and acro dancing; Lynn

Cafes Fight Over Monte Carlo Name

NEW YORK, March 4.—Gaston Wit-many proprietor of the Monte Carlo at 48th and Broadway, filed suit last week in State Supreme Court asking an in-plunction against Felix Ferry, who un-shuttered the Club Casanova asyumi weeks ago and renamed it the Monte Carlo.

Carlo.

Perry has been identified in the night club field its Monte Carlo, France, and the Continent, consequently when he opened a club here he named it the Monte Carlo.

Witman, however, protests over this name because he has been operating his present night club for the past four years, ever since Citiford Fricher brought him to America to appear at the French Casino. He is asking an injunction restraining them from the use of the mane and will also ask damages.

Pt. Huron Club Burned
PORT RUHON, Mich. March 4.—The
Wonder Bar was destroyed Monday night
by a fire that did \$100,000 damage.
Origin was unknown.

and Lagreroni, staters, and Helen Wehrle, strip dancer, and a clorus of six. One of the Cuban orchestra sued Bouche, claiming he was preparing to leave town without paying the salaries due (81,500), but when the case went to court it was dismissed, for several of the company testified they had no companies. complaints.

Albert Bouche's Chateau Madrid has fallen by the wayside and Bouche is in trouble. Judge George A. Zunegui, of the Correctional Court of the Second District.

Correctional Court of the Second District, has placed Souche under \$1,000 bond, and another bond of \$3,000 representing his personal responsibility as impressrio, and corresponding to the payment of \$1,500 im wages due to Gaban orchestra players and other performers.

It was reported that Bouche was going to leave without gaying those salaries. Detectives from the accret police have been goting over his house and property and took possession of some checking machines and rolls of paper, also a private microphone, which he had been using its his show at the Villa Venice Gardens.

Police have been investigating this bo-

Police have been investigating dis bo-longings to see if he would be responsible for the bill of charges investit against him by performers of his show:

Maisie and Hazy Ready for Class Bookings, But Maisie's Worried

BY PAUL DENIS

Wells, we haven't worked yet, but we have a lot of promises. Joe Pursent, our agent, says he's suits he can get us a spot with Billy Rese's water show at the World's Pair. After all, a ballroom team working high-class routines in bathing suits cught to be a pank, he says. (But, really, Paul, it deem't sound dignified at all). Anyway, Joe asys we've got to break in the new not first and he's trying 'to get two works at the Lone Tree Lodge'. (It's strictly a hideaway and good for breaking in, says Joe.) Joe says the lodge has been operating since summer and one has been able to find it yet.

Salary will be \$25:a week for the team—but Joe says stoney lan't everything in life, so I guess we ought to take it. We will probably trycout.our tange, waitz, for trot and modernistic. The modernistic will be used for the snoors. We call it modernistic because neither Hal nor I can figure out what it is. Hal bought the music and routine years ago but never used it. When we perform it, we purposely look very nervous and frighteness, this is supposed to make it authentic modernistic stuff.

WE HAD a gown fitting—that is, I had the litting and Hal was there has the critic. WE HAD a gown fitting—that is, I hall the Titting and Hal was there his the critte, the said I cought to use bust pade because all chas ballroom teams have that easy look. But I refused. Then Hal and I cught to wear blue for the dinner show and red for the supplers above. The blue is supposed to be a quiet color, said Hal, and red a more in keeping with staying up late. Maybe Hall is right, but I'm beginning to worry. This is the first time in my life that a manchas been telling me what and how to wear clothes—and I hardly know him.

We had another reheared today and, sure enough, we had a big argument. Hal wants to do our walterin such a way that he is always in front of me and then edges off the floor backwards, hidling me from thow. He says this is very Continental. But I'we been doing a single dance set for years and the lesse I deserve is to get equal rightspow.

Really, I'm beginning to suspect Hal is jealous of my dancing ability and is trying to push me back injo the background.

REALLY, Paul, I'm getting so nervous that I'm already thinking of splitting with Hal. When I was doing a single everything depended on me and me algae. Now I will have to worry about a partner, If he's sick, we can't work, and iffhet not im the resord to do his best the act will flop no matter hew good I may be. Now I realize that a double act does not split the worries at all; it doubles them!

MAISTE.

MAISIE.

P.S.—Hall just came up and asked for a linewed. Says be can't rehears properly
when new brokes and that when he may no money up his postet be cannot radiate
his post personality. I gave him that no but I told him that now I don't feel so
hot myear, either.

Club Talent

New York City:

MILTON BERLE leaves fown next week to open at the Bryal Palm, MismiPla. March 12 for four weeks.
THE GREAT MAURICE, magician now at the waldorf-attoris Role, found & gold watch jast week and returned it to its owner, Roselyn Terhune, of Station WHAL. Baltimore. THE DEBONAIRS, currently at Billy Rose's CasaManana, have signed run-of-play contracts for the next production there. Rose is reported to be personally writing a number for the boya.

NANCY NOLAND closed an eight-week engagement Saturday at the Hotelswihlte and opened at Hotel Eyses Monday.

THERE PLAYEDCYS making as abort for Universal. JUDY CORNOVA is new vocalist at the Onya Chub.
TOMMY JORDAN, singer with Joe Marsala's Band at Hickory House, will double between lays school and the tonsile assignment.

Chicago:

tonsth assignment,

Here and There:

Here and There:

VAN AND ARRVOJA closed at the Dixie Inn. West Palm Beach, Fin. and salled March 6 for a two-week enangement at the Class Bucket. Kingston, Jamasca, B. W. L. JOE LITTLE emace, is being held over another week at Club Chorta. Columbus, O. CHOVER AND LAMAE, who played, live months at the Statter Hotel, Cleveland, last year, are now in their eighth week at data spot and will, be held indefinitely. PAUL BACHELOR'S, line of girls, June and Jerry Fisch and Billy Sims, opened March 4 at the Gleun Hendesvous in the Chenn Hotel, New port. Ry. BETSY LES. former chorus girl, is doing specialities in English of the Chenn Hotel, New port. Ry. BETSY LES. former chorus girl, is doing specialities in English of the Chenn Hotel, New port. Ry. BETSY LES. former chorus girl, is doing specialities in English to Chile Hodges, who formerly emaced at Clark's Cale, Buffalo, is how manager of the spot. DOLORES DARNEY is current at the Bus Star Inn. first Akron. O. NITA LA TOURE is in her second week at the Faust Club: Peoria, Ill., and is carted to remain there until March law NONIE MITCHELL is now featured vocalist in Neville Pieceol's Mandalay. Bollywood. IVAN JORDAN, of Pawn and Jordan, has had his ness and care retramped. The Hodges and care retramped. The LeMOYNES opening at Chess And, Buffalo, for two weeks beginning Sunday (12).

RANAYE AND MARGO appearing at Proddie's Cafe, Chevaland. THREE COARDS recently played two weeks at Coconut Grove, Boston. Bioore And Revel are playing factel Roosevell, New Criesna. Lamery General, Donahoe, cance, and Johnny Marcons. On Bradies are at Club Merry-Go-Round. Dayton. Q. this week. RALPH DONAHOE, cance, and Johnny Marcons. CHANEY BELL appearing nightly at the Hotel Roosevell Jackscoville, Pis. CHANEY AND POX. vacationing to Miamil, Pis., Teturn to the Walton Rook. Philadelphiks, March. 27, THE YACOPIS are doing a return angagement and being hold brer at the Hotel Roosevell. Pis. CHANEY AND POX. vacationing to Miamil, Pis.

Detroit Niteries Fold

DETROIT, March 4.—Two more local night spots—the huge Downtown Casino and the To 40 Farms—have closed.

Mortality among the class spots has been the heaviest of any pre-Lenten salor course of poor business, is opinion of several operators,

Cakewalk in Favor

NEW YORK, March 4.—The cake-walk is coming into favor as a novolvy number.
Cower and Jeanne are doing a cake-walk version at the Radio City Rainbow Room, Mario and Florio ties a cake-walk as an encore in the current show at the Casa, Manana. And Joe Howard, the veteran songwriter, is coing a cake-walk at the Diamond Horseshoo.

San Fran Spot in Deal on Name Acts

SAN PRANCISCO, March is drainager Bill Ashby of the Royal Hawalian has announced new policy of tying in with the Rancho San Pablo, in 22 Cerrito, for big-name entertainers after they've

for big-name entertainers after they've played East Bay enhagement,
Sgivia Proce will be the first of the Rancho headilares, to appear at the Reynl Hawaiian, coming March 8, day after the closes at the Rancho, Marine sullivan is set for the Rancho March 23, for two weeks, then moves into the Rancho March 24, for two weeks, then moves into the Rancho March 25, ashby said he had agreed not to bellyhoo high-headilmore until three days prior to their close at the Rancho, she after feeling that too much billing here will keep patrons on this side for hold-overs.

Harl Smith's Orchestra has replaced liero Sammans' at the Rambio.

Two Buffalo Clubs Close

BUFFALO, March 4,-Due to bad Socal business conditions, two local niteries closed last week.

The Savarin Cafe, well-cetablished

The Savarin Cafe, well-established dewnfown apot, succumbed after a hard struggle for several months tinder the new management of Mra, Bessle Calligher and James Phillips, who were former employees at the club. Harry Wallens, former owner, that extend connections officially but was still financially interested. Clubr which used to close for the summer months in former test about the end of April, may reopen not fail. DOUT fall.

next fall.

Gerry's, which opened only a few months ago under the new management of Gerry Rudolph, is closed after declaring bankruptcy. Unofficial backer of this expensive winting was Schreiber's Breway, where Rudolph was formerly imployed as advertising manager.

Del Milne's 3d Year

SKATTLE, When, March t.—As enter-tamment director and orchestra leader, bei Mine began his third year this week af The Ranch, North End night cate.

Material -

Protection Bureau

A Free Service for Readers

A WIENTION is directed to The Bill-

A WIENTION is directed to The BillDourd's Material Protection Bureau combracting all branches of the
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Trick Bookings Help B. O. at State, Hartford

HARTFORD, Comm. March 4. The Harte-Dow State Theater has been successfully experimenting with holdovers of wude attractions which are often made necessary by bookings which take adventage of odd-day layoffs.

Names are often booked for runs that do not coincide with normal change of abows of the house. When the name is held over for one or two days of the new bill the house doesn't after the the hold-over angle until the day before. Then it is advertised, as "held over by popular requests."

For example, Jano Withers recently slayed over an extra day on the Tommy Dorsey bill, and John Bolks held over an extra day on the Ann Bothern bill.

Policy enables house to take quick advantage of open time of name acts and enables it to do oxtra business plugging the "extra added attraction" angle.

House seats 4,000 and was a white elephant until the Down started booking if three years ago in a deal with M. D.

Barton To Head New Casa Vaude

NEW YORK, edarch 6.—Billy Rose starts rehearsing the new show for his Casa Manana today. Current show, except for one change, will run four and possibly a fifth week. Oene Austin has dropped out and Bob Howard, plantst, will replace him, doubling from the cocktail loungs.

The Casa may close for a week before the new show comes in April 2 or 3, The Debumairs and Carle Nelson Band will be held over. James Barton, Don Barclay, Talber's Scala the Juveya, Yola Galli, Yacopi Troupe, Chariffe King, Jack Cole Dancers, and 24 or 32 girls are already set. The Conchellos are a poesibility, but their booking depends on room available for hanging their trapezes and nets.

Charile Preeman booking.

AFA Picketing Resumed in Chi

CHICAGO, March 4.—Affection Ped-castion of Actors here Renewed its picketing compaign tonight in an effort to sign up spots that have stalled the

Cuy Marley, local AFA rep. reported that Ann Milstone's Cafe will be picketed by a group of girls, and similar action will be taken in front of Suerman Hotel next week unless the long-distance negotiations betiggen Attorney Charles Anon and Executive Secretary Ralph Whitehead reach a astisfactory solution before then

Latest spots to sign AFA agreements Gere include the Vine Gardens, Gayety Willage and Dinny Moore's.

Bring Your Meals

CHICAGO, March 4.—Woods Thester on Randolph street is the first
Loop house to switch to a threepleture policy, taking some four hours
to run thrit a complete program.

The other night a guy dropped in to
see the bill and hater asked the manager if he had a spare electric randaround, explaining that he had a date
with his girl friend and he growing
board while taking in the show,

College Inn Uses Jit'bugs With Krupa

CHICAGO, March to While the litter, bug contest feature has pretty well ded out in theaters, Ernest Byfield and Frank

out in theaters testure has pretty well ded out in theaters. Ernest Byfield and Frank Rering, operators of the College Inn's new Panther Room, will give the titles a new shot in the arm when the spot reopens with Gene Erupa's Band next Saturday. Paturing that litterbushing naturally ties in with Krupa's brand of swing, they will hold two contests nightly, and the winning couple of each month will be awarded a week'r engagement in the room. Cash prizes of \$10 will be given away nightly. Various colleges in this area are being tied up to contribute contestants.

Stunt will be staged at this expense of a regular floor show, while' has been used in the College Ints, now portitioned into two sections—Panther Room and Cocktail Lounge.

N. Y. Stagehands Win Higher Scale

NEW YORK, March 4. — The highest scale—a 3 per cent increase over 1220 rates—that Local 3 of the stagelands union has contracted for has been agreed union has contracted for has been agreed upon by local intervened presentation houses. Contract is effective as of February 1, for a year time. Union previously had wanted contract for six months only, but yielded to 150 theaters for the full year in exchange of the increase for department beads, higher divertime rates and better hours.

At the de luxe houses, such as Radio City Music Hall, Roify, Strand and Paramount, carpenter, property man and electrician scale is now 856.49. This all pay cuts sustained since 1929 havis been restored and bettered. At Lower 502s. only so-called vaude house, top scale is \$972.10. Lower scale dates hook to old deal between stagebands and Lower's when, in concession to the house which alone held on to wands, tailon played ball. Increase cole for overtime in first-class picture house and a 12 doon to 12 midnight limit before overtime becomes effective are other features of the deal which will be algred by all parties Monday and Tuesday. Union voted for contract at last Sunday's meeting.

HARRY ROOERS, Chicago unit produces, is planning to put out a swincopited version of The Mirado as a one-hour unit for theaters in the Midwest, Balaban & Kntz are interested in playing such a show in view of the recent publicity given the successful production of Federal Theater's Swing Mikado.

Most Critics Praised Fay's Vande Show: Outlook Is Good

Prank Pay's rands venture at the 44th Street Theater, New York, was reviewed by the first-string formatic critics for the most part, and the majority of the long-hair bors gave Invocable reviews. Some critical comments were definitely on the n.g. adds, however.

Typical of the comments were:

Brooks Athinson (New York Times)—"Let the performing performand the burn cracks go . .g. For ut is a leisurely, lumbering abow with a few good acts and some constable ones warbling around in the spurious geninity of a follay evening."

John Mason Brown (New York Post)—"Valideville is not dead as some of unhave been lad to believe . And a spillant job of it Mr. Fay did ... For no other recent attempt to bring reudeville back has proved less lize a wake and more like the old days at this Palace than does the abow Mr. Fay has assembled ..."

Elchard Lockridge (New York Sun)—"H anything is going to bring randeville back the extravagantly generous bill which Frank Fay offered had evening ... should do the tree. It makes a long and substantial entertainment."

John Chapman (Dolly News)—"There are a number of nice things about Mr. Pay's show."

Sidney Whippie (World-Telegraphy)—"There are a number of nice things about Mr. Pay's show."

Sidney Whippie (World-Telegraphy)—"There are a number of nice things about Mr. Pay's show."

Robert thee (World-Telegraphy)—"There was enough, in fact, for two caude. will show a reminding him of the bid Palace blue Monday's commenting that he didn't like those Monday above.

THE METER GAVE IL A Zavorable review.

Hildegarde Rap Lifted by AFA; Will Play Date

NEW YORK, March 4.—The American Federation of Actors trial board which suspended Hildegards from the organisms than for 90 days for failure 30 ruleil a contract she, had with the Colony Club, Ohicago, for a two weeks' engagement at 4675 pert, lifted the suspension for the time being, pending word from the proprietors of the Colony Club to arrange another date.

Hildegards, who opened an eight weeks'

Hildegirds, who opened an eight weeks engagement last night at the Savoy-Plaza, which does not have a closed shop

Plaza, which does not have a closed shop agreement with the APA, appealed the sentence to the trial board. Trial board is understood to have lifted the ban temporarily it fillidegards would play the engagement at some future date at the original figure contrasted for.

The APA has communicated with the Colony Club on these terms, but as yet has received no reply. It was understood that the Colony was not only preved because Hildegards broke the date, but that it spent \$2,000 advertising her appearance and plugging her radio show, and in addition had to substitute Libby Holman at \$1,750 a week.

Roberts Denies Woods Split

CHICAGO, March 4.—Cam Roberts, local booker and unit producer, denies that Johnny Woods, mimic, filed action against him and Nick Bolis, unit partner, for non-payment of mlary. He states that Woods was paid off in Dayton. O., where he played in the Polies of Amount who but his check amounted to \$138.77 of his coutracted salary of \$200 per week, representing a reduction of a sum paid an act to replace him in Evanaville, Ind., for the remainder of the week and telephone expenses involved in alguing a replacement.

According to Roberts, Woods refused to go to Evanaville and returned each, Roberts received the canceled check for \$138.77 this week,

Vaudeville Notes

the Palace, Houston, Tex., recently, JOE (BIMBO) AMBROSE, who has an eight-dog act, sick is Dallas, Tex. ORRAT DELMAR is reported doing well in Mascairl. EDDIR RIO AND BROTHERS booked for the Casino Orca.

Rio de Janeiro, for six weeks with optimes. SAM ROBERTS, of Chicago, and not Sam Branson is associated with Nick Botle, in three units which have been produced in the Windy City this season. Thru an error the name of Branson, who is theatrical booker for the William Morris Acenter in Chicago, who are recommended. Mooria Agency in Chicago, was mationed Walter Rochtin, incidentally, in with the latest Roberts-Bolts unit.

Stork Club, New York

The so-called out spelley hangs, around here and Owner Sherman Billingsley has built the club's big reputation around that fact. Thanks to smart and consistent publicity (Leonard Machain is the p. s.) the club is one of the two or three local society spots that

the two or three local society spota that the two or three local society spota that aways does good business. The antertainment is incidental here, the important ture being the chance to mix with the right people, to be seen and to see others cavort.

Hocfalite Ebsance French, an attractive beingt, who has been singing in local amart cares, makes a couple of appearances nightly. Bith has a low voice that handles pop tunes passably.

Richard Warren (sax, clarinet and vocals) is the handsome band leader. He lets the socialites gust goer his profile and leader, strings-base, drups and accordion) thru thorely dancable tunes, including occasional ruentes, which spectalizes in Letin rhythms. Lette rhythms.

Guth rhythms.

Guth is open for lunch (from \$1.50); for dimner (from \$2.50), with a \$2 cover going on after 10 p.m. Sunday nights are gala affairs, thanks to big parties and the balloon stunt, which costs the dub from \$300.00 \$1.000 in cash prizes.

Cafe Lounge, Savoy Plaza Hotel, New York

Hotel, New York

Midemands, on a return trip to this
other apper where also will stay for eight
meets, has once again turned on an
amazing flowed charm, a genial personnility and an unfaltering sense, of whowmansfilp, to once again prove that, as a
cate entertriner, she is tops.

Holding her own as the only entertainment in the house, it seems that she
turns on the personality at will and
dominates the entire proceedings while
grinding away at her half-hour choire
that seems like pust so such play. She
gives the impression that sie's just
having as much fun as the customers

Night Club Reviews

and the spirit is always at a high pitch—
she must have some pretty fancy stuff
to drag the crowds in at \$83.50 minimum (She has.) The pretty blande
crudsh personality when singing pop
tunes, Prench times and a litting lyric
of the "Vienna of, 1900" to her own plane
accompaniments, interspersed with a tle of the True of the

In Perce Trace Only It Love, altho on the salactous adde, is obeverly conceived and beautifully sold. If nothing else illutegarde has proved that double entender lyrics can be elsever, and as a corollary, funny. In all—a grand personality and a great entertainer.

There is also a six-piece musical combo. Gerry Morton's Ork, that plays very danceable strains and a quiet phythm; they is pleasing to the est.

Sol Zatt. Call It Love, altho on

Rainbow Room, New York

New show has a lot of old Reinbow Room favorites—Ruby Newman's Band. Eddle LeBaron's Band and John Boy-stradt. New are Gower and Jeanne. dancers, who played the Waldorf-Astonia

dancers, who played the Waldorf-Astonia last year.

Cower and Jeanne are a young and thereby refreshing pair of ballroom dancers. Open with a charming wattz featuring some fancy backbends, then a saver filtration fox, tret, followed by a nowel cakewalk with a short musical comedy number for an encore. They get away from the conventional successfully and impress their audience as one of the sweetest and liveliest teams seen here.

one of the sweetest and Hvelvest teams seen here.

Newman, is book with his 14-piece band, including three violins, three sax and four brass. His is a balanced sweet band that makes dancing pure than ordinarily pleasurable. LeBaron, in his second year here and still soing strong, is making them come out and crowd the floor with his enticing tanges, rumbes,

congas and waitzes. His eight menplay excellently and LeBaron makes a
bouncing, vivacions massers. His vocalse now is Joan Cartier, formerly blend
and new a brunet. Here is a contraito
voice that handles the vocals all rightNewman's vocalist is Ray Motton, tenor,
who is tall and good looking.
Hoystradt, just back from London, is
good and bad. Most of his material is
new and undoubtedly will need more
savine before it in definibility attuned

playing before it in definitely attuned to audience reaction. His style of eather impersonations and comedy lines were well liked, but there were dull spots, too. Rang up a clean show-stop nevertheless.

Lou Miler, doubling from the Penn-sivania Hotel, but his two police dogs (King and Silver) thru the paces for a special one-performance ahowing Priday. Silver was temperamental and barked when he was supposed to be obeying or-

The show that just closed (necessary Martin) did the finest support business in the room's history for that fine of the year. Business has been unusually good hers.

John Roy is still the managing dingsfor of both this and the Rainbow Crill. The show that just closed (headed by

The Paddock, Minmi Beach, Florida

Mearest thing to Jack White's Glub 18 r New York is the Paddock, Miami

Beach nitery.

Spot starts getting gny after midnight and reaches peak in the wee hours.

Current embertainment features Man

Bjot stars and reaches peak in the wee Current embertainment features Man the Current embertainment features Man the Blakstone and Pete Clifford, for Blakstone and Pete Clifford, and the stars all types of departons, but which catches them at theirs mellowest. Her foutine includes to a good bit of the Gld familiar, but is properly spicod with topical ditties in the Blakstone manner. She is account political at the plane by one "Snooper" Bogers, a clever key pounder who really goes to town on at least one number. Pete Clifford is a pounguler who has caught the local fancy. He is a zany of the Jimmy Durante school and is one of the season's real hits, clicking with critics and public alker. He should go blaces on the heels of this Paddock date. No dancing, but Leon Prima's crew provides hot lieks between shows, Cotabo of Blakstone, Clifford and Cotabo of Blakstone, Clifford an Prima make this spot a cinch. Lee Simmonds.

Off Beat Club, Chicago

This is home to the Windy City swing cats who want their unorthodox style in music served first hand add without reserve. Recently known as the Three Deuces, this well-known State street nitery has been moved upstairs, and the lower level redecorated and caricatured to conform with the tastes of melody fans. Sammy Bears, Three Deuces op, and Carl Cons, editor of a musicians' paper, operate the new room, which, properly managed, should develop into a real money-maker. It has individual appeal and probably stacks up with the better niteries of New York, 504 street. The swing gas runs galore from Jimmy McPartland's seven instrument machine and a colored intermission trio that raises the fever on a drum-planobass combination. McPartland, formerily a cornet moniber with leading bands, is a healthy-looking chap with plenty of appeal. He is a head worker and keeps up the speedy pace both at dance sessions and floor presentations. His boys have musical rhythm and they don't keep it a secret. Most of them are individual features on the floor and each has one assignment to fulfill; to raise the musical temperature in the room.

Anita O'Day, an unaffected little songulation would with a cute personality and a catchy style of warfaling. She is not strong vocally but has several good tricks in delivery that make her a winner with this type of crowd,

Wingy' Mannone, the swing trumpoteer, is the headline in the current full and a more appropriate attraction is not tong vocalle such heads and the folics love him. Trumpets and seat-sings such pope ha liste of Capit, Basia Street Buses and This is home to the Windy City swing

him. Trumpets and scat-sings such pope he lete of Capri, Busin Street Blues and

Old Mari Most, and has a hard time getting off. (like successor, according to present plans, will be Billing-Rolliday, the dustry-sidered song skayer.)

Thring intermissions Honey Boy is featured on drums and, like most swing drummers, has little trouble getting file shirt wet. He is backgrounded with equally exhaustive performances from Gene Ramky, beas alapper, and Jay McShann, Kansus City planist, who lingers a keyboard with lightning rapidity.

During shows McParliand's boys and "wingy" wind up with rip-roaring Jam seasions. When caught an added attraction was Pete the Newboy, harmonics pumper, who was held for a couple of tunes. Wearing a bellboy's ouifit, however, is contradictory to his billing.

Minimum Sakurday hights only. The upstairs bar (Three Deuces) features colored talent, including Lil Armstrong, singer and pindist, and Lonnie Johnson, Charlie McKirde and "Baby" Dodds, musical trio.

Rainbow Grill, New York

This sister room to the Rainbow Room hann't been doing so badly either.

The McFarland Twins (blend and good-looking young men) lead the eight man band, which handles the dance and the abow muste nicely. (Barry Winston's Band succeeds the twins around March 15.) An electric harp to one of the features of the twins band and it does much to make their music distinctive. The twing play sax and distinct.

Marlynn and Michael, in their 12th month here, continue to do a set of saily room dences for the tinner and supper shows and also handle the Champagne Dance Hour, from \$130, to 10.30. Methad does a good job handling the announcements and blariynn, whose appearanch has improved wastly almoe opening hung. ments and blartynn, whose appearance has improved vastly since opening hers, gives good assistance. They are plugging the polks, which is simpler and better for quick picking up than the Latin clances pushed by most other teams doing instruction hours.

Brunst Jean Smith angs nlosly with the band and also makes a nice sp-

pearance.

Edward Scay is still publicking both
the Rainbow Room and Grill. Paul Denis

356 Club, San Francisco

An upstairs spot formerly a speak and now ranking with the better grade clubs. It is located in a rather atraceto point a block from the new Bay Bridge Terminal.

point a block from the new Bay Bridge Terminal.

Show consists of Mack Pepper, emeet Lolita and Ardo, Spanish dance team ann Sutherland, bries singer and a line of four gitle membered the Dimboctee. "Bimbo" Guintell is the owner. Girls open the show with a mesningless routine in post costumes, followed the toroning of Ann Sutherland, Oil has looks and stollity and fair arrangements. Also sincely gowthed.

Lolita and Ardo follow. This is a repent engagement for the team. Bid two good numbers when caught and off to a big round of applicates. Castanet work exceptionally good.

Pepper next with a porpourir of impersonations, quickle bits sud patter cleaing with a terrific demonstration of tap dancing. He's new in his ninth west and going atrong. Only fault is a sensitiving of blue gags which he could do without.

Show closes with another so-and-so number by the Blue gags which he could do

without. Show closes with another so-and-so number by the Bimbo-ettes. At four-piece orchestra under the direction of Joe Marcellino (brother of Muzzy) handled the show capably. Bis good when caught. Dinners from \$1.50 upwards. No cover. Drinks at popular prices. Booked by Sam Rossy Agency . Edward Muzphy.

Clover Club, Portland, Ore.

Dance duce and warblers hald away in the floor show which opposed her February 27. As a whole, show was accepted as being just about humans. So act was definitely outstanding. Hith more variety and comedy would have done much for program.

There was real Spanish flavor in the dancing of Dimas and Anita, Latin believes a nountheless graceful and easy to watch. Stepping up the tempo, they possible the step were full and sure, but because they are somewhat the same in stature they do not present the best appearance as a ballroom team. They are holdower.

Another holdower was Wilms Westcott.

Another holdover was Wilms Westcott he pretty blond singer dressed and

Stepping from one leading Broadway

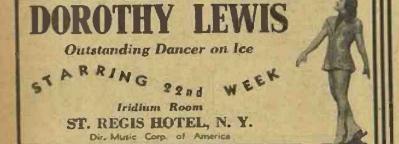
house to another A RECORD BOOKING ENGAGEMENT

STEP BROS.

DANCERS EXTRAORDINARY!

Last Week-LOEW'S STATE, New York This Week-ROXY THEATRE, New York

Direction-NAT NAZARRO, 1619 Broadway, New York.



TO THE REMAINING FEW WHO HAVE ANY DOUBTS!!

"THE FAMOUS GLIDER MAN" IS DOUBLING

IN THE WORLD'S No. 1 NITE CLUB BILLY ROSE'S CASA MANANA - New York APPEARING IN THE STAGE SHOW; also ENTERTAINING IN THE MEZZANINE

AND STILL FOLLOWING BING CROSBY EVERY THURSDAY NITE.
11-11:15 WEAF, EXCLUSIVE MANAGEMENT EDWARD RILEY,
1560 BROADWAY, NEW YORK CITY.

iooked like a lady of Colonial days. She used her strong, pleasing voice in singing novelties, ther best effort was a number in which she gave her version of a French cafe singer, She has a vivacious way of putting over her songs.

Bonger and Andralius, with their musical novelties, were received mildly. However, they did break the string of ordinary entertainment and lend a little variety. They coaxed music from various instruments recognized as being non-musical.

musical.

Acro tap dancing skill gave Jack and Trudie LeClaire a place on the bill. They appeared to be about average. Their good points were Trudie's good looks and Jack's good timing at his mixed handsprings with his tap danning. Trudies stuck mostly to tap.

Swing singing brought Mona Rac applause. She offered several numbers.

The small orchestra led by Archie Thomas gave out the music, while doute Ballou handled the role of singing emsec.

Kenneth Maddan

Colony Club, Chicago

Over a period of months now this small but smart supper room on the near North Side has developed a following from the smart set and curiosity seekers by limiting its floor entertainment to one stellar attraction and by

ment to one stellar attraction and by furnishing good continuous dance music thrucut the evening. Prices are high enough to keep the draft beer cuspocates out and yet are comparatively reasonable for the spenders. A 22.50 minimum covers disner, and the neighboring bar dispenses a variety of bitters at fairly attractive teriffs. Sonny Goldstone and McF Dean, former operators of the Yacht Glub, are in charge here and since taking over the reins have offered engagements to such personnellities as Dwight Pisks, Hidegarde, han Blakstone, Maxtige Sudivan, Belle Saker and Libby Holman. With the exemption of the inter two, these promisent lingles have brought in the spending trade and added some prestige to the room.

the room.

The current star, Peggy, Feirif is also doing business but one imagines that it is her glamorously publicized life rather than her takent that serves as the magnet. The highly ballyhooed wife of A. C. Blumenthal and farmer Ziegfeld beauty sings but, unfortunately, with little attraction. She lacks the power and delivery possessed by some of her warbling prodecessors in this club. She is still a charming-locking personality on the floor, however, He small voice she did some hodge-podge arrangements of The Got You Under My Skin and I fell in Love Wilk Love, among others, and winds up with a rhyming story of her life demonstrating how showgirls walked under the guidance of various girl-portiying producers. (Counts Bosreall somes in in two weeks.)

Two small bands take turns and provide diversifying dance sets. Lew Fidmand his violin front a six-piece swing and sweet combination that also plays for Allist Fears, and Jose Manzanarre, here for several menths, leads a South American countil for runner and tango sessions. Monday is Rumba Night and the Paul Shahin Dancers, local group, demonstrate what to do and what not to do when going Latin on the dance floor.

Coccanust Greave. Hetal Pauls.**

Cocoanut Grove, Hotel Park Central, New York

Having pirtually pried the bolts loose from the once staff roof garden of this botel, Chick Webb and his aggregation have departed and the xoom once again saumes an element of normalcy with Curt Houck's Orchestra; Enrica and Rovello, Billy Vine and Margie Green. It's just normal, the, for ghe bill lags and is none too well rounded out. Houck's Ork an Il-piece band, is a recent importation from the California thores making its first New York appearance. Silled as, "his Catalina Island Music." Houck provides a lot of novel instrumentation, including a regarition of Glote Worse with bells but the band, as yet, ham't developed a distinctive with.

Outstanding on the bill are Enrica and Novello, a smooth, agile terp team that are well co-ordinated. As a ball-

Victoria Bar, Hotel Victoria, New York

Grace and Scotty, singing and instrumental duo, opened here several weeks ago to lend their entertaining intested melange to the cocktall and supper hoters. Pair is well known to NBC radio listeners; and in the short time they have been in this informal room, they have considerably increased its olientele.

tis clientele.

With Grace at the piano and Scotty doubling between guttar and secondicity, they present a well-rounded potpourd of numbers ranging from current Tin Pan Alley product to Scottish folk tunes. Lyrics are conveyed by Scotty sole and in duct. Clever and showmanly trick has the team duetting on the accordion, Scotty handling the base and tone and Grace taking the melody line.

Starting Friday (3) Scotty brought his band, billied as Scott MacLain and his crk, into the room for week-end appearances. If business warrants it, the hand will continue on the stand through the week instead of being timited to week-end work as planned now. Grace and Scotty will continue their specialty

and Scotty will continue their specialty routines in any event. Bar's prices and drinks are average. Daniel Richman.

Little Club, New York

The unshuttering of this bistro, along 53d street's Swing Alley, marks Jackie Osterman's latest comeback, this time as a night club owner. Asids from being "the bosa" (as is his wons to describe himself on the floor) Osterman is also the stellar attraction, handshaker and general major domo.

himself on the floor) Octerman is also the stellar attraction, handshaker and general major domo.

Most of his time in spent kibitzing with the customers, the bend and the other members of the floor show. To say the least, the entertainment might be classified on the "Intimate" side. Obviously he is trying to make another 18 Club out of the place, but he lacks the savoir-faire of Jack White and the nimble wit of Pat Hartington and Frankle Hyers. If memory serves one correctly, the uses some of the gags used by the trio.

Outerman's humor is in the main off color and sometimes funny. He works hard, but all of it say t necessary. And if only he wouldn't sing. He has a voice which has the consistency of a hydraulic drill and all its monotony; but he insiste on singing many, many songs. As the saying goes, his best friend should tell him.

Sharing top billing is Frances Williams, star of many George White's Scandels and dozens of musical comedies. Altho slightly faded, La Williams sells a rong with unforgetable style.

Sesmingly quite out of place is Agnes Dwyer, a fuscious little peach who dances, but is much better just to look at.

Rounding out the noisy atmosphere is

at.

Rounding out the noisy atmosphere is a rotund male named Slats Powell, who is the closest male counterpart of Carrie Finnell, in style and build, that we've ever seen. He walks, he talks he sings, but how! He bounces around and takes off every 30 seconds as the he were ready to make a flight to the moon, when, all he's trying to do is sing. It may be different, but it's far from entertaining.

Hoger Steele's Orchestra sneake in a few musical numbers now and them.

Soi Zett.

Trianon's College Gimmick

and Novello, a smooth, agile terp team that are well co-ordinated. As a ball-room team they are extremely graceful, hive a smart style and are well fit in play for coolege crowds who use their any smart botel room. Also dancing is allargie Green, a kickes who just twitts around the room doing body turns.

Billy Vine emisses and does a few ington all pover-con the night reserved forcedy turns. His drunk bit is much for thisirlogg special music and fun.

the audience so much for applause. The only singing of the evening is provided by Frankle Ray, male vocalist with the band who lets eff with well balanced sweet high tenor.

In all, there is a distinct lack of feminine vocaliting and good comedy, but what there is of the show is fairly entertaining. Beginning-searly in April, the room is going back to its former policy for a girl show and reports are that they will use a line of 24 girls and a name band. Bill Robbins is booker. Ed Weiner is still the p. a. Soi Zatt. ROCHESTER, M. T., March 4,—A jitterbug jamboree has been inaugurated
here to hype night club grosses. Girl
acts teach patrons to Lambeth Walk,
jive, shag, etc. Idea is copied from
Western struits booked by local agenta.
Comedy-minted patrons got their laughs
from the Komedy Klub in Brownie's
Marble Grill, Still enough other clubs
to entice the conservative spenders who
like their vasibe acts straight.
Bis holding steady, talent aplenty.
Most of clubs using lines.
Right club owners, together with festaurant proprietors, are solidly against
Lehman's proposal to up liquor tax 50
per cent.

Gypsy Nina Wins Suit

NEW YORK, March 4. — Application made to City Court to vacate subpoena served upon Bepublic Theater restraining theater from paying Gypay Nina has been granted, and moneys restored.

Case hinged upon suit against the Gypsy, filed by Wally Jackson, dance director, with whom Gypay had contracted for dance routines for the sum of \$100. After paying \$25, Cypay refused to continue with the lessonsy-claiming her manager disapproved.

Dog Act Tours Texas

HOUSTON, Tex., March 4.—Pitp and Rex. the Wonder Dogs, have played all houses of Interstate's neighborhood di-outt here, act pas sold on \$15 per show rate, except where act played three houses

a day,
Other dog acts usually knock down
so to \$7.50 at the same theaters, says C. Schroeder.

Yacht Club in Trouble

NEW YORK, March 4. — Yacht Club, which was supposed to reopen last week, is still having trouble. The Cutty Sark liquor company had the aberin attach the property hast week for satisfaction of a bill.

Spot is reorganizing and hopes to re-

Anchorage, Philly, To Reopen

PHILADELPHIA, March 4.—The Anchorage on the East River drive is set for an early opening. Arthur Padula, operator, is shopping for a band; However, his present difficulties with the musicians' union, resulting from the closing of the Arcadia Restaurant, may have to be rettled before he can get an orchesting.

K. C. Clubs in Jam

KANSAS CITY, Mo., March 4.—Investigation of night life here has imported several of the larger hot spots, operators being indicted on liquer inv charges. Clubs involved are the Chestorfield, Winnis Windle, Lively Stock and Marris Piace. Among those arraigned by Jackson County Grand Jury, ware Gus Carpotta, a manager of the Chesterfield, and Tudio Lusco, an owner of the Stork.

The entire idea and routing of the



as used in connection with Dancers and Stage Presentations is filed with The Sill-board's Material Protection Bureau and gro-fected by other copyrights. This is to serve warning that any and all in-felingements will be presented to the fire extent of the law.

(Signed) T. PETERS

Chi Spot Uses Refugees

CHIOAGO, March 4.—Chartes Hopp, operator of Harry's New York Cabaret, is the first of the nitery boys to use a refugee act here. Performer is Killy Both, from Cologne, Germany, who, has been in the country for two months and these somes with a Gorman accent. The ops, generally, have been luke, warm to refugee—Jews and Gentilis—feeling that few acts of that caliber can fill their demands. Agents, however, feel that local night spots are in dire need of novelty attractions and that reduce talent at this time will ring the bell.

Newark Para Bookings

NEW YORK, March 4 .- Down office has New 10th, Bartin and Joe Venuti's Band into the Paramount, Newsch, N. J., on same bill with the film one faired of a vestion. Jimmy Dorsey's Band Solious March 17, Mae West unit goes in March 24.

Pittsburgh Club Dates Good

PITTSBURGH, March 4.—City's hotel banquet business reported 25 per cent ahead of last year to date, meaning more morey being spent for entertainment. Most affairs hire talent from city, some import more expensive layouts.

Suffolk Downs Club

BOSTON, March 4.—Paddock Club.at Suffolk Downs race track may be oper-ated at a suburban night club after the racing season concludes. Sam Simon is considering the matter.

THE CHICAGO PRESS SAYS:

"One of the headliners is that rare terpsichoream, Paul Hankon, whose artistry is so difficult to describe because there is none with which to company it." CHICAGO AMERICAN

"Unused to night club light-Induce to higher class light-ing and working on a case floor, Haakon completely wins this talent conscious Chast crowd with his remarkable spins and steps." CHICAGO TRIBUNE,

"Heakon has solved the prob-ilem of exciting popular enthusi-asm in the variety halfs without sacrificing 'art'." CHICAGO DAILY NEWS

FORMERLY FEATURED with "AT HOME ABROAD" "THE SHOW IS ON" AND "HOORAY FOR WHAT!"

NOW - HELD OVER CHEZ PAREE, CHICAGO tRoutes are for current week when on dates

B. C. Trio (Paradise) NYC. onc.
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to, Trunt & Sauyer (Blumarck) Chi, E.
A. Rosses tharry's New York Barl Cit, Eccrition. Frank (Capitol, Washington,

Temerta (MoAlphi) MYC, h.

de Holand' (Massi-Bilimore) Coral
ica, Flas.

Jimmy (Silver Glood) Cal, no.
ill. Albert (Cafe Society) MYC, 'no.
a. Andre (Downleave Carlie) Despet,

rews Sixters (Casa Sinnana) NYC, no. m. Dotty (Royal Palm Glub) Mand, no. no. Dos, Artus Modela (Lochous Horget) wington, Kin m. Sitteria, Marry (Diamond Horteshoe) NYC,

Arran & Broderick (Earl Carroll's) Hollywood,

hereman, Eddie (Stather) Detrolt, h.
annua, State (Stather) Detrolt, h.
annua, State (Stather) Col., nc.
terbesty Flayers sibel Mcakowi: Mismi, nc.
terbesty Flayers of Managas! NYC, nc.
title, Cene (Cane Managas! NYC, nc.
title, Decade (France House) Chi, h.
tilled & Rade (Coliseum) London, England, t.
tillett, Julie (House of Murchy) Hollywood,

Sadio (Old Romanical) NYC, nc.

Ta. Dr. Ceerge (La Pondat Hellywood, He cree), Shellan Drum P Coral Gables Fig., Ed. Crie, Michelym Mother Kelly a) Quianni Beach, Dr. L. (Zimmerman's Mungaria)

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Deves wing Time unit (Orphumi St. Paul, t. Brancis Bernie (Bradford) Boston, h. Brenn, Bobby (Pal.) Cht. t. Brooks, Arite (Chalsen) Horbester, Bc. Brooks, Howard (Drum) Coral Gables, Fla.

ne, Johnny (Bradford) Boston, h. seven, Jimmie (Cammoders) NYC, da. seven, Evans (Laugi's Rallan Villago) Styths

Dick (Paddock Club) Chi. Dc. Denise & Louise (Ear Ourroll'a)

A: White (Embassy Club) San Franros, Bully (Leon & Eddle'al, NYC, po. sh, Barbara (Netherland Plaza) Cincin

Dorothy, Oirle (Stevens) Chi, h.

Cogmi, Don (Nebislo's) Detroit, no. Cogi à Leona (Zimmerman's Hungaria) NYC,

A Costao (Acciphi) Lendon, England, t. a Mercedes (883, Club) Chi, no. oh, Paul (Eine Mirrer) Newark, M. J.,

Thereis, Andy (B & B Nut Club) Brooklyn, arpenier, traspene (Wesfin) NYC, h. arr. milly (604 Club) Chi. Mari arroll & German (5 o'Clock) Maril Beach,

arroll & German (5 o'Clock) Marel Beach, 79a, in arter & Boote (Berney Callanfa), NYO, Do. arter & Boote (Berney Callanfa), NYO, Do. arter, Boote (Mail Chin) Chi, De. seamoira (Falis Chin) Palm Beach, Do. arter, Date (Polmer Relly's) NYO, Do. arter, Date (Polmer Relly's) NYO, Do. arter, Date (Polmer Heater Chi, h. handler, Polty 12 o'Clock) Baltimore, De. Arter Company (Blackhiawk) Chi, h. deten Lew (Whilet NYG, h. chan harry (Moo Paris) NYO, Do. obe, Levier & Debutanics (Riverside) Milwaller, Levier & Debutanics (Riverside) Milwaller, Company (Moo Paris) NYO, Do. obe, Levier & Debutanics (Riverside) Milwaller, Deventry (Moo Paris) NYO, Do. obe, Levier & Debutanics (Riverside) Milwaller, Milwall

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Remmy (NI) Est NYO, no. of Ardella (Exposition) Aurera, III., h. de Reed (Waswick) NYO, h. neginald (Est Carrolla) Hollywood.

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

-auditorium; b-ballroom; o-cafe; cb-cabaret; cc-country club; h-hoteli; mb-music hall; ne-alghe club; p-amusement park; ro-road house; ro-restaurant; s-showbest; e-theater.

NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Day, Gloria (Ches Parce) Chi, no. De LaPlania, Feggy (Jimmy Kelly's) NYC,

Del Chrimen, Maria (Clab Osbeho) NYO, De. Del Rio, Dèsna (Havana-Madrid) NYO, Be. De May, Moore & Martin (Village Barn) NYO,

De May, Moore & Martin (Village Barn) NYC.

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real Que. He. Durch. (Pal) Cleveland t. Durchn. Bodde, & Orch. (Fal) Cleveland t. Durcan, history Jack (Kenmere) Spracese, b. Dutton. Orthode & Zdward (Ambasacor) NTC. h. Durch MYC, he.

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Pagnin, Nutsey (Village Nut) NYO, no. BC, BC, BC, BC, Panton, Joe, & Co. (Plana) Berlin, Germany, t. Rarrison, Spike (Oay '90s) NYC, no.

Chilford, Jack (Cale Society, NYC, no. Changer Olris (Wonder har) Union City, R. J., Re. Chover & Lamae (Copacabana) Rio & Janetre, R. Comes, Romero (R. Chico) NYC, no. Concata & Christine (Linny, Kelly's) NYC, no. Cochasti, Benny, & Rand (Lyric) Indianapolite.

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Coust & Jeanne (Bainbow Room) NYC, nc.
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Nile, Tenne, Chi. Chi.

Nile, Chi.

no. Parringion, Pat (Club 18) NYC, no. Harringion, Pat (Club) Miami, no. Harring & Shore (Ches Parie) Chi, no. Harring & Shore (Ches Parie) Chi, no. Harring Val (Indigo Cafe) North Hollywood.

Gitt, L. Counte (Oreen Oables) Druss, Po.,

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Parmer Ray's Himelius (Anditorium) Round

Hill. Va. 14.

Parmer, Evelyn (Royale Proles) Chl. nc.
Parcell. Hill Place Scenario NYC. nc.
Pary, Vivien (Earl Carroll'a) Hollywood, nc.
Pary, Chadys (Rumny Schrys) NYC. nc.
Pare, Marcla HE & B Nut Cosb Brooklyn, Bc.
Pare & Wellington (Muchishach) Kaman
City, Mo. h.
Phora, Propy (Palm Direct Club) Miami, Pla.

Phora, Propy (Palm Direct Club) Miami, Pla.

BC.

ne.
Prair, Kay (Diamond Hornesboe) NYC, ne.
Prairon, Mildred (Blackstone) Old, h.
Pripason, Bothy (Dude) Banch! Eqrayh, Md.;

Dec. Three (Top Hat) Madison, Wis., De. Picifors Three (Top Hat) Madison, Wis., De. Picifors Paper (Greenwich Village Nut Club) XYC, No. Picifo, Benuy (Ches Parest Cha, De. Picifo, Benuy (Ches Parest Cha, De. Picifo, Henry (Ka's Chop Hesse: NYC, No. Picher, Deb. (Mee Bedford Rest Brocklyn, Be. Pulle, Jean (Belevan) Bendlo, Sai. Polite D'Armour (Graf) Messolis, t. Porte Michey & Marion (Leon & Chap) NYC, De.

Port Mickey & Marion (Lean & general) NYC, be. Portest, June 18t, Morite's NYC h. Protest Clam Office 16 (Marie) Walkington, L. Provider Con. Office 18 (Native) withington to Provider Case, Office (Record) NYC, which with the Provider Te Old Tap) NYC, no. Prov. Tribing (Village Browery) NYC, no. Provider Marine (Pranqual Provider NYC, no.

Princing, Anne (Le Coq Rouge) NYO, re-Prancing, Endy (White) EYO, h. Prancing, Case of Rouge, Pitars Mismi, h. Pranci, Evriet, Tho (Le Cava) NYO, re-Propet, Seanor (Shork Cital) NYO, ne. Proct, Jack (Indigo Cale) North Hollywood,

Puller, Howard, & Sister (Paim Gardens) Oc-lumbut, O., no. 25

Calmaworth, Marjoric (Capitol) Washington,
D. C., L. L. Control (Capitol) Canton, O., Sc.
Cale, Sciller (Royal Palm Clesh) Missail no.
Cale, Judith (Fills) Ave., NYC. h.
Cale, Alan True-Perty) Detroit, no.
Callapher: Jee (Radio, Frank) NYC. no.
Carrer, Selby (Crist 13) NYC. no.
Caver, Esby (Crist 13) NYC. no.
Caver, Sally (Hellywood Beath) Hollywood,
Fla., Sally (Hellywood Beath) Hollywood.

y, Sally (Hollywood and Goreen Well) and George & Pai Rowdy (Green Well) controlle, he amount of the Pair Rows Ro. Controlle, no Contemp Moderne) RYG. no. Contry, Tug. Chatemp Moderne) RYG. no. Corris, Dorochy (Barl Carrolle) Hellywood, Do. Cheed, Babby Prantyppunish PYC. h. Cheed, Babby Prantyppunish PYC. no. Cheed, Ethel (Radio Franks) NYG. no. Chieff, Cherta (Cora Manana) NYG. no. Chieff, Amnon (Spul) Richmood, Ind., no.

Chi ne.

Barimana, The (Piana) NYC, h.

Bayworth, Scabeo, Revue (Carolina) Burlington, R. C., S. (Ourolina) Coldaboro S;

(Cem), Kannaspolis 10; (Carolina) Asheboro
11, t.

Heschert, Piorence (Blir, Paul) St., Paul, h.

Herbert, Orace & Charlie (Cafs Society) NYC.

Respert, Grace & Charlie (Galo Sciety) MYG.

Beth, Mills, Trio (Strand) MYG. 8.

Hickey Brea. & Alice (Oriental) Chi. 1.

Hickey Brea. & Alice (Oriental) Chi. 2.

Hilbingarde (Savoy Piana) MYG. h.

Hilbingarde (Savoy Piana) MYG. h.

Hilbingard, Mack Mills Myg. 1.

Holdinga, Jeanne (Savorin) Hallalo, 20.

Holdingard, Holdingard, Myg. 1.

Howard, Johnsyn (Porthalian) Myg. 20.

Howard, Johnsyn (Porthalian) Delector, De.

Howard, Willia & Engene (Onsa Manana)
NYC, na.
Howell, Bentrico (Kariel) Wishington D. C. c.
Howell, John (Rainhow Rosm), NYC, nc.
Howert, Joint Pitth Avo. 1 NYC, b.
Highes, Lysbeth (Hitmore)) NYC, b.
Hunter, Alberta Frontis NYC, b.
Hunter, Alberta Frontis NYC, nc.
Hutton, Mariano (Francisc), NYC, nc.
Hutton, Mariano (Francisc), NYC, nc.
Hyde, Herman (State), NYC, nc.
Hyde, Herman (State), NYC, nc.

Irving Jack (Club Alabam') Chi no.

James, Dorothy (Greenwich Village Casino) NYC, ne. James of Prance! NYC, te. James of Prance: (Junes of Prance) NYC, te. James of Prance: NYC, te. James, Chile (Theodore's) NYC, te. James, Pive (State) NYC, t. James, Nyc, t. James, Oven (Leone's), NYC, n. James, Oven (Leone's), NYC, n. James, Nyc, the Methy (Hollywoods Resch) Hollywood. Plan. b.

Juryly, The (Casa Manach) NYC, nc. K.

Resolva, Klavdia (Russian Kretchma), NYO,

Karavaeff, Simon (Russian Kretchma) NTC, ne. Kartin (Tokay) NYC, Fe. Kartin (Kartin Kartin (Kartin Kartin (Kartin Kartin Kartin Kartin Kartin (Kartin Kartin Kartin Kartin (Kartin Kartin Kartin Kartin (Kartin Kartin Kar

O. h. May Dolly (Royals Prolice) Chi, no. May, Dolly (Royals Prolice) Chi, no. Kay, Beatrice (Diamond Royalsele) NYC, h. Kelp, E. Reilyn (Billimors) SYC, h. Kelp, a. G. Chis (pilvaride) Milwanson, t. Kern, Hal, & Crob, (Paramonn) NYC, t. Kendia, 360nny (Dock-Cantine) Detroit, h. Kenner, Billy (Cortes) in Paso, Tuc., h. Kenner, Billy (Cortes) in Paso, Tuc., h. Kenner, Silly (Cortes) in Paso, Tuc., h. Kenner, Silly (Cortes) in Paso, Tuc., h. Kerner, S. Kerner, h. Dolly (Royale Prolice) Chi, nc. Beatrice (Diamond Horseshoe) NYC, nc. Kerasit & Demris (Washington-Youres) Shreveport La., h. Khaminaw, Mae (Old Colonial) Wilker-Barre,

Ph. Da. King. Pegsy (Green Lantern) Schenectady, K. V. Do. King. Carol (Paradise) NYO, Dc. King. Carol (Paradise) NYO, Dc. King. Occopy & Marvia (Bai Taberia) Sam

Prancisco Mc.

Prancisco Mc.

King. Boo (reg. '988) Chi. 1s.

King. Lecane (Plantation) NTO, no.

Return, Sammy (Blue Mirror) Newark, M. J.,

Kraner, Sammy (Blue Mirror) Newark, M. J.,

Eress, Carl (Onya) MTC, no. Kruger, Jerry (Midnight Sun) MYC, no.

Latef a Right, Terms Fookhes (BELN) Bratton, Be. Lamb, (HI (Case Managas) NYC, Do. Lamb, (HI (Case Managas) NYC, Do. Lamb, (Horotheta, Jack (Paradise) NYC, Do. Lamb, Mary (Jimmy Relly's) NYC, Do. Lamb, Mary (Jimmy Relly's) NYC, Do. Lamb, Mary (Jimmy Relly's) NYC, Do. Lamb, Judy (Statler) Detroit, h. Lambert, John (Chatenul Rochester, Do. Latefurg) Bros. & Virginia Lee (Capital) Washington, D. G., & Lauren, Vichi (Porl Detroit, & Lavier, Nichi (Porl Detroit, & Lavier, Relly (Wooder Bar) NYC, Do. (Lavier, Relly (Wooder Bar) NYC, Do. Lebent, Phil (Savaris) Deffalo, Do. Lebent, Phil (Savaris) Deffalo, Do. Lebent, Phil (Savaris) Deffalo, Do. Lee, Leo (Bine Mirror) Novaria, N. J., Do. Lee, Leo (Lavier, Paradise Burn) Col. Do. Relly (Paradise Burn) Col. Do. Rell

Lee, Loretta (Waldon-Alform) Art., Lee, Loretta (Pag-Pacine Hank) Los Angeles, Harris (Pag-Pacine Hank) Los Angeles, Lethooni (Lexingstoc), NYC, h. Leconard, Hazel (Boumanian Village) NYC, no. Leconard, Bobby (Proncer Nat) NYO, no. Leconard, Harold (La Marquile) NYC, no. Leconard, NYC, n

Le Brun & Campbell (Nebbolo's Cafe) Dettors 200.

Lerner, Man (Kyman's) Los Angelés, De.
Levis, Tenas, Jim (Village Bern) NYC, no.
Levis, Meades Lux (Cafe Scelery) NYC, no.
Levis, Balph (Chair Rep) Annotown, Pa., 201
Levis Staters (Haxin's) Brown, N. Y., De.
Levis Staters (Haxin's) Brown, N. Y., De.
Libby, Ali & Besty (Celonial) Dayton, Q., i.
Libuse, Prank (Diamond Horseshoe) NYC, no.
Lind, Shirlay (Sering Rendesvoes) NYC, no.
Lind, Shirlay (Sering Rendesvoes) NYC, no.
Lind, Shirlay (Sering Rendesvoes) NYC, no.
Lind, Shirlay (Sering Needesvoes) NYC, no.
Lind, Margaret (Nungarial Trenton, N. J., no.
Long, Anno (Frantal NYC), no.
Long, Anno (Frantal NYC), no.
Long, Ali (Anothorhum) Charlestown, Ill., 71
(Anothorium) Petersburg, Ind., 9; (Auditorium) Vincennes, 14
Lynn, Bellyn (Friff) NYC, no.
Lynn, Rellyn (Friff) NYC, no.
Lynn, Terry (Pinntation) NYC, no.
Lynn, Terry (Pinntation) NYC, no.

2.4

McCarthy, Orace (383. Club) Chi, ne. McCleiland, Reed (Prathouse Club) NYO, ne. McCoy, Prancia (Anathr's) Broax, N. T., matcheriand, Relea (Riverside) Milusabes, take the first for the Comm. Joe & Jane (Rose Bowi) Chi. 70. Atacha, The (Gray Well Tavers) Youngstons. O., no. Rangean Sisters (Diemond Horseshoe) NYO.

Merc (Old Roumanian) NYC, h. Marc (Old Roumanian) NYC, no. Marco & Romeis (Club Tivoli) Juanes, Max-

Lateo & Romola (Club Tivoli) Juares, Martho, Re.

Marina, Fiola (Wivol) NYC, De.

Marina, Fiola (Wivol) NYC, De.

Marion, Certrude (Planishion) NYC, De.

Marion, Certrude (Planishion) NYC, De.

Marion, Charles (New American) Lowell

Marina, Cloria (Jimmy, Kelly's) NYC, De.

Marina, Cloria (Jimmy, Kelly's) NYC, De.

Marina, Charle (Essex House) NYC, De.

Marina, Toby (Paramount) NYC, L.

Marinalli, Marie (Came Cock-Carle) NYC, De.

Maryne & Martin (Loekou' Heijie) Oovingtee,

Ny. Ed.

Marine & Cocdoba (Book-Cadina) Detrot h.

Maryne & Cocdoba (Book-Cadina) NYC, L.

Maryne & Predinand The Bull (Elverade) NY.

Maryne & Cocdoba (Book-Cadina)

Marine & Cocker (Capriol) Washington

Calili, No.

Maryne & Dern, & Orch. (Capriol) Washington

Merriman Ted (College Kinn) Bas Dieco Calif. no.

Galif. no.

Meroff. Benny, & Orch. (Capitol) Washington. D. G. t.

Meroff. Benny, & Orch. (Capitol) Washington. D. G. t.

Meroff. Benny, & Orch. (Capitol) Washington. D. G.

Miller. Susen (Earl Carroller Bollywood, Benny, Busen (Earl Carroller Bollywood, Benny, C. D.

More Susen (Earl Carroller Bollywood, Benny, C. D.

More Adelia (Plans) MYC, b.

More Adelia (Plans) MYC, b.

Monti, Mill., Gel. Begis) MYC, b.

Monti, Mill., Gel. Begis) MYC, b.

Montinarier Boya (Emmy Hellyw) NYC, be.

More Sen, Editie Dalsy (Palson Gardens)

Lesime, Mich., be.

Moregan, Johany (Boelevard Tavers) Envirol. Sold, Be.

Moregan, Johany (Boelevard Tavers) Expensive Bost (Bash), NYC, b.

Morrico, Body Gale, Ranch) Berwyn, Md. Fo.

Morrico, Body Gale, Ranch) Berwyn, Md. Fo.

Morrico, Body Gale, Bancho Benny, NYC, be.

Morrico, Calif. (Gale Bassian) SYC, be.

Morrico, Marchall (Bassian) SYC, be.

Morrico, Marchall (Bassi

Nadesh, Fred Oardel, New Haven Coun. h. Nabarella Ture (Metherand Piszel) Omelo-mall, h. Tanarenko tamba idi. diseshi MTG. h. Nazarenko (See BOUTES On pape 64)

-Vaude Grosses-

Kemp-Martin Big at N. Y. Para; Film Helps Kyser; Berle Opens Strong; Shaw a Sock in Philly

NEW YORK.—Paramount copped the top Broadway gross last week with a \$50,000 box-office take that can be credited to a well-rounded bill. Hal Kemp was on stage, with Tony Martin as aspecial attraction. The pix was Cafe Society, which was good for exploitation but paintil to look at.

Kay Kysèr's account week, with the birbered, version of Yes, My Durling Daughter running the first week, grossed \$7,000—an appreciable difference over Kyser's first week take of \$36,000 with the pix, Of the Record.

Roxy ran into a good \$40,000 week with Henny Youngman, Peg Leg Bates. Florence and Alvarez and Cappy Barra as the stage attractions, and Wife, Hus@ind. and Priend on the screen. Entire bill running over a second week.

Loow's State dipped way under last week with a poor \$15,000. Singe bill cous sted of Lucky Millinder, Frankle Albertson, Extelle Taylor and Herman Hide, with Beachcomber on the screen.

However, Milton Berle, heading the cur-rent bill, opened big over the week-end. Second week of Made for Sech Other at Radio City Music Hally with Eleanor Belm as the stellar flesh attraction, took in 868,000.

CHICAGO.—The new stage shows at the Chicago and Palace will have to do all the pulling this week and week-end receipts indicate that the pictures won't be of much help. Chicago put off Yes Ny Derinag Daughter a week and brought in Cafe Society, a Paramount weakle, to support the flesh end headed by Roger Proch band, Ann Sothern, galler Brothmand Jackie Green. Looks like a \$40,000 week. Palace has Bobby Breen on screen in Finerman's Wherf, and Black-done's magio revue. Barly response points to a \$20,000 figure. (Breen's personal appearance was delayed on account of liness.)

ct lliness.)
Last Neek ended a month's run of Ganga bis at the Palace to the sweet tune of \$17,500 and rolled up an aggregate gross of some \$60,000. Chicago dropped to some \$24,000 with the Little-field Beliet and Stand Up and Night, the former failing to draw the masses. State-Lake and Oriental held their own, the former with a hill headed by Chip Three Stooges and Lamborti retting \$15,000 and the Oriental according up an equal amount with another double-feature and five acts.

LOS ANGELES. — Paramount, with Marine Sullivan, Fanchon & Marco Re-ties and Smith Hallow Orchestra, jumped in grow to \$19,000, one grand above average. Pic, St. Louis Bines, Week anded March 1.

WASHINGTON, D. O. Low's Capitot, week ending Pebruary 23, made its avare gross of \$16.500 with Mixel Green.
Count Berni Wich and pic, \$1. Lowis

Warmer's Earte, with Gus Van and blustrel show, dropped to \$15,000, one gand below average, week ending Pehrus ary 23. Pic, Live.

INDIANAPOLES.—Lyric, with Happy Pelion Grohestra, Lucienne and Ashour, bare and Yates, Louis Dunke and Loraine, Rea, Nealy and Marty Sneed, rossed 87,800 week ending Pebriary 34. Piture is slightly below average. Pic. Wings of the Navy.

BOSTON.—RKO Meith, week ending Peruary 22, grossed \$12,000, two grand shove average, with Randall Sisters, Six Barverds, Jack Lenny and Staler Twins, Bert Walton and Variety, Onmbolse Pix, Arisona Lepton and Convict's Code.

DETROIT Bonny Goodman and his band played the Fox last week, taking in \$2,500, the biggest business in almost the rear, despite bad weather, including a time-inola anowrall over the week-end, 1941, was another to the a nine-both anowiall over the wear-cuts, and the continuous to Coodinan for the Creat went entirely to Coodinan for the Creat went entirely to Coodinan for the Creat was a continuous to Coodinan for the Marketeers on the acreen.

REWARK, M. J. Wook ending Murch any both flesh houses, Paramount and

NEW YORK.—Baramount copped the pp Broadway gross last week with a natural, as previous week both houses to some of the a well-rounded bill. Hal Kenny as on stage, with Tony Martin as asspens on stage, with Tony Martin as asspens at attraction. The pix was Cafe Sociulation, by the way, found Goodman to be with a way good for exploitation but the first real battle of swing. Final tabulation to look at, which was good for exploitation but the top map, his gross at the Shubert amounting to \$24,000. Shiw brought in

Rudy Vallee and orchestra with St.
Louis Shues on the screen (Paramount)
held up nicely thruout the past week
and the A.A. Adams bouse profited with
an 118,900 gross.

rns forced to buck the Brun Shubert was forced to buck the Brans, ford, right across the street, because the latter bruse hurrledly booked in Yes, My Derling Daughter a few hours after the Newark censor bland passed it hat Monday. Ted Lewis on the stage and Vivien Leigh on the highen in Storm in a Trecopp, therefore, were only able to attract \$10,200. Considering everything. not so, had.

STITISBURGH. — Vincent Lopes and crements, adoptementally by Patricia Elle, Betty Button and Abbott and Costello, betted 619.000 at Manley, not bad considering business conditions in city, but not terrific. His last appearance here, Thankagiving week, grossed \$25.000. On screen, Topper Takes a

ARRENA, O.—Pirst stage presentation in almost three years at Loew's here Folics Respere, ground \$9,237 for four days, Petrunry 24-27, regarded as encouraging and may pure the way for further flesh attractions. Policy here has been first-sun duals for months. The Folics unit had it all to itself, since Palace had no stage attraction. Four control of the stage of the street of the stage o Palace had no stage attraction. Four Girls in White (MOM) was the sermin

PHILADELPHIA—Artis Shaw brought prosperity back to the Pox, which has replaced the Earle as local Warner waude bouse, with a sizzling \$30,000. Pigure is higher than that made by Benny Goodman two weeks ago by \$5,500 but lower than Goodman's \$34,500 made lest than Goodman's \$34,500 made lest March. This is Shaw's first vaude appearance here. Plim, Tellspin (Fox), miled to keep the audience quiet. Management distributed banners in effort to get the jitserbugs out of the house after one show,

Mrs. Peabody Sues Winchell

NEW YORK. March 4.—Libet suit for 6300,000 was filed agilinst Walter Winchell and The Daily Mirror, Inc., In the United States Destrict Court Tuesday by Maude Posbody, wife of Eddie Pch-

body, banjosse.

Complaint claims that on December 5, 1938, Winchell published personal references to Mrs. Peabody in his column in The New York Dally Mirror which were "false and malicsous." The bomments were allegedly made by Winchell in reporting a cuit for diverce pending between Mr. and Mrs. Penbody.

No answer has been filed as yet.

Joy's Strand Goes Flesh

NEW ORLEANS, March 4 .- Joy's Strand Theater fong-time fileker house down-town, brought in sepia acts, week ago last and promises weekly change of flight,

4TH ESTATE'S-

(Continued from page 1) nected with an enterprise at the fair is Stere Hannagan, R. J. Sipchen's press froht for Sun Valley-Winter Wonderland village. Hannagan is getting a reputed 25 C for giving birth to publicity brain-

25 O'for giving birth to product?

Storms.

Frank Buck's Jungleland gets the cycopener, Carol Weld, former Parts correspondent of Chicago Tribune and New York Herald Tribune and show trade paper writer who returned from Parts about eight mogiths ago.

Tom Pindale office in commissioned to habile J. T. Schlear's Merric England Villege. Oliver Baytor office, long preserve for Morris Cest, is down for Ocea's Miracle Town Hillputian village. There



The Seegt mobile simplifier you can buy make a price you would deadly pay for cedimary equipmental Operates from 67'(of Battery of 16-Velt A.C.—banase from one to the other as the dip of a writch, Includes bert exclusive features as Stead-by Battery Baried Switch, Indian Treble and Basz Controls, Floodighted Turn Table, Automatic Assented Switch, Switch Switch, Builtists Record Album Diraw-oil the features you've always weather and needed on a mobile bound unit—you'll find on the new Airline. Mail coupon for complete description of this and other Airline Sound Systems.

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ts also an ad agency hook-up. Al Wilde, PRODUCERS HOT—current publicity supervisor of Harlem's (Continuer from page Savoy dancarie, will act in the earner of the majoritum sulary, A is also an ad agency hook-up. Al Wilde, current publicity supervisor of Earlern's Savoy dancarle, will act in the estine capacity for Moc. Cale's Savoy hurral, at the fair. International Parachiting Co., which inked one of the first annual contracts, seems to be stringslimp, along handily same formal p. a., this function being in the hands of the impressrio, Jordan L. Mott, whose promotion work has already been felt by way of the nationally circulated magnatines.

March 15 is deadline set for retention or rejection of publicity machinery for Dash Bros. Cuban Village By that date, board of directors will have mot to consider about 40 separate publicity presentations which local and out-of-town p. s.'s and offices have trotted over to the village's downtown balliwick.

the village's downtown balliwick.

Dufour & Rogers have just annexed two more shows. Yesterday, Today and Tomorrous (Life exhibit) and a crime show, both of which will probably get separate press handling apart from their like set-supe. If plans go thru on crime display, aponsoring name, which will be either Warden Lewis E. Lawes or Phillips Lord (Geng Burkhri, Seth Passer, etc.) will selt to the public prints like the proverbial hoteakes. Add radio hooksup as Lawes is on NBC and Lord CBS.

Many properts such as the reference of the property of the control of the provential hoteakes. Add radio hooksup as Lawes is on NBC and Lord CBS.

Many projects such as the rides will-not provide for publicity independent from the fair, whose press chief is Perley Boone. his department being divided into a number of units under his superinto a number of units under his super-vision. Ctaude Colline handles news-reels and John & Young radie, A sep-arate division is the promotion depart-ment, directed by Charles C. Green, for-marly secretary of the fair corporation. Green is concerned with books, pam-phieta, pastern, folders and literature in general.

Children's World: highly subsidized

Children's World; highly subsidized six-acre village with one of the best locations in the fun stretch, has assigned Tom MacDonald; to best the druma. Frank W. Darling is impressrio. Industrial and commercial exhibits practically blanked by the ad spincies, which will act as clearing house for paid-ad and free space locally and nationally. Radio will play a big part in exploitation, with many exhibit ethering their own programs. And it's anyone's puress as to how many portable miles and remote broadcasts their like.

PRODUCERS HOT—
(Continuer from page 1)
creases the minimum misty. A minimum in flut in force to help small companies and road shows weather beforms for the time being." (He cited Tobacco Road and Bachelor Born as examples of productions which, because of the low minimum, were able to get garted and keep running until they gained box-of-flos' momentum.) They were able to give employment to entire companies for mounts, but the new conditions would not make that possible. Equily is establishing so many imposebble rules that it is driving producers out of business. Actors are forced to go into radio and motion pictures because of lack of employment. Soon there won't be eithed, actors or employment."

Kermit Bloomsgarden: "I think it is

be either, actors or employment."

Kermit Bhoemgarden: "I think it is going to hurt production in that managers will have to be more chreful trathe kind and size of show they produced They will not be as willing to do large productions with large casts as they would crimarily. If they have 10 people in the cast and pay the additional \$35 each, the increase of \$350 would be too much. It raises not only production outs, but bonds also. Only in rare cases do managers pay just the minimum unless the sorter is just a beginner or in a bit part, and then the \$40 is fair. The minimum of \$73 would held back those who ordinarily would get \$100 or \$125. It would create an early equalization of sularies."

Morris Jacobs (Sam Harris orfice): "I

Morris Jacobe (Sam Harris orrice): "I cannot go on second for Mr. Harris more than to say that he is not in favor of it."

Than to say that he is not in favor of it."

Porrect Haring, for Dwight Decre
Wiman: "It will further hamper profitable production and jeopardize the few
jobs presently available. Mr. Wiman
is not in favor of it and he usually
pays his casts well over the eminimum.
Most of the actors who have to depend
upon the minimum aren't worth even
thet much. In many cases the increased
uninimum would eliminate entire productions which would otherwise productions which would otherwise productions."

production."

Beveal managers refused to speak individually, preferring to be represented
by the League of New York Theaters.

- Vande Reviews -

Fay Straight Vaude Off to Strong Opening at 44th St.; Real Variety Bill; No Mike

With so many people full of echemes to "bring back vaudowille" and the news-paper writers alternately plugging and then damning valide, Frank Pay takes the spotlight to do, what every performer dreams of doingt put on a vaude show that will knock your op out.

Wall, Pay doem't enactly do that, but he does put on a great straight vaude bill. The abow has names (Pay himself., Ento Jenis and Eva LeGallionne). It has sook talent (Smith and Dale. Johnny Barnes and others), if has the girls (Chaster Hale troupe) and it has informal comedy, an element that has niveys spaced good vaude bills.

The show has niverty to held you, even

The show has plenty to haid you, even the it does run from, 8:30 to 11:40 (second night timing) and, for the 50 cents to \$2.75 evening scale, it is a swell bargain. One show a night, with the funday scale a trifle higher, and a single mainee at 55 cents to \$2.20 (fastarrier). (Saturday).

Theater's 1,323 seats, the venture and present 2,900 a night, Sundays \$2,900 and matthes \$2,200. This means about \$21,-000 a week, if the show becomes a sell-

They dominates of course. Using his managerahip as a theme, he rive himself-all thru the show. He is slow, so far as modern comedy pace is conserned, but his leturely style is also his charm, and his sly hints, the sardonic humor and the ad fibling make him a true delight. It

ta reliaf to get back to an emsee who doesn't ask for se "big hand for the little girl." For jaded naght club patrons who have been getting their vaudewille during eight-course dinners, this sort of real old-fashioned randeville is a pleasure. But the old-fashioned applies only og the form, not the content, for Fay's vaude bill has plenty of talent.

vanide ball has plenty of takent.

Riad Jaffis, of course, whoops it up in next to closing. After a 10-year retirement and having brushed up with a few Sunday night concerts recently, Else has no trouble pahicking the boys with '25 minutes of spooding, hinging, daneling and, for a sock finish, a carrenged. She wisely refrains from lameating, 'the good old Palace days' and, like Pay, takes the attitude that waude has nothing to apologize for and that it can hardly make a correback when it mover left us. Noci Cravat is at the piszo.

Evgl. Considering is the plane.

Evgl. Collienne is the other big point of interest. She closes the first half with the bakeony scene from Homeo and Julier. Charming as ever she and Richard Warling make a good but not especially other anding tob of this immortal scene. Then Warling comes out for some very funny batter with Pay. Robert Million

staged the R. and J. scene.
Featured are Smith and Dale and the
Acrry Macs. Smith and Dale are spotted
fifth in the first half and their
doctor's office sketch won howls. Their
dislect talk is still a riot, comy as their
style of comedy may be. The Merry

Maca (Helm Carroll and Ocorge, Joe and Ted McMichael) harmonized their way thru trick awing arrangements for five numbers (two being encores). Their style is obviously for the radio, but they managed to overcome the obstacle of working without a mike. Unusual nevelty singing turn. Prodice Hanneford and family of five

working without a miss. Ontain novely singing turn.
Poodles Hanneford and family of five do a lot of fancy leaping, mounting, balancing and stunting on the broad backs of a couple of white horses, providing the abow with a typical opaning turn. Avis Andrews, colored singer, has a low intimate voice and a lot of charm, but she drew only a fair hand. We liked-

ber.

Psy followed with an amusing comedy seems with four of the Chester Hale 16 girls and then the entire troups come out for a steek toe precision dance. The girls do another number later, this time, a pictorial fan dance in which the white fans contrast with the shiny black costumes. Blood Helen Lestchelesole each time, revealing grace and good technique. Gion Pope, magician, entertained with his amooth sleight-of-hand tricks and amused with comedy/situations with a gal gazagtant.

olds Foje, magician, entertained with a smooth sleight-of-hand tricks and amused with comedy, sixtuations with a fall grantant.

Fig hayo opens the second half with balancing and other breath-taking stunts alop a swinging trapess. A gwell novelty turn, ending with one-arm swingovers. Miss Jants introduces Johning Barnes, a young tap dancer who looks like a rear choose trapes of tape.

For the inish, Fay has staged a mutty turn that brings the show to a successful and very funny finish. Fay blings and gabs, with Abel Baer at the planto, and is interrupted by plants who inishs on showing their takent on the stage. This brings on Rose [Kessner's well comody and high kicks, Pedro and Louis' slide-for-life backward on a rope from the baloony. Nine Verela's comedy and operation and the camping. Harry filipes' heekling, Fred Hillebrand's Boud-talk comedy and Maxine Deshon's strip-tease. Continue Doyle worked in this number the first night but dropped out.

No mike is used through the shew and high sects to echieve a greater sense of morement. It is a pleasure to hear normal volces again in a vaude bill. Torm Jenes leads the pit crehestra.

Harry Delmar, originally amounced as ataging the shows, apperently is out-of the picture. Al Leo' is general manager for Pay and Danny Collins is Pay's personal rep. Nat Dortman is the p. s. Foul Deats.

Loew's State, New York (Reviewed Thursday Evening, March 2)

(Roviered Thursday Evening, March 2)
Milton, Berle has always been strictly
seeke at the State and Thursday's opening was no exception.

Was in top form when caught during
late show and was throwing out the gags
with marvelous timing and effect. As
usual, Berle restricted himself to no particular spot but emseed and specared
with all the acts, doing his usual nutacro with the Five Jameleys and a screwhall love turn with vocalist Miny Jane
Walth. In his capacity as emsee Berle
steals much of the thunder that would
ordinarily secrue to the other performers, but he can hardly be blamed for it
inasmuch as it all goes to make a better
show. Included in his routines were
the hoke radio commercial, magic turns,
acrewhall imitations, etc. His incess
has reached the stage where every gasture and mannerism are used as comedy
aids.

Mary Jane Walsh and Joe Morrison do

Mary Jane Walsh and Joe Morrison do Mary Jane Walsh and Joe Morrison the the tonali assignment. Miss Walsh, well known to these parts, clicked best in a slow, measured delivery of Get Oat of Joses, Changed tempo with F. D. R. Joses and was excellent, showing not only talent but plenty of style. Joe Morrison, vocalist, has much on the ball. Has grantine ability and does not rely on trick arrangements. Did well with Begin the Beguine, but other part of act was rather horsed around by Berie.

Berle.

Sugart Set, four pairs of ballroom dancers, have some flash value. Did waits and adagle routines and hovelites. Five Jametry, at hand and Risky turn, a very good act of its kind. In addition to straight Risky they did tumbling difficult three-high stunts. Berle clowned around very much with the

Pic. The Bhining Hour. Excellent house.

State-Lake, Chicago

(Reviewed Friday Afternoon, March 3)
The Balaban & Katz cohorts rate another pat on the back it only for their increasingly generous bookings of

comedy sets that are made to order for this pop-priced bouse. Pow theaters in the country take an average comedy turns more to their heart and almost any performer who has a few precent laughe

sprinkled on his merchandisc is boundto make a cale.

This week Britt Wood, Pepito, El
Richard and Nogok and Poy Score in
order. Weed, in the third spot, shownipped with his rube antics and his
harmonica confirmanahip. His material
is amusing and clean thrucut and
doesn't fail to phease no matter what
he does. Ooca legitimate on his mouth
organ with My Nero, turns hillbilly on
a guitar and first show opening day we
explained back for several harmonica applauded back for several harmonica garitulia.

Ed Rickard, on second day, still has a good novelty in his inventive shadow-grapha. Behind a lighted screen he manipulates a pair of softwe hands that bring to life several entertaining carica-

tures.
Pepito has, a different enough act to be whic to follow Britt Wood and record an impressive response of his own. While the offering on the whole is a conglemeration of odds and ends, individually it is merited buffeomery. Turn could stand some tightening here and there, particularly for the less intimate houses. Best bre his "human doll" and haby takeoffs and his operatic exit. Tall and sexy blonde helps out with some contortion work and as keyboard assistant.

ant.

Mital Green, Teatured, in a setal stranger to those who know her only for her screen work. She is full grown and blond but still not very sure of herself. She was greeted heavily but probably because of what she used to do and not make the control of the setal she offers, this week. Kid has because of what the meet to said the size of fores, this week. Kid has plenty of talent but is not used in the proper direction when applied to atraight, moody songs of the Get Outro, Tours variety, or airnight song arrangements. She looks best as a concident

ments. She looks best as a considerance and undoubtedly can develop an original personality along those channels.

Norsk and Pay Tollow with their pantominic satire of two depullibriats, and as a next-seat woman remarked, they get inho a greater mess than any two men I have ever seen." It's furney stuff that winds up with a legit hand, between trick.

balancing trick. Toy and Wing classy Chinese tap and musical comedy team, open the bill smartly and speedily. The smartly and speedily. The work is polished and both make an excellent appearance. Audrey Corie; and her baton twilling champions, local college group, furnish a rah-rah finale. Work with finah and stadium enthusiasm.

Business good first show. On screen.
While New York Steeps (20th-Fox).

Bam Honigberg.

Music Hall, New York

Music Hall, New York

Therefored Thursday Evening, March 17

What purports to be entertainment here this week is a lifeless, monotonous crawling production built uround the wedding phyme. Something Oid, Something New, Something Borroused, Something New, Something Borroused, Something New, Something Borroused, Something New, Something Borroused, Something to the Rockettes precision kick, there's nothing to keep an audience awake.

For the "old," choral ensemble remarks an 1890 harmony seesion without gusto or any particular color. Italies offers interpretive dancing for the bare feet variety against an incongruous steamship background. It answers the purpose of "new." Dean Murphy was way off on his impersonations for the borrowed" aspect. Of his repertors which included Joe Brown, Hephanalional Barrymore, Paul Runh, George Arlies and Charlie McCarthy, only the dummy was genuine and recognizable. The Glee Club achieved no more interesting appearance than did the ensemble, while The Lester's gamunt of musical instruments slowed up the finis. All three added attractions were shy on the showmanship, being completely loss is the shuffle.

There's no aupport from the picture stages.

There's no support from the picture Staticooch, house opera weakened by glerification.



TED LESTER

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Y and WIN

Chinese Dance Stylists NOW-STATE-LAKE THEATER, CHICAGO Direction: WILLIAM MORRIS AGENCY

Oriental, Chicago

(Brolewed Friday Afternoon, March 3) Present set-up has six instead of the usual five sets but it doesn't indicate any tilting of the budget. Polycy, augmented by two pictures, is still in the experimental stage and it's anybody's guess how justing it may be.

The Three Jordane, skaters, open and stay on very briefly but what they do is strong and Theshy. The spins are outstanding and the tricks by the tric are fast and thrilling.

Roy Rogers is still the happy inebriate he has been for years. He is smart in giving the customers a sample of his sensational falls almost immediately after making an entrance and then keeps them in the palm of his hands with his drunk and soro displays. Big hand,

Ted Waldman Roomerly of Ted and Al Ted waidman frometry or led and at waldman) followed. Works with a girl billed as Suzy and, while the talk is weak, he goes over with harmonica work. He closing bit in which he mouths a tune without the aid of his hands he an applause getter.

Hickey Egothers and Alice have a dated hoke comedy act but one must admire the boys' breaty attempts to please. Some of the gags are still plenty funny and save the turn on the whole by keeping up speed. Alice isn't a bad looking redhead and she sings while the chape to about their monkey work.

Bob King, the ventriloquist, improved technically since viewed last and his two dummbers gri and a tiny sallor boyaba and talk with lifeline gestures. Best as his soprano voice which he uses in manipulating both characters.

The Three Samuels and Harriet Hayes close with a polished concedy tap season. The Samuels open with a semi-comedy routine and the two boys fellow with another number along the same lines but include more intricate steps. Mass Hayes sandwiches in her sock acrobatic offering before joining the trio in their familiar flashy military finals.

Business fair second show opening day.

Business fair second abow opening day, reen has There's the Women Again Columbia, and Next Time I Mery Columbia, and Day Lang emeets this (Columbia) and Next Time I Merry REO-Radio). Ray Lang emsecs this week, subbing for the vacationing Verne

McNALLY'S No. 20

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NEW, BRIGHT, ORIGINAL COMEDY 15 Moundagean, T. Arch for Two Males, Y. Acts for Wales and Fernals, 18 Furnities, Teath for Two Males, Y. Acts for Wales and Fernals, 18 Furnities, Teathingsale, Adv. Fernals, Act, Two, Ousertet and Dance Specialty, Tab and Burkequite, 18 Minister Proc. Plants, Overtime and Finals, 40 Members, Blackman, Review Acts, 19 Minister, 19 Minister

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pheresboyts of JAMES MACKERSO, Vaccio-Actor, been Toronta, Canada, about B2 years acceptation fat, lastiful about B Ft. 9 Rt. last of the New York Gity about 1918, sendenting from temporal-lims Mack & Company, correspond of once with JOHN W. ROWLAND, Earliser, may 230 Bay Street, Toronta, Ognasa.

Buck, who returns Priday with the old Golden Gate, San Francisco State-Lake Sweethearts lipe.

Sum Honighorg. (Reviewed Wednesday Evening, Narch 1)

Strand, New York

(Reviewed Friday Evening, March 3) Will Oeborne and his orohestra, the lit Herth Triowand Shella Barrett are se siags show with the second week of

Will Octorne and his orohestra, the Milt Horth Triocand Shella Barrott are the stage show with the account week of Yes. My Darling Daughter, held over after playing their previous week with Eay Kyser on the stage. Onborne is in for two weeks, picture changing to bring in The Octaborne Kid. House, incidentally, laughed at the trailer showing. Jimmy Cagney as 't tough cowboy. Octogre has one of the best band attractions around, either as a dance of stage unit. He's relaxed and genial on the stage and his crew is tops. His slide music is smoug the most listenable brands of pop music available today. In addition to emsessing, he does his Listenato the Clisten number, explaining his slide music, One o'Clock Jump and Solero, the latter a corking arrangement, but Jump is not up to expectations. After Shella Barrett he does several concept Trumbers, ribbing Guy Lombardo, Jan Carber and Shep Feids. A swell bit has a trumpet man, and a troubbonist in an imitation of Clyde McCoy and Russ Morgan. Osborne portions of the show are peggy and entertaining. hit has a trumper man and the first has a trumper man and a first horizon and fittes Morgan. Caborne portions of the show are pergy and entertaining.

Biggest hit on the show is Dick Rogers, formerly with Bob Murphy in vaudo, formerly with Bob Murphy in vaudo, or bot a ginder bot a

formerly with Bob Murphy in vaude, The diminuity comedy singer got a rousing hand that stopped the next number until he came back for another bow. Did Hold Tight and his comedy version of binah, imitating George Givot, a Hebe and a dictator. Rogers, the, could learn that a bump as a comedy routine can be overdone.

edy routine can be overdone.

Gloria Rich aings a. number in just the style which slies Barrett later imbigates, but Miss Rich's toe tap number is very good. Lynn Davia, a tail attractive gal, is Caborne's new lady vocalist and did two numbers okeh. The's still raw on a steep of the lady continued to the still raw

gal. is Osnories new lady vocalist and did two numbers okch. The's still raw on a stage.

Mass Barrett does her tastal mimicry, impressions of Lionel Barrymore, a night club singer and others doing Goody Goody. She also does a routine burlesquing 'professional Southern girb' which lacks subtlety but gots laughs. Somehow her work didn't strike as punchy as heretofore. Miss Barrett is the first girl performer this reviewer has ever seen chewing gum while working, atthe she might need it to keep her throat dry. If she doesn't chew gum she certainly must have a frazzied tongue by now.

Allt liesth trio, Herth on sectric organ and piano and drums, scored strongly. Outilt did three numbers, The Stock, Huster and His Dog and Pagen Lone Song, Turn is a radio-built set that has been coming along very well lately thru air samt recordings. Sock bit has Berth playing with his feet only on the bass. Act would be improved as a singe attraction if its numbers weren't played all in the same fashion, although the limit limit. Balance when caught wasn't good, with the piano insudible except on sole work. Three instrumentalists are good. Herth being recognized as tope in his line.

Jerry Franken.

RKO-Boston, Boston

ed Friday Afternoon, Narch (3)

The Three Smoothles, fresh from their engagements on the air with Fred Warling, headline a good bill. Smoothles trio — two bops and a girl—do souge in come edy style and go over in great shape. Bobs, is possessed of plenty of charm, and has a splendid voice for putting on the comedy and pathos touches.

Don Rice ensees and also does eccentric comedy stuff in profusion. His comedy is now and brings spontaneous laughter.

comedy is new and orings spentaneous laughter.

Saul Graumann and his Four Girls present what is billed as an "added attraction." The Musical Stair-o-Phone is used to advantage and Graumann and the girls do some mity" numbers on the unusual instrument, which is strangely rendhiscent of Will Muhoney's sylophone. Herman lijda, assisted by Theims Lee, present "insane comedy" and it is truly that. The cid built fiddle is used, and as the instrument falls gradually apart to reveal hidden mysteries and added comedy, the audience roam.

The Four Novas, European acrobats, are possessed of considerable skill not seen in the ordinary act of this type, On the screen, Smessing the Spin Ring and Stiver on the Sage.

It is one of the most entertaining bills of the current aparent. Flood L. Beil.

Sybil Bowman is genuine entertainment as, the Golden Gate, shots an adept impersonner who cludes the stars. They are not in her category. For each swiftly stroked cartenture she changes make-up on the stage and in the wink of an ere while the audience looks on.

Audience laughed about when Come-dienne Bowman caricatured "the First Lady of the land" at a Girl Scouts' rally. The skit was done in partomine, save for the apoken recognition of "Pather Divine," who was present at the rally. Her impressions also include the local town's bridge club president, the Swed-leh sirger, the danger in black and her music hall number.

Portunello and Cirillino, clowns perform in pantomime, pur over their atulf in good style, Spencer and Porman, in "cutting up the rug," and Graham and Morris were the other two acts on a abort vaude bill.

The Saint in San Prancisco, screen offering, won't give the box office a temperature. Edward Murphy.

Orpheum, Los Angeles

(Reviewed Friday Afternoon, March 3)
Six top vaude acts give the ducat buyers their money's worth. Lionel Kay is the highlight of the bill, doing a ma-gician turn that has momente of origi-nality. He presents his tricks in hovel

Frish and Jean Hubert do a drunk rou-tine that has its moments of good com-edy. Efforts of one of the due in trying to light a cigard while vesting on web-bly plus is a classic in slapetick comedy. Pace-slapping bit gets the crowd in good himor

scool humor.

Joaquin Garny is back this week and again sells himself with his good volce; pleasing manner and showmanahip. His best numbers were Jeepers Creepers, They Say and Ferdiaund the Buil. The orowed is always receptive to Garny's efforts here.

forts here.
Rosemarie, Barnes does an amusing act with a bunch of well-trained Scottics. Turn has its moments for novelty of presentation. Some of the autics done by the trained pocches are really swell. Frank Paris and his puppers present an act that goes well with the crowd.
Al Lyons and band, with Janaleo. Moore, close.

Brandt Circuit Idea Starts With Full Week Stand

NEW YORK, March 4 .- After talking for the past few years about installing a stage-show policy in its houses the Brande Circuit has made its first move

Brandt Circuit has made its first move towards this end by announcing a full week for the Platbush Theater, Brooklyn, beginning March 17, featuring a name band policy glus variety acis, much in the same vein as the Paramount, New York. Pint bill for the 1,800-soat theater will headline Red Norvo and Mildred Bailey, Cross and Dunn, Lorralms and Rognam and the Varsity Co-Ris. Prices will run 25 and 35 cents for mathrees, 40 and 55-cents for evenfiths and 85 and 70 cents cents for evenings and 55 and 75 cents for Saturday, Sunday and holidays. Also booked for the house is Benny Merod. sind the Andrews Sisters week of March 24, Willse and Engine Reward on March 31 and Larry Clinton is set for May 5. Arthur Plater and Milton Roemer have an ex-

clusive booking agreement for the house and subsequent attempts.

The trade is watching this more carulally because it marks the trial important attempt by an independent circuit to buck the competition of the circuits. If this move to successful Williams Brandt attempt by an independent circuit in the competition of the circuits. If this move to successful Williams Brandt attend that they with install similar policies in five other theaters in Brookiya, Bronx, Long Island and Manhattan. The theaters in milit are the Windson, Brenx; Auduton, Washington Heighter Carlton, Jamalear Halsoy, Williamsburg, and the Apollo, Stanhattan.

The Brandts have been making oscertions on and off for the past two years that they were ready to include a vanide policy in all of later houses with stages if they could come to an agreement with the musicians' and stagehands' uplons, whose rates they described as being too exceesive. As far if could be learned, the Brandts will pay full scale. Brandt and that the Platinish house, if it plays to capacity, is capable of grossing \$25,000. While this will be the only house in the processing the could be received to a vanide policy it the competition gets too strong. The circuit house would also have the advantage of getting good pictures. In addition to stage shows, whereas the Brandt's, like all indie crimitations on percentage deals. When the house does not book a top-flight beand Brandt indicated that the Patinish will not operation a strict budget, but will be only heard indicated that the Patinish will not operation a strict budget, but will be only heard indicated that the act subjection

attractions on percentage deals. When the house does not book a top-right band Brandt Indicated that the act attraction booked, would be strong enough to carry

Loew's, Palace Deny Houses Will Use Flesh

CANTON, O., March 4.—Despite reports to the centrary, Loow's and the Palace, two major local pic houses, will not switch to flesh.

Houses have been without flesh more than five jears and run double festires. Picture business of late has been very sathfactory.

Phonomenal business being done by the Palace, Akron, with stage attractions is believed to have prompted the flesh rumor.

60 Girls at Top Hat

UNION CITY, N. J. March 4.—New show going into Top Hat here is being headed by Four McMallie States and Pat Chandler and will have line of 60 girls. Produced by Mildred Ray, beeked by Will Weber and Al Davis.



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LETHERTS NON TRANSFERABLE DANCE CHECK WESTERN BADGE & NOVELTY CO.,

their brand of music;
Lafe Harkness, doing a swell rube,
plays most acceptably on the harmonica
and proved one of the cutstanding turns.
He's familiar to dial twisters in this vidinity, Jo and Alme, two adorables, do
a brace of pop numbers which click.
Ma and Pa McCornick are given billing,
but the feminine partner was out of the
bill here, Pa carrying on alone with
consedy chatter. Hal O'Halloran does
well as ensee, and Kenny Carlson, a ventriloquist, has an excellent rottline. Helen
Diller is a better than average yodeler.

Diller is a better than average yodeler. Despite cold and snowy weather, stable sudjences attended the four shows daily. Same unit, when it plays fairs, uses larger cast, with running time extended to better than an hour for grand-stable presentation.
On the sensen Throthy Signs in China-

On the serven Torchy Stone in China-tore (Eire National.)

Bez McConnell

Broadway After Dark"

(Reviewed Thursday Afternoon, March James, Thepter, Neuport News, Va.)

a) Weston has incorporated a couple of flash acts and a nicely custumed line of 10 pers in this show to bring it out of the routine. And it justifies his efforts. The unit played here two days, opening Wednesday at the Paramount and them shifting here, and drew heavier business than any other unit to play here this season.

play here this season.

Standout act is the Three Stegfrieds, a burly juggler doing around things with heavy metal globes, assisted by two pretty giels. The act uses plenty of equipment and was multiessly produced at the performance caught, getting a solid

Ted and Art Miller, former also emsee, offer a prolonged comedy on which pets plenty hows, but Art does a lot needly mutter ecraping for laughs. He can be funny without the deep blue

Six Decardos offer other flash act a Bix Decardos offer other flash act, a tecterboard specialry with a degree of novely; Badeliffe light day have a neat tay routine, and Roy and day have a neat tay routine, and Roy and divided register so well here. It might have been the p.-a. system, not needed anyway in this small house, which was partly to blame. Certainly, the show's pit bond; adequate other rise, drowned the singers out at this performance.

Chorus, billed as Ten Rose Bowl Officance on in three tastefully contumed numbers and step creditably. Pilm was Roy Trouble.

Warner Troyford.

"Mirth of a Nation"

(Reviewed at the Worth Theater, Fort Worth, Reg., Sajurday Afternoom, Fed. 25)

The Yacht Crub Boys new unit, which opened a four of the Interstate Circuit here Pebruary 25, is a speedy and smoothly paced light comedy show which clicked.

clicked.

'The revue, put out by Mundo Corp. of America, is designed for either theaters or night clubs and it would be a sock night club show with the Yacht Chle Boys' typ of material. They know how to deliver effectively in theaters, too; but some of the entirth was lost to the youngir element which makes up a large part of the matines sudisposed.

The chops (Charlie Adler, George Keily, Billie Mann and Jimmig Craig) with their original songs, chatter and antice.

GAYETY THEATER MINNEAPOLIN. OPENS MARON 17.

ENTIRE CAST WANTED

MILTON SCHUSTER

Reviews of Units

"Boone County Jamboree"

"Restended Thursday Evening, February

23, Madison Theuter, Manefield, O.)

Show is typically hillibilly, with plenty
of homespun comedy for the family

frade. Engagements confined monthy to
de lune movie theaters and auditoriums
in Ohlo, Kentucky and Indiana, in which
territory the chow has had consistent
air hulid-up over Willy, its sponsoring
station. Little attention given to staging.

Program gots away to a fast start with
the Sunset Rangers, instrumental quartet, batting out some perpy hillibilly
tunes and an occasional awing number.
Thiented musiclass and outstoners liked
their Jerand of music.

Lafe Harkness, doing a swell rube,
plays moet acceptably on the harmonies
and proved one of the outstanding turns.

How familiar to dial twisters in this vidinty. Jo and Alms, two adorables, do

This was followed by organization of My Reverte and Fre Got Rhythm, with Carwood Van coming on for any solo. The boys' next two songs were tops. One was take-off on Hollywood directors and the other was about the Northwest Mounted Police. Both excellent and

The local crowd gave biggest han Don, Don and Dona, coinedy dancers. Act started with regular ballroom routine, but changed to knockabout comedy and anded with all three members knocked

The finale featured crebestra and boys, with orchestra playing hit tunes from movies in which they have appeared.

Baturday matines crowd was capacity. Picture showing with stage unit was Wings of the Nory.

Buth Huft.

Talent Agencies

PAUL DENTISH, Boaton representative of George A. Hamid, has been up New Hampshire and Vermont way to sign a couple of new fairs for the coming

ACE AMUSEMENTS, New Hilven, Conn., is presenting labor Jones and band for the fourth annual Masonic district fundralising event to be held at Masonic Temple. Westville, Conn., March 14:

SIDNEY MILLS, back again with Mills Artists, New York, has signed Peggy Brown, singer, to a personal management contract.

AMUSEMENT BOOKING SERVICE has added Club Hollywood, Kalamazoo, Mich.; El Dorade Care, Detroit, and Paradise Cave, Detroit, and Paradise Cave, Detroit, prank Tracy, Inc., Kansas City, Monow selling complete shows produced by his staff.

HERBERT R. OSTROW, Chicago. HERBERT I. OBTHOW, Chicago, has taken over personal management of Gil Lucas, rocalist. JACK E. LEWIS. Esta Francisco, has signed Jan Rubinly Molinist. BOBB SELBERG'S Variety Secondal unit just completed a three-week tour of circuit and independent theatern in Maino—the first time a unit of this type played this acction, and also

thesters in Mains—the first time a unit of this type played this section, and also the first time theneter there played fices during this time of the year.

WORLDWIDE THEATRICAL CINCUIT. San Prancisco, is now excitaine booker for Betty Healy.

LOUIS SPIKLMAN, New York agent, has recovered from an attack of shingles.

DANNY COLLING is now personal rep for Frank Pay.

ACK DAVIES.

New York agent, is continuing on his own, with Mill Berger as associate, now that Mile Engale has joined MCA.

SAMMY SAMUELSON is now associated with Marty White, New York club booker.

Hirst Circuit News

NEW YORK, March 4.—Hot Spots, a new show, opens tomorrow in Newsyk with Bob Ferguson, Mary Murray, Marc Coleman. Billio Diamond, Leonard Kramer, Vickle Welles, Al Golden Jr., Manticks, Burns Brothers and Mary Joyce

Manicks. Burns Brothers and

(featured).

Janecce. Art Gerdner. Joy St. Clair.
Diric Suillvah and Patricia Joyce complete another new show, for which Binder and Rosen are the comics, for an opening on March 12 in Washington.

Ouldo and Eva open iff. Union City tomorrow. Joyce Breazelle jolios thet Valeric Parks allow in Philip March 12.

Happy Hyst and Richard Dana, March 11 in Newark. Sunya (Smiles) Stance extra-attractions in Bostom March 20:
Sherry Britten, same town, March 12, and Diane Rowland, on the one-nighters,

Burlesque Notes

New Yorki

CONNIE PANSLAU fett the Star. Brooklyn; and opened Pebruary 27 at the 606 Club, Chi. Booked by Sammy Clark. Brooklyn, and opened Pebrilary 27 at the 600 Club, Call. Booked by Sammy Clark.

RAY JOHNSON moved into the E-tinge March 2 and goes from there to Harry's New York Bar, Chl. within a fortnight.

WHITE HISTERS, dancers, subwayed from the Star, Brooklyn, to NTC's Midnite Sun for Pebruary 24 opening.

PATBY JOHNSON opened March 2 in Pay's, Philly, thru Eddie Sherman.

ADRA COOPER, dancer. completed 10 weeks at the Magnil Beach Pier and opened at the Republic March 2. LES SPONSLER, of the Hagan-Pields show, Hirst circuit, celebrated a birthday March 1 backstage of the Hudson, Union City, N. J. ... ROSE GORDON will produce the humbers, and Doma Davis do the booking for the new burly stock at the Embassy, Rochester. N. Y. due to open March 17 under the sponsormally of Al Harris.

JAY C. PLIPPEN is chairman, and Julie Howard, Russell Trent and Hank Henry just a few of the many members of the honorary committee in behalf the BAAE annual entertainment and dance scheduled for April 2 at the Manhattan Opera House. BOB (RUBERE LIPS) BRANDON promoted from a barker in front of the Republic to comic on stage: debutting March 10.

EVELYN WHITINEY, former burlesque Frincipal, now Mrs. Ward Davis, and receiving loads of congrate over the birth of a son, Alan Haines, who arrived Pebruary 26 after a stay at the Republic KENT AND KODELL another Triboro addition same day, when Paul Enne replaced Beverty Carr as number producer, Seril Dean added March, S. DIXIE SULLIVAN to be clevated from cherus to principal in a Hirst show.

SAM BRIERMAN and Moe Costello biny engaging new principals, chorus and specialty turns for the remodeled Continental due to respon April 8 wock.

CLEO DOUGLAS formerly prominent in burly both as a principal and later as a producer, writes from Barties-wills, Oklai: "Out of the business two and a half years and often wender how all iny old friends are getting along and where they are. Am now Mrs. C. R. Walliace and operate the S. & S. game farm bere; dealing in chickens, ducks, speces, pheasants, turkers, hops, monkeys, dogs, Persian cats and other animals. All on Route 2, care J. J. Helts." VICKIE MCNEELEY, Patricla Joyce and Tony Romano to the Shubert, Philly, Pebruary 27. GATES AND CLAIRE and Paul Rich moved from the Howard, Boston, to Union City March S. BER-NIE MILLER, Ray Johnson and Sandra Scott, now principals at the Eltingo March S. Replaced George Tuttle, Louise Ropers and Ginger Britton. RON-NIE (VERONICA) VALOR, former featured showing at the Continental and a protegoe of Stanley Woolf, booker, opened in the same capacity at the Clairty March 3.

MAROKE KELLY and Tiny Puller due at the Star, Brooklyn, March 10, when Peaches and Tomany Raft leave, Estinating for a return to the Ettinge. Parry and Green, new specialty turn, came in March 3, with Jean Mode held over to do the Ledg and fixen dance. ROX-ANNE celebrated a hirther backstage of the Republic Pebruary 28. Ditto manager Eddie Goodman the same day out front. Gay Knight left March 2 to open the day following in the Star. Brooklyn, Jeanne Rochelle, half manhalf woman specialty dancer, held over week of March 3. Cladys Claste and fally (Bumpa) Mack new principals same day. IRVING HENSON, comio, exited from Republic March 2. Ben Cross, singer, recently with the Sta-John's College Ork over WNTG, debnited in burlesk at the Republic Pebruary 17. Mangio Cordon doubled as a parade ghi and fan dancer in a Jack Montgomery produced ballet. Dolores wedge, dancer, during her Republic stay was billed as Za-Za. JEANNETTE GORMAN, formerly with Blossom Time, is a new Sat Mortan discovery for altery exploitation.

MARY SUNDE returns to the Bialto Priday (10). HARRY HIRSH re-opens his Gayety, Marcapots, March 17, featuring Ada Leonard. Bobble Peerim will produce the line numbers. . . . MILE featuring Ada Leonard. Bobble Perrim will preduce the line numbers. ... MLE SCHUETER booked Radiana into the Howard in Beston this week. . AR-TRUR CLAMAGE was a local visitor on, his way to Cheinmad. ... KITTY ELLIS went to Cipcinnati after finishing an en-gagement at the flowne Club in Cleero. . WEN MILLER replaced Jack Coyle at the Avenue, Detroit.

From All Around:

SALLY WALKER, now a rednead, is vacationing in Lima, O., with Helen Reed doing the same thing in Louisville.

RUTH BALLEY joins the chorus at the Boxy, Cleveland, March to after 50 feetinght's stand as a single at Esthera, Nite Club, Columbus Co. , FRANCES PARKET Debutantes (the Kelly Sisters, Helen Cumraings and Junita Bates) are still at Castle Farm, Lima, O.

MINNIE PENNSY, mother of Lila Dean Lee, is in Cook County Hospital, Chicago, suffering from a fractured leg.

Pennsy Clubs Told To Drop Strip Acts

PHILADELPHIA, March 4—an edict banning strip-tease in licensed night clube by the Pennsylvania Liquor Control Board sent the strippers locking for wardrobes modest enough to estimate the conforcement of the onforcement

Many cases withdrew strip acts, while others disreparded order actively. Smith threatened loss of license to operators

who fall to comply.

HARRIBBURG, Pa., March 4.—Nitery operators holding liquor licenses have been notified by the Liquor Control Board that strip-tense is definitely "out" and that continuation of such dances will result in revocation of their liquor

permit.
The liquor law guardians with henceforth watch all floor shows and the
minute strip-tease "or similar types of
entertainment" shows itself, or parts of
itself, the board will erack down.
Practically all important Pennsy spots
employing falent are sho holders of
liquor or beer licenses.

Nat Mortan's Placements

NEW YORK, March 4.—Harry Dennis joined the Bafael Barish unit in Baltimore Wednesday, Thence to Majestic Paterson, tomorrow, Evé Arden joins Murray Greenwald aunit, opening March 1 in Freeport, L. C. Mile, Bort Joined the Sampson unit Wednesday in Bayonne, N. J. Adra Cooper opened At the Republic yesterdays, Mile, Vallonafte dancer, goes into Leon and Rédic's March 10. Jane Dobbins and Jeryl Delin working banquets in Hackensack, N. J., March 9 and the Penn Hotel here March 10.

Phil Rosenberg's Bookings

NEW YORK, March 4.—Jeryl Doan, Lillias Cairns and Herbert Loe at the Tethoro-toenorrow. Billy (Bumps) Mack Republic patterday. Amy Fong, Mario Cord, Peggy St. Clair, Art Gardner, Harry J., Conley and Wade and Wade at the Shubert, Philly, Monday, Carrie Principle, Union Otty, N. J., tomorrow and to Calety here for four, weeks, beginning March 17.

San Fran Changes Policy

SAN PRANCISCO, March 4:-Liberty. burly bouten, has dropped daily matiness except Baturdays and Sundays, and instead will run three nightly flesh shows. Manager Harry-Farros said instillity to get sex pictures caused suspension of matiness. Night shows will run approximately two hours.

Burly for Youngstown
Youngstown, O. March 4.—Grand.
formerly the Princess, which tried unit
amusicals for two weeks, has switched
back to burlesque, with current above
headed by Martin Davis and girl
chorus Evenings, 7 till; 11 p.m., and
Stundays all day, at 16 and 25 censs accomission.
Midnight show Enturdays.

If 10 - 20 - 30 Days Don't Return You Can't Blame Meyer

NORTH EAST, Pa., March 4.—If the good old days of ten-twent'-thirt' "repetwah" ever coine back, Mr. and March 18 children will be deserving of much feredit in Juringing 'em back if the business they're now doing with their family show over the church basement and town-hall circuit of Northwestern Pennayivania is any criterion.

Members of the Moyer family have recently acquired considerable prominence in this section thru their presentation of the four-act play The Dist of the Eorth, Apart from the facts that the play is worth while of itself and that the roles are estisfactorify sustained by the members of the cast, the most unique and interesting feature of the troupe is the fact that the personnel of the expanization is made up excludively of members of the Henry P. Meyer family although appear on the stage, the others contribute their share towards the presentation in the capacity of coach, prompter, make-up artists and stage-hands.

The Meyer family gete along without

prompter, make-up artists and stage-hands.

The Meyer family gets along without any outside help and the "take" in each town is spill 18 ways. If there is 30 in the house each Meyer gets 82. Members of the family do everything from passing cut handbulls to loading scenery. Pive of the children are eingers, two are cancers and the mother is an accomplished planish and orchestra leader.

The roster is as follows: Arthur, 15, comediant Piorence, 27, comediant; Piorence, 27, comediant; Cathor), 52, manager, ticket later and old man characters; Mag (mother), 52, planish wardrobe mistress and old woman characters: Paul, 20, leads; Dorothy, 29, characters; William, 13, juveniles; Joseph, 23, props and heavies; Joan, 18, leads; James, 24, characters; Cecilia, 26, stage director; Jack, 2, juveniles; Mary, 21, utility; Bernard, 2, stage carpenter and bits, and Frances.

17. ingenue.

Hayworth Will Wint Up on North Carolina Circle May 1

CREENVILLE, N. C., March 4,— "Sea-Bee" Hayyorth, who has been touring the Kinesy houses thru North Carolina on a circle all winter, will wind up his season May 1. Business to date has been the best in five years, Hayworth reports. He has made tentative plans to launch his own tent opey late in May. North Carolina bouses being played of Hayworth are State, Greenville, Mondays: Carolina, Burlington; Wednesdays: Carolina, Carolina, Laurinburg, Tuesdays: Carolina, Burlington; Wednesdays: Carolina, Carolina, Charles Sells, juggling chown, and bis trained dog were added Miraction with the company this week. Chandler and Clamona are aluted to open with the troupe Monday, replacing any and Monty Mavarro.

Van Arnam Opens March 11

OPA LOCKA. Pis., March 4.—John R. Van Armam has pushed back the opening of his tent season from March 6 to olarch II. In addition to new canvas and a new line of printing from the feminal Show Printing Co., show will be equipped with all new acenery and variable, Van Armam angs. Cast will be made up oft nearly all new faces. The Boverhy and Bob and Maddy Driscoll are the istort to sign.

Miller Going Back Out

Hairra, N. Y. March (.—arthur C. Miller announced this week that his Varioty Show, presenting sound pictures and vaude, will again operate under canna this season after an absence of several years. A top has been purchased from Baker-Lockwood and new sease are being built, Miller reports. Show will more on two trucks and play two and libree-night stands.

FOR SALE

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D. R. HOLLOWAY



MR. AND MRS. HENRY P. MEYER and their II children, of North East.
Ps., a most unusual group of Therpians who are itriving to keep the spoken drawn after in Northeen Pennsylvania with their presentation of "The Dust of the Earth." Left to right are (sitting): Arthur, Florence, Henry (father), Mae (mother), Paul and Dorothy; standing, William, Joseph, Mary, Joen, Bernard, James, Frances, Geoslie and Jack.

Rep Ripples

Midway service station and camping grounds, South Bostom, Va., recently had as guests from Nero, test show manager; Dick and Joe Royster of the Royster Picture and Vanishville Show, and Jack Ritchee and Ris Texas Rhythm Rangers.

WELCH & TATER have a semall outfair big. MR. AND MESSLED HARRISON, well-known rep folks, are at
their home in Ypallanti, Mich.

SLIM WILLIAMS, black-face comedian
the last several seasons with the Milt
Tolbert tent show, is currently sojourning in Chattanooga. BOB GIRRARD, juve, who has been doing an act
in Detroit night diubs the last several
months, is visiting his mother in
Ricomfield, ind., and will remain there
until the carvas season gets under way.

RALPH HERBERT, ork leader, and
wife, Beba, character woman, are circling in Alsbama these days.

GEORGE B. HILL is in his 12th week of
comedy at the Roxy Theater, Knoaville,
And where is Helsne?

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comedy at the roxy Theater, Knoaville,
And where is Helsne?

GORON

STARIL, who has been presenting his
several years, is attempting to make the
started the new canvas season last week

Your weeks of upsatisfactory business with their curves theater in Houston.

The Billboard

AND MRS. CHRISTY OBRECHT Mis. AND MRS. CHRESTY OBRECHT.

Are recent arrivals in Kansas City.

Mo., from their home in Minerapolite.
Where they have been winterling. The
Obrechts will spend several days in R. C.,
agning people for the canwas senson. A
new top has been punctused. ..., KELLY
BLASTERS, manager of several circle
companies in the Deep South, is making
arrangements to launch a tent show this
spring.

WALTERS COMEDIANS. spring. WALTERS COMEDIANS, who were to open under canvas last week in Oklahoma, have postponed the event until a later date. DOO H. G. BROWN, former wep and med show owner, is demonstrating braith foods in Kamass City, hio., stores for a Battle Creek owners.

AMERICAN ACADEMY-

(Continued from page 17) potentially capable young man making

potentially capable young man making believe.

Abby, who had recognized genius for what it was and loved it, was very nicely played by Elizabeth Cox. This young lady has a quality that is interesting and playe with a great deal of aincertry and an authoritative calm. We liked her. Lucillo Lavure played the unbelievably masty has lingget believably sustaining the characterization thrucut. Betty horrisey again proved herself an intelligent performer with her portnyal of Susan Ragnet. Laverne Martin played Ada Hazget as any anateur would have played her. Ellis Daniels did all that could be done with the part of Warren Creamer, but Faul Bernard was so unconvincing as Tallant that even a country decter would have been suspicious. Geodfry Wicks, who so far this year has been doing nips work, didn't do too well with Rewen. Davenport was very ably handled by David Martin, whose make-up, incidentally, was geolebent.

The curtain-raiser was the first act of A fill of Divercement, the Chemence Dane play. The cast included Muriel Wakefield, Jean Raglewood, Louise Randall, Justanne Back, Edward Hardeastle, David Martin and William Moody. Of these Mis Raglewood and Moody does special mention. Miss Hardewood in the very little ahe had to do has Prifay afternoon, showed an ability for character work that was truly professionally and since we have alled want to know why part of a full-length play is used as a curmin-raiser when there are so many fine one-set plays. One act of a three-ect play is title a sneem that doesn't happen.

SACRIFICED—TENT SHOW GOODS

Unemployment Insurance

For details of the regulations and vanishings of the Unemployment-Compen-sation laws affecting outdoor show business, as adopted by the States, District of Columbia, Alaska and Hawahi and also that part of the Social Security Act known as Title IX, see story on the first page of the Carnival department in this issue.

grade with the Walt Disney force on the Coast. RALPH EISINDERIC, former house ork leader in various Western theaters and more recently associated with tent rop organizations, has been getting himself some dough with his arranging efforts recently and claims he will not troupe this season. MEL HOLLINGSWORTH is busily engaged in painting and rebuilding on his tent outfit in winter quarters at Palestine. III.

MYRA SORDELET, daughter of John MYRA SORDELET, daughter of John MYRA and Nottie Huftle, passed thru Cincinnati Pobrany 28 with her parents en route to New York. She has ben ill in 8t. Mary Elizabeth Hospital, Louisville, and, physicians having ordered a long rest, her parents took her east where they have been playing schools with a tab vergion of Uncle Town. KURTZ BROS, small Canadian trick, has moved fate Manitohs, Outfit is reported to be getting a fair play. AL TITCATHLLEY, her senson with Heffrer-Vinson, and Lean Barrer, who put in the gast summer with Biliroy's, appeared on the same bulk-coether at the Club Continental, Chesapeake, O., last week.

JOE UNICH, last senson with Heffrer-Vinson, is currently on tour of John Sun houses with the Morris Nelson unit.

MR. AND MRS. C. J. WHITZ gert-while rep folks and now operators of the

in California . . JACK AND ELSIE LOWRY ere engaged at the San FranSACRIFICED_TENT SHOW GOODS

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45th YEAR

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No telegraphed advertisement as as to reach tall interesting in telegraphed or reached as as to reach tall institute or service being more Monday.

The Hilliographic reserves the react to obt all advertisements.



Vol. 5%

MARCH 11, 1939.

No. 10

Magic

By SILL SACHS
(Commenications to Clacinnati Office)

THE OREAT LEVANTE, Australian the outsing into his prouse in Northwestern.
Onlo theaters these days. He plans to
remain indoors until late in April. onto the term there days. He plans to remain indoors until take in April.

DUKE MONTAGUE is now in his third year with the Sait Lake City Recreation Department. In addition he manages to corral an occasional club date in the surrounding territory. During his stay in Sait Lake, Montague has played to more them three times the total population of the city. He plays largely schools and churches. HARRY OTTO, of the Philadelphia magic fractifity, spent several days in Chestmant has weak, visiting his mother and sister. He plans on going to the West Coast before returning to the Quaker City In a visit to The Bilboard, Otto reported that Canter's find Holden's magic shops



are still the popular gathering places for Philly magi, He stated, too, that Roberts and Malion Byron continue to clock landily in the Philadelphia sector and that they are contemplating a flaropean trip to show off their magical ability. GREEN THE MAGICIAN, 72-year-old mystifier, is apending the winter with Col. George Cox's Metropolitan Comedy Co. in Nova Scotia. Green has been in abow business for 55 years and says he has go ides of quit-Great has been in anow onamess for spears and says he has no ides of quitting the game. THE GREAT RAY-MOND presented his full-evening show for the Wisconsin Scottleh fitte Bodies at Scottleh Rite Cathedral Auditoritish, Milwaukoe, for three nights, March 2-4.

CAM MARGULES, who for the last 10 years has been impressive of the sammual Pebruary magic festivals staged by the Parent Assembly of the SAM at the Heckscher Theater, New York, was tendered at testimonial show in his honor by the New York magicos at the Hockscher Pebruary 25. The Parent Assemblys regular Pebruary show has been postponed to coincide with the world's full and the SAM's pational convention late in May. The Margules testimonial performances, made up of nine sets and an ensee, pulled a SRO house. W. C. (Dorny) Dornfield came in from Chicago to handle the ensee duttes. On the hill were fat Hickard, Norma Krieger, Dai Vernon, Marshall Montgomery, Easton, Lee and Yugi, Charles Carrer, the Grayons and Dagmar & Oo. BIRCH THE MAGICIAN played to an overflowing crowd at the high school auditorium. Natches, Mass., Monday night, Pebruary 27, CHANDA pens from Wayeross. Ga., under date of Pebruary 25 that he is managing to keep busy in that teritory with his magic and spook show. He has recently added one of his own creations, The Spook Alarm Clock. . . L. C. GUNN reminds on that he is in his 16th year of performing in California and without working thru an agent. He reports a barg-up winter season and Says he played the Cagi de Manania, La Jolia. SAM MARGULES, who for the last 10 without working thru an agent. He reports a bang-up winter season and says
he played the Capa de Manana, La Jolia,
Calife, Pobrusty, 2c. AUGUST C.
KROSOER of Trenton, Mo. is still confident that his recently perfected Hindu
rope trick is good enough to cop that
heavy dough which is reported to have
been offered by American and British
magicians societies to shyone duplicating
the old Hindu fayorite out of doors. The
Trenton Republican Times of recent date

carried a lengthy atory on [Groeger's accomplishment, telling how he presented his Hindu rope trick twice in succession in broad daylight on an open football field. Now Kroeger is waiting for those people with the big money to accept his challenge. PAUL STADELMAN his challenge. PAUL STADELMAN with his dummy, Windy Higgins, has just finished his Sist week in Southern theaters for Acme Mills. After winding up a string of return ongagements in Alabama this week. Stadelman jumps into the Carolinas for five weeks of new territory.

ZAHAVA LANE-

(Continued from page 5)

one not handled with the keenest show-

che not handled with the Reenest show-manality.

In her second appearance of the ove-ning, her selections were not the best.
She has a lovely face and personality, but her journ and poeture did not thatter her. If she chose more sirliple, metodious numbers she would be better off, too, Her fast encore was her best, incidentally, Others on the bill were brunes and young Mary Gale Hafford, playing a vi-vacious violin, and the Symphonic Singers, a mixed ensemble offering soothing voice combinations. Denis,

NEW YORK, March 4.—Sylvester Gara-mella, base-haritons, made an auspictous debut Bunday night at the concert hall of the Barbizon-Pieza, Assisting artists were Alba Camillucet, sopeano, and George Cardini, violinist, Anthony Baganucet, the composer, acted as accom-

panist.

Caramolla revealed a surprisingly fine voice for a debut. Rich and clear, purticularly in its lower registers, it showed aplonded training and a lovely lyrid quality. There's still much work to be done on it, particularly in the upper registers, which seemed tight and strained; but Garamella has the makings of a really outstanding talent.

Miss Camillucel soored consistently all evening with her varied selections, delivered in a lovely and beautifully managed, voice. Cardini came on immediately after intermission for a single

managed, voice. Cardini came on immediately after intermission for a single section of violin numbers that rovaded rather aligned bow-work. Among selections that proved most popular were some of Paganucci's own suspers, particularly his O Menuma and Elizambrenze as sung by Mise Camillucci, Richard Camillucci, Caramella's voice teacher, presented the program. Bury.

Minstrelsy By BOB EMMET (Cincinnati Office)

HOBBIES MAGAZINE for February carries a swell article on ministreley, with photo. by Prof. Walter Brown Leonard. The Friendship (N. Y.) Examiner recently got out a special issue, carrying Lookard's stories on the Gorton Ministrels.

MEMINISCING over old minatrel Mays, Walter L. Main tolla of catching the Commonwealth Minatrels, of Ashtabula, O., in the Opera House at Book Creek, O., back in 1876. Speaking of the occasion, Main says: "The Richardson Brothers, Charles and Charenee; did a fouble song and dance. Charenee, better known as Tony, did a Dutch consequent which are the contest of the song and dance. Charenee, better known as Tony, did a Dutch consequent who have been and Bodrey. Pony Bancrott made a stump speech and Rodney. Phelips drove the bend wagon from one village to the other. The horse-drawn, conveyances were owned by Gy Peller, whe operated a livery stable in Ashtabula. The catther troupe was with the Hamilton & Sargent mud circus in 1877, fore part of the season, furnishing the entire concert and hand."

FINAL CHECK reveals that the Youngstown, O. Rotarisms netted \$3,500 on their recent annual ministratively. Two night performances drew canacity audiences. Funds will be used to thance the clubs share of maintaining the Rotary home for convalescent oringled children.

MRS. HEYLINGER DE WINTD, of Bos-ton, Manid to prive one of the most com-plete collections of old-time ministra-songs in the country, including most of the published Christic Ministral songs.

CHICAGO VIEWS-

(Continued from page 16)

and filtations figures in the eternal game of love. The closing selection is a hodgspodge of ideas with suich charegraphers undoubtedly toy in their spare time and always long to write their reception before an audience. Here their reception before an augment. Here seven thibuts have been pleced together, some amusing, others odd but all worthy of viewing. Entire group of some 25 dancers participates in one or more of these concections.

Capable assistants in this trie include Betay Rose, Letta Volkoff, Dorothy Davies, Pearl Lack, Helen Valorio, Anno Devine, David Nilo, Kanneth MacKenste, John Krira, Robert Armstrong, Ida Gal-ler, Florenco West, Hand Trachtenberg ler, Plorence West, Hand Trans Jean Sabo, among others.

The music, conducted by Daniel Endemberg, is not the best but is acceptable and lands particular assistance in Game and Castanets.

Sam- Hanlabern.

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Endurance

(Communications to BILL SACHS, Cincinnati Office)

W. (Bill) Stein Entering Contest Promoter Ranks

BURBANK, Celif., March 4.—W. (Bill) Stein, well-kndwn omset in the endurance abow business since 1928, is entering the promoter ranks, with his first show scheduled to open at Long Beach, Calif., into this month. Bill is starting out with a new-type contest which he claims is legal from every standpoint. Twenty-five couples at the most will be chosen for the opening show, Stein mays. Licenses and permits have already been issued, he says, and all increasary inspections made.

Inspections made.

The Walkaderby, which is the name given to the new contest, will be housed in a centrally located fireproof building, 128: by 100, with a sealing capacity of 3,500. Contest will be aired over KPOX.

Wellston Still has 8 and 3; Wedding Ceremony Pulls 'Em

WELLETON. Mo., March 4.—Derby Show here had eight teams and three soles remaining at the 700-fichr mark and continues to play to good bisiness. Twenty-minute sprints are now featured

Twenty-minute sprints are now reactived nightly.

Jules Zakeg and Prances Role took the spotlight Peteruary 24 and brought out good attendance with their marriage.

Ceremony was performed by Judge George R. Hart, with Charitie Smallle, bear man, and Frances Napp, bridgemaid.

Recent additions to the staff are Moon Mullins, omesel, and Sophie Tucker.

dours (PEE WEE) ELLIS, who is atill at the Paramount Theater, Raton Rouge, i.e., apparently has his hands full those care-dudging from a recent communication. Louis infer that he's in charge of and emecting a kiddle show, which is charged weekly, not to mention a skit

on a local radio station thrice weekly and fronting at 18-plees band on two-off nights. Ellis opines that butteres must be mighty good and bookings plentiful for all the ex-walkers and dancers, according to the very few words they write to the column. "What are all you fellers and gals doing?" queries Louis. "Even if you have bid the floor judges and sching legs good-by and new have aching leads walking the baby all night, you could wake up and write to Bill once in a while. How about it? Edd's all raise Uncle Sam's oake and letter quest and Bill's hair by shooting in the Cope."

CHARLEY WALFERT'S Derby/Show in Bakerafield, Chiff. is reported to be show-ing a nice profit to the promoter and local committee. Bolly Grant, who has the cats, is also reported doing all right for himself. Joe Destouchella is special representative on banners.

HAL J, ROSS Derbyshow, which got under way at Income Park, Dayton, Ky-ness Cincinnadi, Pebruary 16, continued to draw a healthy play; with 13 couples and one solo still still in the running.

AL LYMAN, formerly of the endurance field and now doing a magic turn with the WFFH Serue, writes that he is out of the game for good and that from all indication will be with the WEFM show until fall.

LUCILLE TROMPSON ERAPT, femme stooge, better known as Cotty Gooffy, age there is pienty of news missing from the column which could be remedied by one and all gotting together and exercising their penmanship. Lucilla would, like to read a line here on Buddy Valentine, Januny Horan, Zele Young-blood, Jim (King Kong) Coffee, Pop and 500 Van Ramm, and queries as to what has become of Monto Hall. Tex Palks, Ilsariney West, Silvers Truman, Art Varian and Tommy Rouse.

AMES—Mm. Julie Cobb. writer and address. February 26 in Union Memorial Rospital, Baltimore She had appeared in Dear Brutus, He Who Gets Shaped, From Korn to Midnight and White

College,

BBYAN—David Alman, 87, manager
of Bryan's Connedians, a stock company
which toured the Middle West years
ago, ak the home of his daughter,
Blancho, in Verdugo City, Calif., Reptember? I has, it has just been learned.
He was known in valideville as Tex
Bender, the approof fiddler.

BUTT Jeste, singer and dancer, of pneumonis in Toponto (Ont.) Western Hospital recently after a short linesa. For the pass 12 years he was a partner of Harry Binns.

CALLAHAM—John Henry, 86, for many years utility. States at the Logar-Palace Toponto. Bridgeport, Conn., in that city Pebruary 22 after a Tong illness.

CARYL -- William L. 40 theretical

Theses. Bridgeport, Conn., in that city February 28 after a Tong illness.

CARYL — William L. 40, theatrical manager and producer, February 24 at his bone in Little Neck, Queens, New York. He had been with the Shuberts for 10 years, having been one of the managers of Helizapoppin and business manager for the Foctune Gallo-Skubert operse at Randalls Island Stadium in 1937, Before joining the Shuberts he was an independent producer for several imaginations since 1928 at the Princess Thenter, New York, Survived by his widow. CASADAY—Harry C. (Pat), 33, of stranguistion attributed to chronic asthma and sinus trouble, at Sparinaw Lake, Northeastern Oklahoma pleasure resort, February 15. He was well known in the tab and tent show field. More recently he had been connected with Belly Resor Cosa Mannan, Fort Worth, Tex. He was a charter member of Tulas (Okla,) Local No. 334, IATSE. Survived by his widow, Margia, a former member of the Thompson Sisters' team; his father; a sister and two brothers.

COLLINS—Mrs. Dorothea Sainte Clair Candillo, 28, actrees, February 23 in St. Vincent's Hospital. Station Island, N. Y.

of the Thompson Sature team: he father; a stater and two brothers.

COLLING—Mrs. Dorothea Sainte Clair Candillo, 28, actross, February 23 in St. Vincent's Hospital. Staten Island, N. Y. She retired from the stage in 1933, having appeared as a feistured dancer in 21cs/sld Follies, Whoopey, Rio Rite and Louis XIV. More recently she had done modeling, and operated a flower shop. She beaves her husband, Jerome Piate Collink a son, Michael, a cister and two brothers. Her first husband was Josean William Enc.

COPLEY—Richard, 63, who had minused the tours of several well-known musted stare, including John McCormack, Carlson, Pritz Ercaleg, and Mine. Schumann-Heink, in Toronto Prebruary 23 of a heart attack.

COWANOVA*—Arts. Mary, 58, founder of the Cowanova School of Dancing and mother of Phorence Cowanova, counder of the Philadelphia Ballet, of ppetimenin at her home in Philadelphia February 28. Twenty years agoushe, her husband, Edward Charles Cowanova, and daughter opened a dancing studio in Philadelphia, her husband teaching the acrobatic work. Among her pupils were Katherine Eitis.

CULERAN—William, 72, assistant superintendent of the Detroit Zoological Park, February 23 at his home in Detroits He had been with the zoo since if was cetablished 13 years ago. He was cetablished 13 years ago.

his widow and a son. Bursay in eyenmove. Ill.

DRAKE—Tracy C., 74, one of the
culters of the Binckstone and Drake
bodies and Binckstone Theater, Chicago.
In their city March 3 after a siego of
streptococcus infection. He and his
brother obtained a judical voidance of
city ordinances banning dancing in
public restaurants in 1912 and tested
the ordinance by indittuiting a dancing in
public restaurants in 1912 and tested
the ordinance by indittuiting a dancing
policy at the Blackstone diving room.
He retired in 1832 when the hotels were
put into receivership. Survived by his
widow, Annie; two sons and a sixer.

FELLOEBS—Charles J. former owner of
the Ohio Express Co., Chicago, and
more rocently connected with Universal
spictures Co., Inc., Hollywood. In Los
tracks Petruary 21. Burvived by two
daughters. Interment in Hollywood
Centerry, Hollywood.

ARRIE—Ben E. 86, member of Harris Broat. In Localitars. Intermed in Hollywood Campters, Hollywood.

HARRIE—Ben E. 86, member of Harris Broat. and Loreita. arrobatic act, killed Marcit 6 when an automatolie in which he wie fiding collided with a trailer near Auburn, N. Y. He was at route to New York, where he was scheduled to appear at the World's Pair.

HURD—Elbett, Höckte printing plant of Harvey in Iowa," in Du Quoin, Ill. Pebruary 21, 4fe had been an invalid for two years He operated a printing plant in Sharpaburg, Ia. for 18 years before coing to Harvey, where the operated until 1935, Survived by his widow, Sins Bentam. Services Pebruary 28 in

The Final Curtain

Du Quoin, with burial in IOOF Cemetery Inère.

JONES Cary, 60, veteran snake show operator and for many years associated with the Clarence A. Wortham, Gooding and other shows. February 13 at his daughter's homo in Muncle, Indi, of heart disease. During his career in show business, which began when he was 11 years old. "Snakeold" as he was known, is easid to have played every State in the Union and all the important expositions, including the Chicago Century of Progress, San Deepo Exposition and the Dallas Centennial. He was with the Johnny J. Jones Exposition in 1934. Credited with being the inventor of the hell of mirrors, Jones also had a brief career in the motion picture business, operating the first picture house in Muncle. Survivors include his widow, Marth, that son Richard, who have been carrying on his show in Dallas; two daughters, Mrs. Griggs and Mrs. Chris Miller, a member of the Miller Bros." Aerial Act; a brother, Charles Jones, and two sisters, Mrs. Fred Stanley and Mrs. Ed Shea.

KNABE—William, 66, retired head of the Knabe Plane Co. Pebruary 28 in

KNABE—William, 66, retired head of the Knabe Piano Co., February 28 in New Rochelle Hospital, New Rochelle, N. Y., of beart disease. He had retired 15 years ago.

N. Y., of beart disease. He had retired 15 years ago.

KOGMAN—George & 49, owner of the Kogman Ridding Device Co., Kannas City, Mo., in Veterans' Hospital, Knoelsior Springs, Mo., February 18 after a linguring illness. With Thomas J. (Pursy) Hughes he operated the Hughes & Kogman Riding Device Co. for many years until they separated several years ago. with Kogman operating independently, For the last 10 winters Kogman also operated the California Blanket Co., a general jobbing business in Kannas City, and was a member of the Heart of America Showmen's Club there. Surtived by his mother, Mrs. Carolina Kogman, of Cambridge, Minn., and three slatent, Services February 22 at the Eylar Chapel, Kansas City, with burial in Memorfal Park Cemetery there.

LEVIN John Schulke, February 3 at his home in that city of a heart attack. Following the dosing of the Golden Phensant Levin became interested in

of the former Golden Phensant hight club, west of Milwaukee, February 23 at his home in that city of a heart attack, Pollowing the closing of the Golden Phensant Lavin became interested in The Ship, another nitery west of Milwaukee. Survived by his widow, three brothers and three alsters.

Living—S. Louis, 71; father of Moe Levine, West Coast showman, Pebruary 19 at his home in Los Angeles. Services Pentuary 22, with butial in Hoone de Pentuary 23, with butial in Hoone de Pentuary 24, mether of John Justin McCarthy, formerly of the raudoville team McCarthy and Courrey, suddenly in Bridgeport. Coins, Pebruary 26.

MEAGHER—Prederick, 83, father of Engle Jack Mesgher, who was associated with the Buffalo Bill Show for a number of years, at his som's home, in Philadeiphia Pebruary 24. Burtal Pebruary 27 in that city.

in the city.

MINICK—Adde A. 35, mother of Peri A. Minick, Detroit music teacher, Pebruary 26 in Omaha. Another daughter, Mrs. Helen Hitte, of Omaha, also survives. Interinent in Brownsville, Neb., ber. foreste books.

Mrs. Helen Hitte, of Omaha, also survives. Indexment in Brownsville, Neby, her former home.

Morrow-Ernest D., 48, former circus acrobat and World War veteran, in a veterans' hospital at Danville, Ill., February 23, Survived by his widow, two sons, four daughten's a twin broth' er. Real' of Liments, and his parents. Services in Danville Pebruary 23, with burial in Danville Pebruary 23, with burial in Danon Cometery there, with the American Legion officialing.

MUNDIN-Herbert, 40, British film Romedian, of injuries austained in an ause accident in Van Nuya, Calif., March 8, Mundin appeared in many shas, including Covalended, Naftmy on the Scentry, Lord Jeft Turibibs Enomy and Adventures Il Robus Hoods; He appeared on the stage in Charled's Recus for seven years and had made cight command performances before King George and Queen Mary.

OFFIELD—Mrs. Evelyn, mother of Jack Oakle, him actors, of a paralytic stroke in Hollywood February 28.

OKAMOTO—Rido, 66, Japanese playwight, in Tokyo March 4 of bromehall clairs. Okamoto was called the "Japanese Noel Coward," and in his early direar had worked on The Tokyo March 1 of bromehall clairs. Okamoto on a called the "Japanese Noel Coward," and in his early direar had worked on The Tokyo March 1 of bromehall clairs. Okamoto John Albert, musle instructor and authority on musical

structor

after g short liness. He had recently invented a new type of memo classifier, ROLES:— Waiter Nelson, 59, veteran advance agent, of a heart stack Pebrulary 27 in Chicago, Survived by his widow and a sister. Services in the city March 1.

city March 1.

SMITH—Ralph Mark, 56, projectionist at the Majestic Theater, Butler, Patternary 26 in a hospital there. He was stricken while on duty and collapsed as he stepped from the booth. Before going to Butler eight years ago he trouped with musical shows.

with musical shows.

SPARKS—Mrs. Addle VirginiagSS, wife of Charles Sparks, noted circlis manager, at the Macon Hospital; Macon, Ga., March 2. She was stricken ill last fall while the Downlo Bros. Circus was touring in Mississippi She was under treatment at a Jackson, Miss. hospital for several months and later was tremoved to the Botel Dempsey in Macon. Last month she was transferred to the Lossipital for a period of observation. Cause of death was heart trouble with complications. Only a few days before Mr. Sparks had announced the sale of the Downle show and his retirement from circus shustness so that he could be with his wife in Macon. The death disrupts a wedding union of nearly 40 years duration. Mrs. Sparks was an able showwand in Mrs. Sparks was an able showwoman and assistant to her husband. She designed most of the coetumes and wardrobe for the Sparks Circus when the railroad show was under the husband's management and later the Downle show. She also directed spectacles and tournaments. The body was taken to East Brady. Pa. Mrs. Sparks home before she began trouping. Puneral services and burial there March 4. A large group of Macon troupens and townspeople formed a funeral carrege, accompanying the body from the mortulary to the tegminal station before departure for East Brady. SPARKS-Mrs. Addie Virginiagss, wife

IN LOVING MEMORY OF OUR FATHER OMAR SWIFT Whitested from us March 4, 1937, JACK AND MAREL SWIFT.

SUMMERS—Robert, 20, dance based drummer. Pebruary 28 at his home in Columbus, O., after a brief illness. His patents survive. Services and burial in Columbus.

parents survive. Services and burial in Columbia.

TANTILINGER — Verne, '85, former equestrian director with Miller Bros.' 101 Rangh Wild West and trouper with the Balfalo Bip and Pawnee Bill shows, Yebruary 27 at his home in Los Angeles. In recent years he, appeared in dims and in sodocs. Services and burial March 2 under auspices of the Bidding Actors' Association of America, of which he was a membel;

White Control 37, actor and former concert manager, February 28 at his home in New York after a long illness, He received his start in show business with Walter Hampdon in Cyrano de Sergerse in 1923. After several years with the company he became associated with his futher, B. MacLeary Weller, in the management of Hampdon on tour. He worked also, Independently, as concert manager, with Charles Coburn's Mohar's Drams Postwal, Echenectady, J. Survived by his mother, Mrs. Hory tenus d'Arbiay Weller, singer, and three sistems. Carola Goya. Spenish dancer; Beatric Burford, harpist, and Gwendolyn, Willson.—David R. 41, juntur vices willson.—David R. 41, juntur vices

Beatric Burford, harpist, and Gwendolya. Weller, sculpton. Wilson-David R. 41, funior vice-commander of Post 16, of the Canadian Legion, February 22 in Harper Hospital. Detroit, of pneumonia. He was active in filming The Big Perade, directing much of the troop drilling in the picture. His widow and three children survive. Burfall Westgate Cemetery, Detroit, with military lites.

Marriages.

BACKUS-KEAN-James Backus, radio actor with the Gang Busters, a CBS program, and former leading man to Helen Hayes during her becadenets, and bronchial Betty Kean, restured dancer, now update the parties at Jack Lynch's Walton Boof, his carly Philadelphia, February 27.

BELLING-MAUTHE Leater M. Belling: Thomassy 21 in Appleton, Wis.

CALDWELL BOURKE - WHITE Erst musical the Caldwell, author of Tobacco Road,

and Margaret Bourke-White, magazine photographer, in Beno February 27, CASS-GRORGE — Stephen P. Cass-formerly on No. 1 advertising car with Ringling lives and at various times with Sells-Floto, Robbins Bros. Ziepjeld Felies and other indoor and cutdoff shows, and Nova Mae George, nonpre of Cakland, Call., in Vancouver, Wash., January 20.

FORDE-RUBEY-Don Porde daid Jane Rubey, both members of the Sophisticates of Swing, in Central Methodse Church, Detroit, March 5.

HART-SHOLLIB--Lightenant Hart, flighten of the Hell Driver, air circus/and Evelyn Hollis, of Scottsdalo, Pa., Pobrusary 24.

LA POND - EBERT'— Bugone La Fond, musician with Al Menkey Cochestra, and Mildred Ebert Pebruary 20 in Pairmont. Minn.

MARKEY LAMARE. Gene Markey on the Markey of the Markey and Markey of Markey and Markey of Markey and Markey of Markey of Markey of Markey and Markey of Markey of

Minn.

MARKEY-LAMARR—Gene Markey, associate producer for 20th Century-Pox.
Standon, Hellywood, and Redy Lamarr,
him serious, in Calendo, Onlife, March 4.

MURPHY-LEE -Frank (Rags) Murphy,
Buffalo theatrical booker and former,
hurlesque and vaudsville actor, and Betay
Lee. Suffeeque entertainer, February 20
in Juffalo.

huriesque and vaudeville actor, and Betay Lee, buffeeque entertainer, February 28 in Buffalo.

PATTERSON-BATER — Don Patterson, Lincoln. Neb., and Lauretta Bauer, daughter of Aerial Bauers, March 4.

SCHIECK-MORSE — James Schneck, coneral agent of the Western Bistes Shows, and Allocybjorse, well known du outdoor show circles in Obathe, Kan., Pebruary 21.

Coming Marriages

Donald O. Stewart, writer and actor, and Lenove Winter, writer and former wife of the late Lincoln Steffens, author, in Yenturn. Calif., soon.

Jacqueline Susan, now appearing as a Jack Lynch glamour girl at the Walton Roof, Philadelphia, and frying Manafield, New York press representative of John Moses, actors' agent, in Philadelphia April 2.

Births

A son to Mr. and Mrs. Bernard Brug-ger in Asbury Park, N. J., recently, Pather is service man for the J. & A. Music Co.

Music Co.

An eight-pound daughter to Mr. and
Mrs. Joseph Santbes; in Trision Hospital,
Waitham, Mass.: February 20. Mother is
a dancer and daughter of E. G. Whitcomb, circus adde-show manager,
A 7-pound/dai/ghter, Patricia Anna, to
Mr. and Mrs. Wayns De Long, formerly
with Sol's Liberty Shows, Junios Angeles
Patricia 21.

Poteruary 13;

Divorces

Mildred Lucille Cautin, circus performer, from Raiph Cautin, also known
in the circus business, in Macon. Cei,
recently?

Marginet Cillen Oriffith, chorus girl
at the Gayety Theater, Cincinnatt, from
Edwin Oriffith, nonpro, in Cincinnati
Pobruncy 27.

Jean Chatburn film actress, from
Frank Orienti, Hollywood agiors agent,
in Reno soon.

Chat Still 100 Per Centa **Lunts Draw Packed House**

Lunts Draw Packed House
CHATTANOOGA, March 4.—For this
third time of the current season the
B. R. O. was brought intorplay in Chattanooga his Alfred Lunt and Lyan Fontannooga his Alfred Lunt and Lyan Fontannooga his content of the Chattanooga his content of the Chattanooga his content of the Chattanooga his content of the Chat
Wednesday evening. Two is acats 1 855
persons and was sold out two days pafore the performance.
With the selfout for Idior's Delight
Chattanooga continued to hat 100 per
cent in stage alone for thin Season. Two
others have been here this year, Tobacco
Ross, selling standing room and Ethel
Barrymore's Whitnooks drawing a she
pacity house.

**Kus the Boys Goodbys* will be the
fourth road show baming here, being
scheddled for March 30.

Equity-AGMA Benefit Plan

NEW YORK March 4.—Council of Actors' Equity Association and a committee for the American Quilla of Musical Artists are considering a plan as autumitted by S. M. Charlos for radio publication in the control of the con

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opers Place.

Parcel Post

Print, Be Pressily, Dr. H., Chester, Berick, West, M.,

Krrutz, Whita R. Kuz. Mrs. Africal Landing Plans Lated, Mrs. N. M. Lated, Mrs. N. M. Women Dooley, Mrs. Frances Betty Limbragh, Entherme Barbara, Lady. Sarte, Mrs. 1 Mes Varn Mario, Mrs. Stinley Joseph Mario, Joseph Mario, Joseph Mario, Joseph Mario, Joseph Mario, Lita & Rotty 15. Mrs. Dryll Gordon, Marie Guarante, Mrs. J. Grenous, Marien Det Grenous, Marien Det Haldeross, Mr. R. La Verse Statla Mrs. Mrs. Howg. Mrs. C. D. Action B.

Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads
—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the follow-

ing issue. Mrs. Brosst Virginia res of Josephine asile, Mrs. Fewn acy, Lorestia attent. Jennis E. Mers &

nhough, Kaling Mrs. Lillian Mrs. Alberta mg. Mrs. Craot Roberts, Mrs. Smarley Million Mrs. Joshio Macke Mrs. Mack, Mahim, Mack, Mahim, Mack, Mrs. O. F. ackin, Mrs. Marie ackin, Mrs. Marie acursor Mrs. Helen

Merriman, Mary II.

Nichole, Jackle Night, Mrs. Aimer Northers, Mrs. Bores

Ward Marge Mille Ward Mrs. Mille William, Mille

Weyls, Mrs. Gertrale Wholer, Mrs. Chris Whitehead, Mrs. Whitehead, Mrs. Arthu-Plars

Eddie Eddie Rides
Art Bally Dan
Gron, 1

Julius Jew

Ken Merritt We P. H. K.

Harry

Harris, Babs Harris, Bull Harris, Hung Harris, Frank & Harris, Frankle & Harris, Frankle & (Radys

Glard.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



NEW YORK WORLD'S FAIR

Flushing, L. I. April 30 to October 31



SAN FRANCISCO February 18 to December 2



2 New D-R Shows To Cost \$140,000

NEW YORK. March 4.— Dufour & Rogers have been awarded contracts for two additional shows at the W. P., maging the duo the leading multiple show ing the due the leading multiple show contractors in the fun area, First new one is Yesterday, Today and Tomorrow, along lines of the Life exhibit, and a crime show, Going Busiers. Former will take 9,000 square feet at estimated contraction cost of 865,000 with budges from April 30 to October 31 gauged at \$13,000, or a little over \$1,307 a week for the 28-week period. Anticipate minimum gress of \$300,000 and maximum of \$700,000.

Orime show will take 10,000 square feet orime show will take 10,000 source feet at tilmeted nut of 875,000 and operating nut of 850,000 for season's period. Estimated minimum take is 8400,000, with maximum 4850,000. Interesting to note duo-bases receipts on 40,000,000 expo at-

sendance.

Show will broadcust once a week from
the spot and same cast thvolved in airing will participate daily in skit, program
to be changed weekly. Pair's other abow,
Strange as It Seems, occupies 16,000
fquare feet, with construction gost 88,
600 and ground rental \$10,000. The
three shows involve \$225,000 in construction.

Lord To Direct Crime Show

NEW YORK, March 1 Phillips I shows, today signed with Dufour de Rogers, is direct duo's Orime Show at World's Pair, which will be titled Gong Busiers, There will be a CBS hook-up.

Dodgem Strike Is Averted

NEW YORK, March 4.—Strike of shorts duration occurred on Wodnesday at the Dodgem ride, under construction, when expenters refused to handle materials rade by nonunion shop! described as from Philadelphia. Welkout was implicately adjusted thru entry into the peture of an AFL official called in by the less, an expo attache said.

The Flushing Front

Words and Music ROGER LITTLEFORD IR LEONARD TRAUBE

NEW YORK, March 4. — Amusement mee participants were augmented this wer by Norman Bel Geddes, the designer, who signed for a "moderaited" peep show of conventional design; by Gilbert Noon, who obtained the privilege on shooting galleries within rillages besides contract for two independent jobs, and a recently formed syndicate to operate upward of skyrides.

sk rides.

Syndicate, consists of Harry C. Bakur, Barry C. Staver, Edward L. Schoeppe, Philadelphia park architect and designer, Pornan S. Alexander, Woodside Park, Fally, and Egot. McIntosh, Birmingham, Ak., imusement entrepreneur who also holds several pop-corn subcontracts. To date group will build and operate aix noes, including a Snapper (tub or cuddle-lip), Laf-in-the-Durk, Midget Auto Speed Race, Stratoship, Turtle Chate and a 160-foot-high observation grane to be tabbed for Ride. Bakur and Traver have separately contracts to operate a giant Coaster and Pun Hotise. Construction is well under may on inter two, with building artivity on others scheduled to get, under way momentarily.

Philip Gelb, scenig designer, who at one was interested in the Cuban Village, Started construction on his Crystal acc abow, signedal couple of weeks ago (See PLUSHING TRONT ON PROB 65)

Syndicate Ready To Back Projects

NEW YORK, March 6.— Backet by wealthy business and banking intercess. New York, Syndiente, Inc., begins functioning today from offices at 545 Fitth avenue as a finance firm interceted in aminement projects at the World's Fair.

amisement projects at the World's Fair. Group is headed by Frank L. Grocker, local invyer, and the Elliott-Mitchell investment benking house, and will work in close harmony with fair officials. Purpose of new firm is to help finance amusement projects either previously signed by the fair or considered eligible for fair participation in an attempt to facilitate occupation of the entertainment sector; lack of financial backing, has been chief enuse of the drastic hold-up in that sector in recent impulse, some concessioners highly financial to sectar hinding it virtually impossible to sectar hinding its virtual hinding in the hi era finding it virtually impossible to se-cure proper finance standing in ventures that have been approved by concession department heads.

department heads.

Working in close touch with the fair and the syndicate will be saveral consultants; chief among them being Frank Di Shean and associates, whose responsibility it will be to check entertainment merits and feasibility of projects negotiating for syndicate aid. Shean, a veteral concessioner and official at large appea, will have as associates several well-known officials at other large expositions, including Chicago, San Diego and Chevelland.

land.

Part of syndicate's funds come indirectly from the Manufacturers' Trust Co. of which Harvey D. Gibson is the bigsig. Mr. Gibson in also chairman of the inance board of the fair, indicating that the Isl looks upon the move as a last the Isl looks upon the move as a last opportunity to finance several annuscion in the furn sone. Spread enterprises of major character are expected to do business with the syndicate almost simulative process of the syndicate almost simulative process an oleh from the syndicate consultants.

Concessioners Again Attack Proposed Protecting Cover

Proposed Protecting Cover
New York, March 4, — Proposed capopled embelitahment to World's Fair amusement area, under fire by W. P. Concessioners' Association, was under attack again yesterday when concessioners, acting for their projects and the association, filed a formal protest with reps of the fair in a meeting on the subject. Contractors met with Jay Downer, the Rocke-feller engineer who is vice-chairman of Pun Zone's board and of board of design and the man who built Playland, Ryes as chief engineer of Westchester County Fark Commission. Playland has a protecting elvering in the form of columns and wooden crosspleces fronting attractions flanking the greensward or mall. Downer is the accepted daskly of the expo fun zone archway.

Those who entered vigorous protests for their enterprises were Prank Buck, Lew Dufour, Barry G. Traver, Clif Wilson, Morris Gent and others in the group of \$55 showmen attending the huddle with Downer and siso Maurice Mermey, director of exhibits and concessions. Efforts to convince expo to withdraw proposal believed futfle, Downer defending by scheme with equal vigor. Brought out that covering would cost \$100,000, would be 27 feet high. 30 feet wide, affording 20 feet to building lines on both after, with 50-foot spacing between the structural steel poles. According to blueprint, there will be 18 to 20 breaks or cross-axes for 150-600 and 150-600 apacing between the structural steel poles. According to blueprint, there will be 18 to 20 breaks or cross-axes for 150-600 apacing between the structural steel poles. According to blueprint, there will be 18 to 20 breaks or cross-axes for

(See CONCESSIONERS on page 85)

Weddleton Resigns as Chief Of Concessions; Oust Others

Sibley, Pollitt and more appointees are to leave department-New Yorker is reported slated as head-directors in conferences to improve expo's status

SAN FRANCISCO, Marcia 4.—Pirst shake-up in Golden Gate International Reposition's staff since the opening two weeks ago came on Thursday with the resignation of Frederick Weddleton, widely known cutdled showman, who has been director of the department of concessions since inception of the fair. He ambounced his intention of quitting effective on March 16. There is a feport that a New York shan will be brought in as head of concessions. It is said by those close to the expo management that Weddleton's move was the result of long-standing differences over questions of policy. It is also said that overwork has made a rest imperative for Mm.

Paux Weddleton appropriate in the design of the concessions.

Paux Weddleton's navigations in the design of the concessions of policy. It is also said that overwork has made a rest imperative for Mm.

Paux Weddleton appropriate the design of the concessions of the concessions of the concessions. The concessions of the concessions of the concessions of the concessions of the concessions.

Paux Weddleton's navigation of the concessions of the concessions of the concessions of the concessions. The concessions of the concessions.

Four Weddledon appointers in the de-partment will be ousted as their chief leaves on March 15, it was announced, these being Walter K. Sibbey, John A. Follitt, Clancy and McMakin, who have worked with him during preparations for the expo. Recently H. Michaelson, George Michaelson, Jackman and others were reported dropped from the depart-ment of Ference control.

ments of fevents control.

That there may be further changes in the higher brackets is predicted as fail directors continue a series of conferences called with a view of improving the fair. Directors are said to be far from extended with the present eacts of the cape, it having been pointed out that attendance on the first 10 days was about 300; about of the Primama-Bacific Exposition here in 1915.

Greenwich Being Rushed

Greenwich Being Rushed
Just how busy the Gayway was during
the two premiere days and Washington's
Birthday, when crowds were greatest, is
Birthday, incubator Bables, 8,000;
Stella, 15,887; Caralcade of the Wess,
18,742; Life Show, 11,116; Ripler's Odditorium, 27,008; Cloria, 12,357; Nude
Ranch, 55,449.
While these figures point to prosperity
for their operators, secondary ones evis-

Ranch, 55,449.

While these figures point to prosperity for their operators, secondary ones evic dently are being slighted by visitors, and the Mark Twam show, samp exhibit and Holy City have sone on a contributory basis. Leo Singer's Midgg! Village is still closed, spot being överhauled to make it more habitable. Show, expected to reopen in about a week, is being hid for hy Kindel & Graham, it is said.

Greenwich Village of Harry Seber and John R. Costle is scheduled to open on March 11. A large grow has been getting the spot ready for occupancy by a tropped of 50 dancing gifth and pose artists disrected by Noel Wesley, Hollywood, who is here to start rehearants. Seber and Gastle are on the grounds daily supervising construction of the village, which will be one of the largest on the Gayway, occupying \$,400 square feet. General admish will be 10 couts, with "extras" inside, including more than a dozon separate girl shows. Enterior will have an absocrate paint job.

J. Y. (Patty) Conklim, of the Conklim Shows, and manager of Prolexland at the Canadiam National Exposition, Towonto, on the grounds on Tuesday, likedibe set2up and predicted that the expounds be a big success.

Canter's Troupe Opens

Cantor's Troupe Opens

Eddie Cantor opened last night for a week's appearance, bringing 60 dancers, angers and comedians. Four shows dully, two on Baturday and Sunday, and Can-(See WEDDLETON RESIGNS page 65).

| Saturday, February 18 | 128,697 |
|------------------------|---------|
| Surgiay, Proruncy 19 | 93,012 |
| Monday, February 20 | 27,370 |
| Tuesday, Pebruary 31 | 31,348 |
| Wednesday, Pobruary 22 | 127,730 |
| Thursday, Pobrusary 23 | 21.253 |
| Priday, Pebruary 24 | 21,728 |
| Baturday, Pohruary 23 | 50.498 |
| Sunday, Fubruary 26 | 04.937 |
| Biomday, Pebruary 27 | |
| Tuesday, February 28 | 17,424 |
| Wednesday, March 1 | 19,760 |
| | |
| Total | 621.098 |

Connick Warns Food Hypers

SAN PRANCISCO, March 4.—Practice of some expo-cateries in overcharging patrons must stop, was the warning this week of Harris Counties, general director of the fair. "Any attempt of a concessioner to charge prices not a authorised by the exposition will be summarily dealt with. Profiteering will not be tolerated even if we are forced to, close the offending establishmental" he said.

AFA Scale for Girl Revue

SAN PRANCISCO. March 4. — Harry Scher, representing Groonwich Village girl glow, has agreed to terms in the American Federation of Actors' contract for entertainment in the revue on the Cayway. All of the girl performers will be paid \$30 weekly, same scale which prevails in other shows on the midway. Fringials are to get from \$35 to \$50 weekly.

Gleanings

BY WALTER K. SIBLEY-

SAN FRANCISCO, March 4,-The 82.40 per capita spent on concessions the first fire days is the world's record for an expo-sition. Panama-Pacific expo here in 1915 atton. Panama-Pacific expo here in 1915 had per capita spending of 67 cents. A Century of Progress, Chicago, the first year made what was then a record of 51:17 per capita. While it is not thought that this great apending will continue, it does appear that apending will be higher than over before at a world's fair.

When Maurice Mormey, director of concessions of the New York World's Pair, and his party, mostly all connected with the New York Pair, visited here and took in the fair they did not visit the concession departments. If this had happened on a currient but the party would have been tailed all around with many a suy stepping on their corns.

Norman Metsel, son of the manager of Rockaways Playland, Rockaway Beach, N. Y., arrived from New York to become connected with the revenue control de-partment.

When Ben Williams, Eastern carnival corner, touring by auto, visited the supp. (See GLEANINGS on page 65)

Add'I World's Fair News in This Issue

4th Estate's Exho Take in 3 Whiteman Maybe for Billy Rose 13 Hagemaniff's Broadcast 61 The Corral 34

Rail Show For Baddeley

Will operate Royal Canadian Family Circus in Western provinces four cars.

VANCOUVER, B. C. March 4.—It has been announced by Hill Raddeley, well-known Western Canadian showman, that he will switch from Carnival business, with which he has been connected for the past 25 years, to circus, traveling the past 25 years, to circus, traveling under the name of Baddelsy Bros. Royal Canad Family Circus,

Show Till travel in four railroad care and play British Columbia, Alberia, Baskatchewan and Manitoba territory, with the opening dates scheduled for the third week in April at Vancouver, B. C., under auspices.

A new big top has been puschased, an 80 with three 40-toot middles. Me-mageric top is a 80 with two 30-foot mid-dless annex 30 by:80.

General Agent Stawart J. Bertven has

General Agent Stewart J. Scriven has retirned from a booking tour.

The management states the show is the only registered circum in the Dominion and will play territory never before visited by a circus.

There will be Sunday showings in the form of sacret opnears with several well-known singers sind municians.

Sevenal members of the famous Cariboo Cowboy Band have been contracted to supply music for the circus and aftershow. They are radio and recording arintu, all being members of the fameriscan Federation of Musicians, the binanagement says.

Lux Heads Show Print Credit Assn.

CHICAGO. March 4.—A credit asso-ciation was the outcome of the meeting of show-print representatives held here Monday and Tuc-day, and George ff. Law, representing the Eric Lithograph and Frinting Comwas chosen temporary president.

meaders.

Because the representatives of several firms were unable to attend the meeting it was not possible to accomplied all that hid been hoped, but it is planned to hold another meeting in about six wests. At that time various angles, of the credit situation will be discussed, and it is expected that permanent officers will be cheese at that time said a specific name will be given the association. Those who attended the meeting were Luk; Charles W. Jordan St., of Central Frinting and Illinots Lithograph: On lithograph: William Halch, of Halely Show Print: William Halch, of Halely Show Print: One lake Shapiro, of Cooks Poster Co. and Jack Augles, of Cooks & Bantis, Representatives of Control Printing Co. Enquirer got Print, U. s. Printing and Engraving-Co. and Colessant sent regrets and pledged support by the association.

Binghamton Fine for Clayton

BINGHANTON, N. Y. March & Claycon's Circus played at the Singhamton
Recreation Hippodrome February 28, giving two performances in the evening.
Show was aponsored by the Southern
Thar Women's Bowling Association of this
city. House was packed at both performances.

Indoor Circus News

News of Indoor circuses which do not travel as units will be found in the Sponsored Events Department of The Billbord during the winter.



BUD E. ANDERSON, who has been in circus business for 25 years, will have a new show this season titled Bud E. Anderson's Jungle Oddities and Circus. It will be transported on 18 trucks.

Thriller Acts To Be Featured at Chi Stadium Show

Chi Stadum Shote

Chicago, March 4.—The Great European Olympia Circus to be staged at the Chicago Stadium in April plains to depart somewhat from the usual circus pattern. There will be no trop-jaw or owinging ladder girla, a minimum of menage numbers and a tournament and finale different from the usual style, according to Sam J. Lavy, of Barnes-Carruthers, who will stage the show for the Stadium Acts of the thriller type will be featured. Show will have one ring and two stages.

Among the acts engaged are Pec-Jay Ringens, the Orest Fussner, the Wallendas, the Paroff Tric, Coutice Flurescue, Zacchini, Aerial Ballet, Loyale Repenshi Trouge, Powers' elephants, perch acts with the Antaleka featured. Chincee troupe of 22 people, Pallenberge's and Ramanoff's bears. Christensen's dogs, the Flying Potters and an all-gold number featuring Bengh's Golden Horse. Enddy Allen will be equestrian director.

P & W Officials on Trip

DETROIT, March & Ira Ma. Watts, manager of the Parker & Watts Circus, and Jack Penton and Pete Brovoid, of the banner department, spent Wednesday in New York. They are now here in the interest of the show.

Lewis Signs Hoxie

JACKSON, Mich., March 4.—Paul M. Lowis has just closed a contract with Jack Hoxle to appear with Levis Bros? Circus for the coming season.

Unemployment Insurance

Por details of the regulations and workings of the Unemployment Compension laws affecting outdoor show business, as adopted by the States, District of Columbia, Alaska and Hawall, and also that part of the Social Security Act known as Title IX, see story on the first page of the Carnival Repartment in this issue.

Attendance 163,732 First Week at Detroit Shrine Show

DETROIT. Murch 4.—Detroit's Shrine Circus attendance is running 10 to 20 per cenf. abead of last year. Manager Tunis (Eddie) Stinson said early this week. Attendance for the first week's run was 163,732, with three fairly bad to the first week's painful abscess last week, paid tributes fairly bad to the first epidemic. Attendance the second Monday, usually the poorest the second Monday, usually the poorest fairly and Bryant, who were able to curg days of the week, was 16,730, indicating the condition without missing, any shows:

Fred Bracina and Meric Evans will seve for a vecation, which they plan to spend fishing at Sarasota, Fig., after the Shrine Circus at Rochester, N. W.

Admission, with prices ranging from schees admission at a quarter up to 81.40, averages about 85 cents, so that the gross for the Shrito will be in eigensof \$250,000 for the dwo weeks.

Concessioners reported their sales considerably ahead of last year,

Paul Det Rio Back

Paul Del Rio, madget, feature of the concert, was back in the show Tuesday night after missing the first eight days

Anderson Signs. Duvall as Agent; Kafron for Band

EMPORIA, Kan., March 4.—George Duvail has been engaged as general agent for Bud E. Anderson's Jungle Oddities and Three-Ring Oircus. He was been this week conforting with Mr. Anderson. Jack Kairon has been signed na band director.

An order for new canvas and s

an band director.

An order for new canvas and sideshow banners was recently given to Jimmy Morrissey, of Baker & Lockwood.
& specially designed line of paper, accentuating the Jungle Oddities theme,
a being printed by Neal Walters.

Eugene (Arkie) Scott, M. F. (Alabanna) Campbell and Frank Whaten arrived here February 17, accompanying
a baggage carload of animals which Mr.
Anderson bought in Eochester. Ind.
About 500 folks, including achool childiven, we're at the Santa Fe station to
watch the unloading. W. M. Richards,
superintendent of achoots: Chief of Police
Roy. Clay and Mayor, Frank Lostutter
were among the onloakers. William Alleu White'n Emporic Gooeffe assigned a
special reporter and photographer, Gwendolyn Morgan, to obtain a story. The
Geseffe titled it Anderson's "Neal's Ark."

Three mare lions and a steel arena
arrived Wednesday from Los Angeles.

Campbell, ring-stock boss, is working!
(See Anderson's SIGNS on page 25)

on, Concert attendance has been running 2,500-3,500 a night.

Ray Dean, announcer, who had a paintul abscess last week, paid tribute to the circulf medical staff, Doctors Rowman and Bryant, who were able to cup his condition without misaing, any shower free Bradina and Merle Evans will leave for a vacation, which they plan to spend fishing at Sarasota, Fla., after the Shrine Circus at Rochester, N. E. Marvin Cramer, one of Clyde Beatty's assistants, was clawed by a tiger, Boak, Wednesday morning when he came too near the cage. The animal ripped his overcoat to pieces and drew him up to the cage before he got away. His injuries were deep gashes of the right leg. He is in Highland Park General Hespital.

Mrs. Orion Badly injured

Mrs. Orton Sadly Injured

Mrs. Orion Sadly Injured
Two injuries, one serious, occurred all,
the show during the Monda's mathese,
Mrs. Vernon Orion, trapezo performer,
fell 40 feet when she slipped in a swinging act. She suffered a broken arm,
several broken ribs and spinel injuries.
She is in Highland Park Centical Respital, where her condition was reported
as serious.

Allegaret Strickler, trick rider, fractured her right foot when her horse alipped and she fell.

Members of the show uttended the Memday luncheon of the local Variety of the English Crill of the Book-Cadillac Botel. The Eight Reynolds, statent Enmett Kelly, Otto Griebling and Lew Jacobs, clowers, presented individual acts. Among others present were Stimson, Brudnis, Crrin Lavenport and Beatty, all of whom spoke briefly.

No Change in Russell Size

Kitzman again car manager, Brooks musical dis rector-Werner supt.

ROLLA, Mo., March 4.—Russell Brest Circus will go out the same size it has been for the past two years, using a big top of 120 feet with three 50-foot middle pieces, it was revealed at winter quarters this week.

this week.
Supplementing the recent appointment of Oscar Wiley as general agent, announcement was also made of several other members of the staff.
Prancia Kitzman will again be advance our manager. He and Mrs. Kitzman, as usual, are spending the winter at Hellywood. Pis-

car manager. He shall state winter as Hollywood, Fig.

C. MC Brooks has been re-engaged as musical director. He and his wife have been in Stockton, Calif., since December. George Werner, lot superintendent for four years, will be general superintendent. He has been at quarters for several

conferences.

The office will be in charge of Rebert Brown. He was formerly with the Tom Brown. He

Mix Circus.

Justus Edwards, of the press department, has been in quarters the past week laying out the publicity matter.

C. W. Webb, manager, is making gratifying recovery from his recent acricus lilness. He is now able to be up and about the house and take an active part in the above plants.

With the contracting of acts steadily progressing. Mrs. Webb promises an exceptionally strong program with many new features. Ene has been a bury person supervising activities in the workshop while Mr. Webb has been headed up and will turn next to ward-tobe and other details.

The Angel of the "White Tops"

The angelies the white tops has returned to her home.

Mrs. Addio Sparks, known to many circus folks as well as laymen, has left
us, but her Christian decks of mercy, her many satrifices, at unselfably made
to those less fortunate than she, her obsering voice of encouragement and her
ever welcome logic counsed will live always as a memorial and testimonial to
her true purposes and ambitions.

"Miss Addio" lived, a full life, a life given to things others freely, of consoling those burdened with trials and tribulations and of administering to the
citic and needy. The fullness of her life and his purposes and deals are known
hot only to those associated with her and her bushead. Charles Sparks, but to
those in many instances not associated in the circus world or outdoor amusemeant bushess.

ment business.

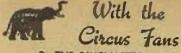
No person was too lowly or in too humble a status of life that this ingel of the white tops" would not help. Her legion of amployees idolized his faile. Itierally worshiping the ground upon which she walked. To them she was truly the angel of the white tops." To them she was one in whom they might confide, with implicit faith their thoubles, knowing that she would counsel and console them. Her influence was found everywhere about the lot and her presence was as radiant as a ray of sunshine into the deepest recesses of some business.

presence was as radiant as a ray of contents and presence was a radiant as a ray of cavern.

"Miss Addiest realized her purpose here amongst us mortals. She realized the purpose for which our Father had given her the strength and great will, power site measurements and purpose and she accomplished magnificently like wished yet to us her passing is untold in estimates of sorrow.

Let her influence and her deeds of goodliness, wisdom, counsel und saddiness was "Miss Addie."

She has gone from us up a mortal, thut ahe shall live ever with using a true chample of a noble Christian upwant whose life this dedicated to giving and not taking.



By THE RINGMASTER CFA

MELVIN D. HILDERTE W. M. SUCCESSOR AM.
Webberg Edg. Thanse Bank,
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Considered by WALTER HOLDER AND THE TOP CASE CONSIDER TO THE TOP CASE CONSIDER THE TOP COMPANY BENEFIT OF THE CASE CONSIDER THE COMPANY BENEFIT OF THE CASE CONSIDER TO THE CASE CONSI

ROCHELLE, III., March 4.—Harry' W. Hatsing, of New Britain, and Carlos S. Holcomb, of Hartford, report interceting wishes at quarters of Ringling-Barnum at Sarasota. The former shot quite a few stills and Holcomb some movies. They will report on their visit at the next regular meeting of the Bluch Landolf Tent, evening of March 14. William H. Rudd, of New Britain, plans to leave for Florida soon with Sarasota as his meetingston and hopes to shoot some movies at quarters.

movies at quarters.

By the time this is in print White Tops will be about ready for the mail. Fin epidemio in this part of the country played havoc with our organization.

Activities of Gainesville-Circus Fans: halds Murrell, light plant operator and personal superintendent of the Gainesville Community Circus, is the latest codition to the membership of the An-





Of every size, heroids, for all occusions—special signifier year show—spick of the price—sure for same

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OPERA HOSE KOMAN MFG. CO. 200 Taste

tomette Conceile Tent. Roy A. Stamps recently spent a week in Atlanta, Ga. where he attended the annual convention of Coca-Cole Bottlers. He is manager of the Gainewille plant. Joe M. and C. H. Leonard were in Othahoma City February 20-22 attending the Othahoma Newspaper Publishers' Convention. A. Morton Smith and family and his alster, Mrs. Consucto King. End children spent several days visiting reliculation as the Ric Grande Valley week of February 22. Many Fans are receiving complimentary feason passes to the Gainesville Community Circus from their Gainesville Community Circus from their Gainesville Community. Circus from their Gainesville Community is the Gainesville Community of the Community Circus from their Gainesville Community. The tickets are printed in several colors and picture a circus arene with a cis in progress on the reverse side.

The Manson Refebruary 23, members of the Alfredo Codena Tent of San Antonio were entertained by the Scaperlanda brothers, with a dinner as, the St. Anthony Hotel, the affair being carried out in directs atmosphere. The table seated 23 members simil pussus, the center being adorned with ministure circus acis of the Scaperlandas. Ring 1, claphant act; stage, seal act; Ring 2, Liberry house act. There were numerous diown and other animal acts, a large elophant with spanged cover with the letters CFA. A clown holding a red hasket filled with hot peanuts was at each plate, also ministure bronze llons. After dinner the Fans were entertained by the St. Anthony Hotel Quartet, girls, Fan Lewis Kayton whistied a few numbers; Fault McSween, manager of the All O. Barnes Circus, was called upon to give his views of the coming segson. Teddy weebs spoke of the coming segson. Teddy weebs spoke of the continuous about his part of the shown harmed process were awarded. Members present were A. M. Bledenbarn, Pompso Coppini, Hertzberg, Englose, Park Street, Dr. J. B. Wagoner, Dr. W. M. Wolf Jr. and Prost Woodhull: guests. Amisin, Pred Beckmann and Webb.

Jamaica Good Date For the WPA Show

JAMAICA L. I., N. K., March 4.—The WPA Poderal Theater Project's bircus closed the first of its week-end engagements at the Jamaics Arens Pebruary Saturday matthee, a turnaway, Saturday matthee, a turnaway, Saturday matthee, daspite a terrific down-pour of rain, also a capacity house, and sunday matthee, daspite a terrific down-pour of rain, also a capacity house, Sunday aight business was fair.

The condition of Capit Ernest Engagest animal trainer, who was badly closed by two lone last Prider whether

animal trainer, who was bodly closed by two llons last Priday night, is described as fair at the Queens General Hospital. Porty stitches were placed in the most serious cuts on both legs, chest-and shoulders.

the most serious cuts on both legs, chest and shoulders.

True to the tradition of the white tops that the show must go on. Ernest Engerer Jr. took his father's place in the arens with a coolness that hid his emotions and inexperience. His father has been breaking him in for the past two years. Manhattan newspapers and many radio stations devoted much of their, apace and time to young Engerer and his bravery in substituting for his dwirreports. Wendell J. Goodwin.

Meitus To Give Show At Los Angeles Zoo

At Los Angeles Zoo

Los anostas, darch to Louis L.
Meitas, Chicago dumbernan and philanthropist, shippes his small circus here.
At present it is at the California Zoo
Park, a show will be presented there for
underprivileged, children. The top is
covized, George Massier in charge. There
is an air calliope; two elephants, a threelion working group, six Liberty pony, sixhorse menage and Liberty set, monkeys
and tigers. Meitus and two diaghters
plan several months' stay.

Performer Contest

The Favorite Outdoor Performer Contest column appears this week in the Pair Department.

Sparks' Retirement Brings Sad Feeling

MACON, Ga. March 4.— Charles Sparks, who ended about 45 years of an active career as circus owner and manager when he sold the Downle Bros. Gircus, made a published statement on the day of his retirement. It was printed in Georgia papers and carried by news services. He lauded his successors in the show's operation. show's operation.

"Naturally I feel and on leaving the business I have loved and followed all my life." Mr. Sparks stated, "but I know my life." Afr. Sparks stated, "but I know that my show is passing into good hands—a group of young men, who will do their utmost to produce a show that will merit the public's confidence and attendance."

And on top of this sadness came the death of his wife this week.

Downie Departments Open

MACON, GB., March 4,—all repair de-partments and paint shops, have been opened at Downle Bros. Circus quarters, about 20 additional men were just to work the first week under the new own-erablp of William M. Moore & Co.

Robbins To Manage Side Show ST. PETERSEURO. Pla., March 40-Milt Robbins returned here from Macon, On, where he signed as elde-show man-ager of Downle Bros. Officus. His wife. Mitzi, will do mental sec as usual. Rob-bins imanaged the Robbins Hros. Circus kid show last year and prior to that had been with Downle show for a number of sessens.

Membrina will feature Capt. James Moran, the Frank Buck of the Everglades. Who wrestles with giant siligators. Will have 10 stages and 10-people band and minatrels. Top will be a 50 with three 30s. There will be a 160-foot line of double-decked banners.

Cole Performers For Shrine Shows

ROCHESTER, Ind. March 4.—Second movement out of city from the Colo winter quarters of performers and animals left for Minneapolis for an indoor date sponsored by the Shrine. Pollowing this engagement will join another Adkins & Terrell-wind unit and work 8t. Paul, also under the Shrine. On train were John Sintih, horse trainer and workers Gladys Wycoff, aertalist, who arrived here from winter stay in New Jersey: Botty Stevens, wardrobe mistress. Items Ledgett, equestrienne and aertalist; Mrg and Mrs. Horey McParlan, the former equestrian director, and Mr adid, Mrs. Edde Allen.

Earl Lindsey, 1938 Cole Brox. efficial is here from winter stay at Houston.

Charles Brown, Ringling-Barnum, seal worker, Sarasota, The, supposed fifte and renawed acquaintances. Will await round opening.

renewed acquarters and the Cole show winter quarters and the Cole show getting much favorable dominent in national and State press and without solicitional and State press and without solicitions and state press and without solicitions and state press and s

Coles clown alley will be enlivened by the appearance of the Three Mad Marxer, film comedians. In effort to acquaint themselves with circus gaps and routing in preparation for MOM's tanbark fea-ture, A Day at the Circus. Stated will be with show three wooks.

NO GIRCUS

THE EARTH'S NO. I AERIALIST FLORESOUE

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ing), Tasmanian Devils, Wombats, Cranes, Water Fowl, Large Variety of Aviary Birds.

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Under the Marquee

By CIRCUS SOLLY

E. (BUCE) WALTRIP is general circuses in Minneapolis and St. Taul for for Putton & Antenger's Mam-y Mrs. Edna Curus.

HOOH GRANT ROWELL has more than a page of Groundina in the March upon of Hobbies,

SARALENA SHERMAN and Kari Thur-man, baton tolriers, were at the Chi-cagoland Musical Pretiral.

PHYLLIS DARLING cords that she hought a new club doupe on her birth-day anniversary, February 25.

PHANK RUTTMAN, manager of the Main show is still ill of the flu at his home in abron, O., but if much im-proved.

DON'T LET anyone tell you otherwise-the

GLENN AND BESS MEINTOSH have been playing achools and party dates this winter with their dat and monkeys. Vern Scanlon is with the act.

ALBERT POWELL, white-face clown-is playing the Minneapolis and St. Paul Ehrine circuses with Horace Laird Duo. Powell will appear at other Shrine dates before joining a big top.

MAXINE AND TODD, now playing dubs and theaters in Personal. Cre., pen that they will be with W. (Bill) Baddley's Circus going out of Vancouver, B. C., Can.

VAL VINO, for many years with major circuses, has a cot of slides of many posted freshes of the party, days and is giving lectures at schools and parent-teacher functions in Los Angeles.

ARRIAL LAKES wift, be with Russell Bres. Circus, presenting double trapes, carrying perche, iron jaw and cloud, wing the Goorgie Eale will do one-arm

THE PRED CUTHILES have been with Barker Bros. Gircus this winter, also playing club dates. They are now at home, Bradwer, Co. breaking in Jean to work in the wire act.

CHARLES SPARKS Charles Hate and Jerome T. Harrison accompanied the body of Mrs. Sparks from Macon. Ga., to Bart Brady. Pa. Puneral was held there March 4.

LAWRENCE CROSS has returned home at Otturnwa, in, after visiting Kenneth Waste in Chicago and Jack Crippen in Tampa, Fis. Cross is setting prope ready for Chicago Stadium Circus.

LARRY BENNER, with the Coulding show last year, will be with the Coulding Shows this season. He has been playing dates this winter, including the Shrine Circus in Chicago.

EVERY BIC MAN is made by co-operation.

TWO NOVELLOS, with their balancing indder, and Harma Novello, aerial gym-men on rings, are playing the Shrine



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT PROTECTIVE-SOCIAL

(Hospitalization and Cemetery Fund)

Initiation \$10 Dues \$100 South Floor, Palace Theater Bldg.,

> 1564 Broadway New York City

ARRIAL ROMAS, double trap act, will be at Rink Wright's Ehrine Circus in off the road, kept busy in political bustpess in his home town, Chilleothe, O.

DUKE ORUKENBROD, who will mane-age the side show on the Cole show, fe-ports that he has his attractions well lined up. Banner line will be the same length as last year, with all new banners. canvas and equipment.

DODE PIEK, when he had a circum did what others tried and falled—raffled off a cow overy day. Several small shows are negatiating with Dode to become their equestrian director and put over

HARRY (OREAT) INMAN, novelty com tortionist and clown, who is 66, pensithat he has been in show business 51 years. He has been with the big circuses also played the big-time

CLARENCE AUSKINGS cards that he is back as agent for Chief Rolling Cloud Dog Town Pollies and that Cloud has left hospital. Show, new in North Carolina, will be in the Engl for the aummer months.

RECRETIS: The passing of one of the most beloved women to show builness; Mrs. Charles Sparks. She had been ill since tast, fall. Show-fulk lines her better as "Miss Addle" than by the mose formal title of Mrs. Sparks.

LAST WEEK'S LEGIO, IN IN LAST WEEK 5 IMMS in the Continue of a century ago, the Young Buffalo Wild West was consisted. Show went out of Peoria, Ill., in 1910 and operated until end of 1914,

IN THE PASSING of Mrs. Charles Sparks, J. S. Kritchfield writes: "Rave been with Downle Bros." Circus eight years and Sparks Circus eight years. My first engagement with Sparks as bandmaster, 1901-06. I certain loss of Mrs. Sparks. I certainly feel

DR. H. F. TROUTMAN, of Page, W. Va., mforms that Mrs. witham P. Wallett, widow of william P. Wallett, a rider with the Barnum & Balley, Ringling Bros., Adam Porepaugh-Sells Bros. and other shows, is seriously ill and not expected to recover. Relatives have been called to her bedside at her home in Haven de Gress, Md.

SHADY TACTICS have put some white tops on the "fritz," and it is managers of such operated shows who cry, no business. One can't expect, business if patrons are not treated right, Think it over. treated vight.

ROY BARRETT, clown, is having a good winter sameon. Has had eight ceks of Davenport dates and will be at he Shrine Circus; in Omaha for Rink (See UNDER THE MARQUES page 60)

Peru Pickups

PERU, Ind. March 4.—Mary Jone Pat-tisch, circus managerial secretary, under-went appendicitis operation past week at Duka's Memorial Hospital; is recov-

ering.

James (P. A.) Bennett is day watchman at the circus farm and William (Bill) Britton at night.

George (Davis) Borque, past zeason with Hagenbeck-Wallace circus, is here.

Not contracted for this season.

Another circus celebrity, Terrell M. Jacche, will make Peru his home. Jacobs and wife purchased the beautiful modern farm home of W. W. Thompson, etrus fan. Farm has much valuable acreage and many large buildings which can be easily made late cat barns and training quarters.

districts, manager of the Circus b, narrowly escaped death when his skidded on abandoned car tracks and

car skidded on abandoned our tracks am crashed headlong into two cars while returning to his home. Carter suffered severe bruises and autos were wrecked. Show fraternity was anddened past work, with news of double of Cecil R. Hoffmail, Peru, test pilot of listiance Arroratt Corp. New Castle, Del., while nesediving plans. Hoffman was noted air directs atunt flyer.

Ringling Personnel Congratulates Jacobsess Terrell Buys Leopards

BARASOTA, Tim. March 4.—Binghing-Barnum people took time out from the busy whirl of preparations last Saturday to consequilate Terrell and Dolly Jacobs on the advent of a double blessed event—twins, boy and girl.

Jacobs, returning from the North where he had gone to purchase two spotted leopards which will be introduced in his big wild enimal act, arrived here just two hearm before the stork.

two hours before the stock.

The Family in City

In addition to John and Henry Rins-ling North, their mother, Mrs. Ida Bins-ling North, and Robert, Mrs. Charles and Mrs. Richard Ringling are now in the

Charles Leblaire preliminary designs

Charles LeMaire preliminary designs for the new Hingling apec, "The World Comes to the World's Pair." Somplete, left for his New York office last Monday. Highery R: North, who has been fermed the outstanding authority on the art collection of his late unds which how hangs in the Ringling museum, has been appointed to the masterolects of art. appointed to the masterpleets of art scientific of the New York World's Pair.
Pormal certification of the appointment was received from Grover Whalen last

Inex Robb, of International News Serv-

Inex Robb, of International New Service, spent a day here last week.

Attendance at quarters, spotty during early winter months, has picked up somewhat, but indications are that it will fail to equal that of last year.

Creating interest in the big ngs meanes act, featuring the Ringling thorobreds, Hanry North and W. L. Houghton, Marion, O., vetegan sulky manufacturer, staged a sulky race at quarters last week.

Horsemen made Houghton a pre-race

Morsemen made Houghton a pre-race favortie on the strength of his years of driving experience, but, North managed to catch him at the finish, making it a

Illness Prevents Harter From Appearing in Court

SOUTH BEND, Ind., March 4.—Illiness prevented the appearance in the United States District Court here Petwarry 2s of Donald H. Harter, former accretary of the Wabsah Valley Trust Co., Fert, Ind., who was to be arraigned before Judge Thomas W. Silck. Harter is held on federal charges that he made false entries and misapplied funds of the bank to the extent of nearly \$300,000, in cash and bonds.

Harter was represented in court by counsel who informed the court that he was ill in Macon Gs, and that thru arrangements with the federal government doctor had examined Harter and found him unable nmined I to travel. Judge Slick allowed an exten-sion of time for the arraignment. Har-ter is free on bond of \$10,000.

The Corral

BY ROWDY WADDY

RAY VINCENT, deef roper, who has been in Toxas the past several Wester, plans to head north to Kansas City, Mo., soon and then go into Indiana.

TED MERCHANT is working for War-ner Broa. Studio in North Hollywood. Callf, breaking trick horses for Art Fudkins. Ted has worked his black horse. Smoker, in several pictures and recently started on a new case. Gentry the Greek

FURMAN BEYANT, of Higgins, Tex., will manage the bucking borse abow on the Oktahoma Ranoh Rodeo, while Claude (Pappy Fretcher will do the announcing and bronk riding. Manager Jimmy Ellis recently purchased shout 25 bead of stock.

THE DAILY OKLAHOMAN, Oklahomas Chy, in a recent lance carried an inferesting full-page story on Charlie Schultz, well-known clown, giving the high spots of his career in the rodeo haid. Titled Courboy Cust-Up and written by M. R. Craycraft, piece was accompanied by several photos.

BILL WRIGHT, formerly associated with the Russic Bill show and 101 Ranch, is manager, and D. M. Reese, director of publicity and activities of the Central Florida Rodeo being held in Invernees. Fla., this week, in which contents from Georgia. Alabama and

Ernest Engerer Jr. on "First Facts" Program

NEW YORK March 4.— Ernest Engerer Jr., with the WPA circus, will be heard on a Coast-to-Coast hook-up March 9 at 10:20 pm. In program originating over Station WOR. His will be interviewed by Joseph Mathan Enne, historical commentator and conductor of "Famous Pirst Facts." Angle on broadcast is that Engerer to the first boy in the history of the circus world to enter cage with the same from that almost killed his father.

Florida are competing to determine tri-State champions in a number of events.

DATE POR GLADEWATER DATE FOR GLADEWATER (Fig.)

been moved up a month earlier this year, reports Murray C. Sells, round-up association president. Earlier date was set in hopes of escaping hot weather for afternoon events in the reunken round-up bowl, he said.

PAWNER BILL, as special guest of flouston Fat Stock Show and Live-Stock Exposition, announced there has week that he had bean offered the directorship of the Frontier Days celebration at the San Francisco exposition. Now 79 years old. Bill said he wired for more details before making a decision. He was the guest inter in the week of several civic citibs.

OFFICIALS of the rodeo to be held late this month in Abilene. Tex., under Chamber of Commerce auspices, include M. T. Ramsey, general chairman; Jess Slaughter, Sen Howell and John Solman, judges; Sheriff Sid MacAdams, tie Judge, and Brooks Peden, publicity director, Slaughter is Howard County sheriff. Howell is a veterna, rodeo performer and Selman is foreman of SMS Plattop Ranch.

LOUIS TENDALL and trick horse, ladd, beadlined a special rodeo show at the Botary Citt, Houston, last well-ladd brought considerable last twenth he suddenly quit "dead" act to walk across the exclusive Rice Hotel Baltroom to nibble away on lettuce salad from a diser's plate. Impromptu act drew heavy applause. Whiskers Bavage, Charlie Schults and his Donlory and several cowgirls put on the remainder of the abow for Botarians, of which rodeo officials were in charge.

officials were in charge.

THE 48 COWBOYS who competed in the El Paso (Tax.) Sheriff's Posse Rodeo February 17-19 were listed by Zwrett. Bowman, president of the Cowboys Turtle Association, and told they would face fines of 8500 each if they ever join the Turtles to compete in Turtle ahows, Johnny Mullems, arens director of the El Paso event, said, Turtles retused to compete in the El Paso rodeo when officials declined, their demand that the abow be closed to nonmember of their association and denied a demand that all of entry fees be added to pitze money instead of half-entry fees. Bowman told cowboys if they had competed in four rodeos they are considered proceeding by the association and claimed for membership. Among the 48 who competed here were range hands from New Maxiso and West Tuxas, some of whom competed at Pendiston last year when Turtles were barred.

when Turtles were barred.

KEW YORK'S World's Pair is still mulling over a frontier-type show for the famous Section I of the Amusement Zone. Presence there a few days ago'of Col. W. T. Johnson, of San Antonio, former producer of Madison Square Carden Show, put him in running for contradigation for the fair by litigation if necessary. When the Colonel's contract expired with the 1998 show he agreed to stay out of local and other stipulated recritory until area this year's Carden rodge. William J. Cardy, annitation commissioner, former president of the Oarden Corp., under this year's Carden rodge. William J. Cardy, annitation commissioner, former president of the Oarden Corp., under the president of the Oarden Corp., under the fair-halved boy of Pastern rodgedom, is pushing for a Johnson show, which may mean supply of stock, of which Johnson has aplenty of the toy earlety. Commissioner Carey has also recommended several other prospects for the filot, which is near the tattpoint of the fun zone. Asime of Mits Hinkle, rodge producer, has also come up, as well as that of a big Westgrn Tancher, Wigge tag is a household word in Wild West circles.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

S. S. SHAW, manager of Arena Holler
Rink, Teronto, announced that an effort will be made to standardize rollerfigure stating in Ontario, Officials of
Strathcom, Lakerser and Arena rinks,
Toronto, and Alexandria Ctub, Hamilton,
will meet to work out a method of beaching, it is said. When Octario clubs are
organized they expect to affiliate with
the Canadian Shating Dinks and promote club, provincial and dominion
championahip meeta. Manager Shaw
contacted the Holler Shating Rink Opmators' Association of the United States
and was assured of co-operation for
North American championahips. North American champtonships

SUCCESS of a dance contest staged by Moonlight Waits Club on February in Moonlight Roller Rink, Springfield, Ill., has prompted the club to plan another for an early date, reports Alvin N. Hysier, president. Winners of the circle waits contest were Waiter Didesch and Louise Tamborine, Fairy-land Gardens Club, Peoria, Ill., They Patter, and Arlowyn Brown, Moonlight Cratt, Second; T. Harris and Marilyn Cratt, Danceland Roller Club, Decatur, Ill., third. Milwaukee waits contest was won by Frank Richardson and Bonnie



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Diver a finish that hooks on the turns, preserves and the same of the same of

GAGAN BROTHERS

BEST LOCATION IN MICHIGAN PORTABLE RINK

TO CARE- for increased attendance, Playland Roller Rink, South Berid, Ind., has started Saturday morning acadons for children in addition to matiness, reports Al Wish, proprietor. Children's Safety Club, which affers free membership, pins, price contests and candy, how has shout 6,000 enrolled. Formation of a new organization, starting Trip Club, is planned. Club will hold monthly parties, profits of which will be used to finance trips to other rinks. On Popru-Planties, profits of which was to used to finance, either to other rinks. On Febru-ary 18 Playland Walts Chub visited Grand Rapids (Mich.) Rink, which operates seven nights weekly under management of Eidle Robbins.

The ZENT, proprietor of Oak Park Roller Ethnic, Rosnoke, Ind., is having his beef season since starting operation 10 years ago's reports George Muser, mannager. Special attractions are presented Monday nights when the Married Couples (Cub meets, Cith was organized two years ago and has 124 members, ranging in age from 20 to 60 years. "I have been in the rink business more than 30 years," writes Muser, "and it is easy to see that roller disting is experiencing a definite upswing in popularity. In addition to having larger and higher type crowds than formerly, patrons realize that starting is of healthful exercise and enjoy learning dance atops."

SPEED SKATERS of Dalton Rink. Canton, O., went to New Castle, Pr., recently to participate in a shaling carnival which included a five-man five-mile race. On Frenchet 26 Dalton Rink akaters won a five-mile relay race at Windland Rink, East Liverpool, O. Skaters from East Liverpool will go to Canton soon for a series of races in Dalton Rink.

A. R. EITE reports he is constructing a 80 by 120 food fedler rink near Har-risonburg. Va. Eink is expected to be completed by March 20 and will be equipped with an amplifying system for music.

NEW Genesce Roller Rink, which opened recently in Buffalo, N. Y., has a 50 by 120-foot floor and has organized a chub which now high about 200 memers, reports Anna Recek. Bink is housed in a former garage and so owned by Casimir Greil, Contests are held on Wednesdays. Three other clubs Regal. Sachem and Royal Rovers, with total membership of 95, have made the rink headquarters. Armo H. Recek, who onganized the Boyal Rovers Cutb, also conducts a walk; and figure skating class on Sunday mornings.

ABSOCIATED in management of Am-ABSOCIATED in management of Ambeasador Roller Rink, opened in San Francisco, are three voteran rink men, Merio Severna; Jameso Guiderg and L. R. Ward. Two instructors are Harry Day, of the team of Rod and Day, and Jerry Baldwin, fem skater. Severns went to San Francisco from Hollywood, where he was associated with Hollywood Roller Rout.

JOE'S GASINO at the Black Cat, seven miles south of Wlimington, Del., was destroyed by fire on the night of Pobruary 25. Casimo, formerly a nitery, had been used as a roller rink.

NEW Rollerdrome, Atlanta, with accommodations for about 1200, opened to a capacity crowd on Pebruary 21, reports Manager William Snell. Bink has four men and four women instructors and is equipped with Chicago shares and chrome furniture in a lounge for special tors.

SCHOOLEY'S Joplin (Mo.), Roller Rink; Virgil Miller, manager, is drawing fair crowds, reports Armand J. Schaub St., Rink has a portable maple floor over concrete and is forming a club.

PARTY staged by Riverside Skating Club in Skowhegan (Me.) Roller Bink on Pebruary 20 featured a masked clown. couples' race, rope jumping and walts

contents and three-lagged race, reports

WINNERS of a silver cup for circle mainting at a valentine party in E. H. Bollinger's Oaks Holler Rink, Portland, Ore., were Barbara Dontler and Kenny Kraushaar. Trophy was presented by Boyd Stoughton, club president. Among Judges were firms and Oral Keller, fancy skaters of T. L. Keller's Mellow Moon Rink, Salem, Ore. Cake Rink, closed on Pebruary 28 for repairs but will reopen for the spring season on March 3 when 20-page solvenir programs will be given skaters, reports Robert Bollinger, assistant manager.

TWIN COFFT Rotier Rink, opened on Morth Water street, Unricheridic, O. by Raymond A. Long, will have accepted a very afternoon and night, with private instruction available daily except Saturday and Sunday. Children's accepted are on Saturdaya from 9:30 till 11:30. All equipment is new, including Chicago skates, Manager Long reports.

VIRGINIA GARDENS, specious dance pavilion in Rock Springs Park, Chaster, W. Va., across the river from East Liver-good, O., has been converted into a roller rink. Tommy Sayers and Red Rhodes, rink. Tommy Bayers and red in rink co-partners, are experienced in rink misnagement. Sessions are held Tuesday, Thursday and Sunday nights.

DESPITE a three-inch snowfall and cold weather, a good crowd recently attended H. C. Swisher's Roller Rink, Bester Springs, Han, reports Armshd J. Schaub Sr., who assisted its putting on a program of sames and dance steps. Broom ball is featured on Wednesdays. Rink, is equipped with an automatic organ and p.-a. system. H. C. Swisher show operates the H. C. Swisher Shows and expects to close the rink on April I, when his outdoor attractions go on tour.

GREYSTONE Skateland, Columbus, O., has, membership in Columbus Roller Club of reell over 500, business is holding up well and many private parties have been booked in March. Runk is operated Tucsday, Friday, Saturday and Sunday nights, with matiness on Saturday and Sundays and Sundays.

FRED (BERGHT STAR) MURREE, 78year-old Pawnee Indian figure skaer
who will soon colorsate the 60th anniwersary of his entrance into the profession, wittes from his home in Red Lion.
Pa., that he will take a week's tacation
before going on tour again. He gave 31
cathintions on a successful five-month
Western tour recently completed. "Never
in history has roller skating been as
popular as it is today," he writes, "and
this is due to efforts of rink manners
to make their establishments ideal places
for young people to gather. Skaters are
showing great interest in club work and
parents have found that rinks have high
standards of deportment and keep children out of undestrable places."

TREADING the article by Cyril Beastall. Derby, England, in The Billboard of February 20, one is almost compelled to believe that fink managament in this country is not very efficient, as well as racing, fancy akating and roller hockey," writes Clarence J. Melody, Detroit. "He claims the game in America is too rough shot that body-checking should nover be permitted. Evidently he never saw-roller polo, popular about the beginning of the century in Indiana, Illinois, New York, Michigan and Massachusetts, where leagues were formed and specially built stadiums housed large throngs of fans. This game was for more exciting, selemitific and rougher than dee or roller hockey. Players were well trained and many stars drew \$200 per week. In Ister years they substituted roller hockey, which is much milder and which foct its enthusiasing following about 1831-22. This was not because it was too rough or that there was too much body-checking. What the public likes in this country are games of ascence, but they must be rough to attract throngs. Good examples are football and prise righting.

could have stars like those of about 1906, it no doubt would draw equally as large crowts as does her bockey at present. Two Americans, Williams and, Crawford, went to England about 1902 and started a number of up-to-date rinks in which in a few years they cleaned up more, than \$1,000,000. They had much to do with showing present-day English operators how modern roller rinks could be operated at enormous profit. Two great champions, Harley Davison and Ollie Moore, America's foremost speed state at that time, boured European contention and defeated all foreign, champions, in-cluding England's heat. However, we must someode that the team of English fancy listers who recently appeared in many of the leading rinks, here made a very good impression, as they displayed skill, art and originality that was the early of American fancy staters. If Mr. Beastall risks a few of our leading rinks he will find that management here is as profitioned on his enthusiasm and interest in roller skating. The majority of his articles are interesting and it is certain that he takes his roller skating ceriously, and we all admire the man with a hobby and profession."

ABOUT 300 will take part in a Roller Politics to be presented in Ventucer (N. J.) Athletic Couter Roller Rink late in June by Ventucer Roller Rink late in June by Ventucer Rink as a sociation, reports Betty Blackman, secretary, E. G. Snyder, association director, is supervising rehearests. Show will feature dance steps and trick station.

PENNSYLVANIA with 68 leads all States in number of rollier rinks, according to Peter J. Shea, Detroit, former operator of numerous rinks through the country. He reports that a recent check made by him indicates New York to the second in number of rinks; fillnois, third; Michigan, fourth, Ohio, fifth, and that rinks are most noglitz in the centhird. Michigan, fourth, Ohio, fifth, and that risks are most popular in the central States. Oresten number of new rinks the past year appeared in New York and Michigan. The reports five rinks in Chicago, four each in Philadalphia and St. Louis, three in discion, seven in New York City and three in Detroit. After a slump in 1920 the past two years has seen a big revival and he predicts that part assesson there will be many more new rinks in operation.

CHAMPLAIN PROVENCHER, honorary secretary of the Amateur Skating Association of Canada, reports he has been informed that he National Skating Association of Great Britain, controlling body of roller skating in the United Kingdom, will more for inclusion of roller-skating events in the 1940 Clympic Games at the annual convention of the International Roller Skating Federation and will ask the British Olympic Association to make every affort to secure inclusion of roller skating in the Olympic Games. President W. E. Roughton, Amateur Skating Association of Canada, believes roller skating would be equally suitable for summer or winter programa. It has for 30 years he says, been the general wish of British roller skating to secure inclusion of their sport in the Clympic Games. Secretary Provencher announces that the British Columbia Amateur Skating Association is being formed and that control over speed and pleasure to eakating has been granted to the new organization for British Columbia besidier all roller skating for that province. CHAMPLAIN PROVENCHER, honorary

ANDERSON SIGNS-(Continued from page 32)

(Continued from page 12)
an eight-house Liberty act and breaking
a blindfold Liberty fire-jumping act in
the ring bern. Shorty Lynn, Superintendent; Loren Dolle, W. M. Steventon
and crew are building wagons and
cages, Whalen, in charge of elophants,
is schooling the baby dephants of the
herd, Modoc, Judje and Empress.
Recent Visitors at quarters were Jesse
McBride, Ed (Whitey) Johnson, Bill and
Jackle Wilcox.

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Conducted by CLAUDE R. ELLIS—Communications to 25 Opers Place. Cincinnati, O.

Boston N. E. Project Astir

Backers Active For 1939 Start

Buildings and track are planned for fairgrounds now optioned at Norwood

BOSTON, March 4.—The project embracing a New England Patr in Norwood, a few miles from Boston and not far from Providence. Pall River, Worcester, New Bedford and other good-aimed cities, is spain extremely allvo. Backerst remained dormant several months after the idea was first broached but are new active in plans to promote a fist in 1940 and possibly to get a start in 1930. Plan is to build a mile track and operate part-mutuels two weeks under the ruling which permits no bracks other than those controlled by fast associations to run brailized betting during the Arey page 15-October I period. About a dozen buildings are planned, including an amfighitheater for ice carnivals, boxing, wrestling, dog races and other amusements and sports to make a year-round venture possible.

Grounds upon which an option has been taken are 5 minutes from Norwood Center by railroad, but and auto. A meeting of those interested will be held in Norwood within two weeks.

ROUSTON. March 1.—Altho forced to omit most outdoor activities on opening day, Houston Far Sicck Show and Lavestock. Expedition drew an initial day gate of 180000 inst Saturday. Parade was called off until Monday and when rain again fell for the third straight day the show continued to suffer from weather. W. B. Cook, superintendent of judging contests, said that 500 participants in stock events and 210 in meat judging set a new peak; but galestes were thin on the first three days. A 2000 per cent, increase in downtown adversarial increase in downtown adv

MCA's Hancock Build-Up

NEW YORK, March 4.—Music Corp. of America priming Hogan Hanoock, of Chicaller, as big-time outdoor peddier specializing in fairs. Hanoock was one of abstery of McA-era at November outdoor concluses. Lew Wasserman, of Boverithilla office, will take West Coast region bookings, with W. H. Stein, vice-president and general manager, working out of local office in moving novelty acts. McA appears definitely out of Michigan Called and are grand-sized picture, according to its own estimation. Find Distrolt apple last couple of years.

Chapman-Green Memorial?

DETROIT. March 4. Proposal for a militarian memorial to the late Fred & Chapman, many years manager of Ionia Free Frit, and the late Fred W. Oreen, former governor of Michigan, co-founder of the Iair, was made this week. Bela Strand, fair director, indicated that a number of tennis course on the fair-prounds might be constructed as the memorial rather tilan merely a monument.

Shows and Rodeo for E. R.

LATTLE ROCK, Ark., March 4.—Premium appropriation for the 1930 Arkansas Exposition and Live Block Show here totals \$12,500, and Secretary-Manager Raymond J. Higgins. New grounds layout and larger rodes are planned. Presents and night grand-stand shows will be presented: Midway contract was aigned with Zimdars Orester Shows thru Ai H. Fine, general representative.

PORTLAND, Ore.—Approval has been given WPA project grants of \$14,700 for buildings to house a house-show agena and machinery exhibition on Lane County Fair grounds and \$5,00 for a highway-maintenance building on Tilamook County Fair grounds.



ROBERT P. BUCKLEY, 60, new ROBERT P. BUCKLEY, 60, new executive secretary of Michigan State Patr board, Detroit, is uddely known in the fair field, having taken over the post of secretary-manager of Bad Aze (Mick.) Fair 15 years ago. With a \$35,000 deficit at that time, he has built up the amount to a successful standing. He has been active many years in Michigan Association of managers four years. He has been a retail merchant in Bad Aze 40 years.

Cancellation of the Agent-Jones/Tarif, how heeficet, would have deprived many fairs of government and farm exhibits to provide free return adjument of exhibits provided they are returned within 30 days after close of the fair on lines parties to the tariff and are adecompanied by bill of lading and contificate of the fair secretary that such articles were exhibited and have not changed ownership.

Mich. State To Use Race Track For '39 Annual

DETROIT, March 4.—Representatives of Detroit Racing Association, which controls track and grand stand on Mehitgan State Pair grounds here, agreed on Tuesday to turn the track over to, the State Pair without charge for the 10-day run this year.

It will be the first time the fair has hadea track in five years. Conferences transed out the situation, and the racing group, meeting in offices of Racing Commissioner Joseph Frost, decided to turn the track over without compensation, aithe it still has nine years of a 14-year-lease on the property;

Fresent running track will be resurfaced under the plant, Fair Secretary Robert P. Buckley gaid, and smain used for Marness meding. Major night grand shows probably will be another main feature of the fair, also for the first time in five years.

Isbay Aska Revised Set-Up
DETRCAT. March -- Revision of the
present set-up of returns to the State
from racing on Michigan State Fair
grounds here was demanded on Wednesday in a statement by Frank N. Isboy,
Detroit, former manager of the State
Pair, who went to Lansing, the capital,
to present an audit of the fair. Mr.
Isboy's audit, prepared with aid of William L. Stewart, certified accountant,
covered the 18-month period anding on
December 31. State administrative board
recently-ordered a separate audit made.
The Stewart audit showed gross opcrating profit of \$119,319 for 1908. For
the last half of the year, after deducting
administration and maintenance exgenese, net operating profit was reported

the last half of the year, after deducting administration and maintenance expenses, net operating profit was reported at \$31.208. Adding racing-fund money, a cet six-month operating profit for the fair of \$412.808 was reported; with this six-month period covering the 16-day run of the fair. Mr. Isbey also pointed out \$500.000 expended on capital improvements to grounds during his two years in office.

His racing proposals are that the State receive at least \$500.000 annually for the property used by Detroit Racing Association and to end administrative discretion vested in the commissioner of racing to waire a gate fee worth \$50.000 an real. Mr. Isbey objects also to the daily incling fee, from \$2.500 to \$5.000, and allowing racing interests to take 6 to 7% per cent of all bets made at the track.

Hughes Puts Up Paper for Spirit Of CNE Showmen

TORONTO, March 6.—At the annual tion Ewood & Hughen, general manager, paid a tribule to showmen and concessioners who, he declared, had always been willing to dake a chance as far as the exhibition was concerned and whose numbers even increased last year. He compared this attitude to that of come by Business' men who fetrenched at the first sign of uncertainty. "Should things remain guist in Europe," he said, "the 1939 show should at least equal last year's and may even exceed its record." He added that there were indications that some larger enterprises that had withdrawn support would again "be son deck."

Manager Hughes said thak crises might prevent some foreign exhibitors from area before remember, the pointed one

Manager Hughes said that crises might prevent some foreign exhibitors from again being represented. He pointed out that the Manufacturers' Building 30 years old, was hadly in need of redressing," saying, "We must remamber that we are in the chow business."

President George Briggen reported that in 60 years 64.874.901 had been paid to the city in cash surpluses and debt charges on new buildings. Debt charges include interest on money advanced by the city and repayments on principal, which have created an equity for the city and repayments on principal, which have created an equity for the city and repayments on principal, which have created an equity for the city and repayments on principal, which have created an equity for the city allows the city in the city of \$1,052,000 in the buildings. Since 1922, he stated, when the city for the canada the city in the constructing buildings, the CME never has failed to meet annual debt charges. On total expenditures of \$18,372,523 in 60 years, prise moneys aggregated \$3,208,800, practically all to agriculture. Mayor Ralph Day told the directors that money spent by the city on the exhibition was one of the best expenditures the city makes. The \$258 directorate was re-cleated.

Awards for Daytona Expo

Awards for Daytona Expo

DAYTONA BEACH, Pla., March 4.

Bam Burgdorf, manager of six-day Halifax District Exposition, to be held in
City Island. near here under simpless of
the American Legion Post, reports that
McFenry's five rides, three from BraHerman Banti's and three from Bed
Brady have been contracted to date.
Supposted by the Chamber of Commerce,
there will be city, county State and government exhibits, and considerable
money will be spent for premiums. Three
days have been set aside for school children and university students.

LETHBRIDGE Alta. Jimmie Lynth's Death Dodgers have been signed for Thrill Day at Lothbridge Exhibition.

Ontario Boards Warned Midway Violations Mean Loss of Grants

TORONTO, March 4 .- Warning fair

TORONTO, March 4.—Warning fair boards permitting off-color games and objectionable shows that they will be permitted by loss of government aid. P. M. Dewen, Ontario minister of agriculture, addressed delegates from more than 300 acception at the 59th annual meeting of Ontario Association of Agricultural Societies in the King Edward Hotel here, seasions being on Pebruary 23 and 24.

"There must be amusements for revenue purposes," he asid, "but objectionable fostures must be eliminated. There must be no prohibited games nor indecent shows. Some of, you did not heed the warning last year. There will be no grants to fairs that violate these radings. Grounds and buildings of some societies are no credit to them and thay are urged to undertake promotion of beautification of rural areas and improvement of farm home curroundings."

R. J. Kerr, retiring president, Acton, declared that last year had been the most successful in the organization's history and that many changes made proved dementical to the societies. J. A. Carroll, superintendent Agricultural Society, Ontario regulating trisls of speed diasees. L. E. Hofman, Le Payette, Ind., guest speaker, described operation of the United States farm program as it applies to indiana.

C. V. Robinson. Dresden, was elected president for 1939; being moved up from first vice-president, honorary presidents. P. M. Dewan, finisher of agriculture. Tecento: A. J. H. Eckardt Toronto: honorary life director. J. Lockie Wilson. Toronto: first vice-president. W. Walker: Porf. William: second, Dr. E. F. Johnson. Carp: secretary and editor, J. A. Carroll. Toronto: treaturer. J. E. Poart, Hamilton. At the banquet Thursday night, attended by more than 600, Mr. Kerr presiding, guests included James G. Oardiner, federal minister of agriculture, who complimented the, body on the large turnout and declared agricultural fairs necessary to every community. An hour's floor slow presented by the Frank Wirth Booking Association, Inc., included Rex Slocombe, comedy magician and emsee: Clair Rouse, musical hobo; Lockie Ciris' Revuer, Kaye (Pat). Balloy, personality star; Sandra and Lee, dance team. Three Edwards, acros, and Andra May, dancer. Among attracton interests represented were Gus Bun Agency. A. Todd. Bill. Blomberg: United Pireworks Co.; Sims Greater Shows, Prod Sims; Jackson Midway Shower Affiliated Theatrical Office, Bill Stowart. Walince Broe. Shows, H. Brown: Queen City Amusement Co., George Atkinson, Prank Melville Attenditions. George Atkinson, Prank Melville Attenditions.



CHARLES A GRAKEBILL, 50, who CHARLES A GRAKEBILL. 30, who has been elected executive secretary of Tennessee Velley Agricultural and Industrial Pair, Knorrelie, succeeding the late Hush D. Paust. He has been interested in the juin nearly 30 years as a director and former president of the association, taking agodul interesting the live-stockudepartment. An anto dealer, he formeric operated a livery stable and horses agains a director at the second of the second o

avorite Outdoor Performer Contest

Sponsor-THE BILLBOARD

DONORS! Circus Fans of America: Discipie Fellones Tent, CSSCA; Na-tional Showmen's Association, Types of Jacards will be announced during

For batter with detailed explanation tond request perfected to Contest Editor, 1564 Broadway, New York. Only one belief per voter allowed. Those desting more than one belief must furnish names and addresses of prospective voters. ACTIVE PERFORMERS NOT ELIGIBLE-

Nominate Your Free Acts!

The Pavorite Outdoor Performer Com-st was incepted with the first issue the year in the smeral outdoor sec-on. After a few weeks there it, was ansformed to the circus department, or the year in the sineral outdoor socion. After a few weeks there it, was transferred to the circus department, and has week appeared in the parking of the

tractions of a novelty or outstoor nature than any segment of the amusement business. For this reason attraction managers should be in a position to give authority and prestige to the contest. All you have to do is send a position that it is not asking for a ballot (see address in heading) and a dosalled explanation with ballots form will be sent you. All ballots the secret, of outries.

The Contest Editor has received scores of letters paying tribute to the tournament for bringing talent to the forc. A reader in Canton, O., writes: "Have been crazy about the circus for 42 years and don't think I have missed a year in which I haven't seen one or more of the larger ones and many small ones. Appreciate the hard work and art of every outdoor performer and think they are much needed by this great country of ours, not only for the Riddles but for the grownings as well." This quotation is typical of the lettern received.

Come on in, intrinent, Help boost war fravertices.

(Box scores will be announced next, week sitter a should have to account to the state of the state of

(Box scores will be announced next, week after a short-lapse to explain, the contest in the various departmental divisions of The Billboard.)

Ark, Managers Will Meet

LITTLE ROCE, Ark. March 4.—Organization of a State association of fair toards in the object of a meeting of Arkanasa fair managers and secretaries called for March 24 and 25 in the Marion Rotel here, said Scentary-Manager Raymond J. Higgins, Arkanasa Exposition and Live-Stock Show here.

Fair Grounds

SARKATOON, Sask — Saskatoon Embibition board is planning a pretentious programmed entertainment for Royal Visit Week. Secretary-Manager Sid W. Johns and an effort will be made to bring a thrill show here. Boyal American Shows sail be on the midway and Show of the Century will be grand-stand entertainment at Saskatoon Industrial Exhibition.

REGIEA. Eask.—Indians and Royal Canadian Mounted Police, will participate in a historical pageant to be staged in front on Regina Exhibition grand stand on Royal Visit Day and the presenting day. Sleachers will be erected within the rece-track oval facing the grand stand so the pageant may be seen from two sides.

MONROE, Wis Stockholders of Green County Pair on February 27 presented a plan for refinancing, which calls for raising 318,000 to refinance two most-sages past due and the most pressing

immediate obligations, reducing present interest rate of 6 per cent and reaching interest. rate of 6 per cent and reaching management with creditors to wait for payment from the 1638 fair. Aid of the county board is to be asked in an effort to obtain working capital for the fair.

LAMESA. Tex.—T. J. Tidwell Shows have been contracted for the midway of three-day Derson County Pair, which has shown consistent growth and improvement, reports A. G. Bearden, fair

ALBUQUERQUE. N. M.—Work has milited on the sission concrete federal Indian bulliting on New Mexico State Fair grounds for exhibits and to include an inditection, display room and kitchen, reports Leon, H. Harms, secretary-manager. Structure is expected to be completed, in time der the 1930 fairs.

VANCOUVER, B. C.—Mrs. Spanklin D. Roosvelt, will be invited to upon the 1939 Canada Pacific Exhibition hero. Cordell Bull, U. S. specified of state, will also be saked to take part in opening ceremoniae. Association plans to invite aquadrons of Canadian, British and United States ficets to participate in International Fleet Week.

SWIFT CURRENT, Sak.—Committee has been formed to locate and equip permanent grounds for the Dominion Day Coldoration here. Campaign to rake funds has been magned and business men will be asked to subscribe money necessary to put grounds in shape. Money will be raised on a foan basis, repayment to be guaranteed from proceeds of celebrations. The is understood that city coincil has made an estimate of the sum necessary to form a nucleus for this fund and superfisors will be asked to pass on the estimate. There is also a sum available for this purpose in the committee fund!

SALT LAKE CITY—Frank M. Brown-ing, Ogden, chairman of the committee in charge of Utah's exhibit at Colden Gate International Exposition, San France clico, announced that June 14 has been set as Utah Day at the fair. Cov. Henry H. Blood will be asked to participate in ceromoniles. J. Frederick Davis, director of the Swance Singers. Salt Lake Gitt male chorus, has accepted an invitation for his chorus to compete in the sistedd-

MIDDLETOWN, R. Y.—The 89th annual fair of Orange County Agricultural Society will have the Jim Rikew Rodeo as night grand-stand attractions booked thru George A. Harrid, Ric., Rankinson Speciasya, Inc., ha. a contract for autorness on Saturday, and International Pirewerks Co., thru John Serpico, pyro display. Rodler's Amplifying Service will begin the job again. Coleman Brown Shows will be on the inidway. The Orange County Pair rates among the top in New York. The fair was one of the blue-ribbon winness for 1938, rated by the department of agriculture and markets, and Secretary Alan C. Mailden.

CANTON, O.—Improvements begun on Stark County Fair grounds last year thru a WPA project are being continued this year, Secretary Ed S. Wilson reported. A force is now filling in the reco-track inclosure, landscaping and erecting featings wills and fencing about the plant. Last year's operations included grading, drainage, painting and construction of horse and cow barns.

ROCKEPRINGS, Tex. — Rodeo, racing and free daily burbeous will be featured at the 1939 Edwards County Pair, Board reports a sattlefactory cash bulance and that grounds improvements are planned. P. At Moody is president and O. H. Gilmer sourctary.

Fair Elections

LOUISVILLE, Miss.—T: T. Griffin was elected pycoldent of Whiston County Pair association, which replaces a former county fair group that discontinued activities several years ago. Other officers are H. D. McKay, setting vice-president; H. C. Burhart; vice-president; Manch Boydstung secretary, R. B. Dulcher, treasurer. Pulcher, treasurer.

LANSING, Rich.—Southern Michigan Pair and Racing Circuit, meeting here in the Botel Clies, re-elected Prank Bradiah, Adrian, president; L. R. Schrader, Centerville, vice-president; H. B. Kelley, Hilb-dale, secretary-treasurer; Andy Adams, Litchfold, speed secretary. Five more faim joined, giving the circuit 14, offering \$50,000 in purses.

Agricultural Situation Condensed, Data From February Summary by U.S. Department of Agriculture, Washington, D. C.

News of the month included proposals for a world conference of cotton? producing countries to limit excessive production, and recommendations by the International Wheat Advisory Committee of 22 countries meeting at Loudon for a World Wheat Conference deal with the present world whent problem of large supplies and low prices. At present world intense of consumption it was indicated that the world carry-ower of wheat and cotton next July and August would be the largest on record—the world carry-ower of wheat and cotton experienced also in the espanding hog procedurately 25,000,000 bales. Interest contensed also in the espanding hog pro-1,200,000,000 bushels, and of cotton approximately 25,000,000 bales. Interest centered also in the expanding hog production in the United States. An increase of 21 per cent in number of sows bred to farrow in the apring of 1839, compared with 1938, was reported by producers. Production of spring and fell pigs in 1939 may total 80,000,000 head, largest in strayears. On January 30 the United States Supreme Court handed down a decision upholding the constitutionality of the Tobacco Inspection Act.

DESIAND: SLIGHT INCREASE

DESAND: SLIGHT INCREASE
For several months it has been evident
that the sharp file in industrial county
and consumer purchasing power which
started last summer would be halted
about the beginning of the new year.
Recent events have borne out these expectations, which were based on a study
of conditions in the more important
industries. During the latter part of
December industrial production declined
more than essentially, and this tendency
has continued thru January. According to proliminary indications, the output of industrial products recently has
been only alightly above the average
for last October.

The movement of prices, of farm
products in relation to changes in suppiles, however, indicates that consumed
domaind for farm products has continued
to increase elightly. This is merely an-

other demonstration of the lag which usually occurs between changes in general industrial activity, consumer thomse and the demand for agricultural commodities. If only a moderate and temporary decline in industrial activity occurs during the first quarter of 1030, it may be expected that consumer demand will not be much affected and will continue to be above the levels prevailing during 1938.

during 1938.

In making their plans, therefore, farmers are interested in the probable degree and length of the slowing down of industrial scrivity which became of the conditions existing on the important industries contributing most by industrial scrivity discloses no signs of a serious or long-continued recession; for long-continued recession; for long-continued recession; for long-continued recession; leaves of long-continued recession; in 1958, and these industries are expected to be bell withers leading to general improvement in many others.

The resulting larger incomes of con-

The resulting larger incomes of consumers should bring a better demand for many miscellaneous consumers goods. There has been no large increase in inventories during the last 6 months of 1828 when industrial activity was sharply rising, and general economic constitutes, including the government spending program, are favorable to a

fod to be held at the exposition on September 2 and 3.

MIDDLETOWN, N. Y.—The 99th annual fair of Orange County Agricultural Society will have the Jim Mikew Rocked as night grand-stand attractions booked as night grand-stand attractions booked the demograte demand for farm products as night grand-stand attractions booked the demograte demand for farm products are likely to be more stable in 1909 than 1938. in 1938.

In 1938.

The foreign attuation continues to be unfavorable for United States agriculture. Political uncertainties continue to exert a Sravy pressure on general ladustrial netivity in foreign countries, which thus far San given little-evidence of following the recovery movement in the United States. Exports of farm products during the last few months laws been materially lower than a year earlier. INCOME: DECLIFICE

INCOME: DECLINE

Farmers in December received \$13,-000,000 in cash income from marketings and \$50,000,000 in government parments, Soch figures were, smaller than the November income, and the total was less than the \$683,000,000 received in December, 4837.

The December, 49372.

The December income raised the total for 1938 to 87,632,000,000, or which 87,180,000,000 was from marketings and \$482,000,000 from government payments. The 1938 total compared with 88,578,000,000 in 1937, of which 88,208,000,000 from government payments.

Farmers received \$3,160,000,000 of 4n-come from marketings of crops in 1088, as compared with \$3,840,000,000 in 1937. Throme from live stock and live-stock products totaled \$3,990,000,000 in 1937. products totaled \$3,900,000,000 in 1887, compared with \$4,362,000,000 in 1887. Crops yielded proportionately less income than live stock in 1038 compared with 1037. Cash income from grains as a group totaled \$843,000,000 in 1837; from totaled \$843,000,000 in 1837; from totaled \$843,000,000 in 1837; from truits and cottonseed \$657,000,000 in 1837; from fruits and vegtables \$906,000,000 compared with \$1,500,000,000 in 1838 compared with \$1,500,000,000 compared with \$1,500,000,000; from positicy and eight \$560,000,000; from positicy and eight \$560,000,000; from positicy and eight \$560,000,000; compared with \$1,500,000,000; from positicy and eight \$560,000,000; from positicy and eight \$560,000,000; compared with \$1,500,000,000; from positicy and eight \$560,000,000; compared with \$637,000,000. Prices of farm products began the new year at \$94 per cont of pre-war. This compared with \$100 at the beginning of 1838. Prices declined sharply in the winter of 1938, but the underlying factors are considered more propilious this account.

A. E. SELDEN, "The Stratosphere Man," in collaboration with Bob Beach cutbored a feature article with two page art spread in the April lague of Physical Cutture. Article emphasized the importance of good physical caudition when performing and included his biography. A trip to a circle when he was 9 years old innoculated Sciden with the virus to embark on a professional cares. The following year he joined Frank Pilboam's carrival. Leter he foured with his own troups until 1930, when his wife, Dainty lines, died at Winston-Salem (N. C.) Pair is a greenit of a fall from her rigging. He went on the road with his present set in 1931.



HALIFAX DISTRICT EXPOSITION, INC.

DAYTONA BEACH, FLORIDA WIER OF MARCH 13-18, INCLUSIVE. The East Coast's Biggest Event,

A truly bone-fide Feir supported with County, State and Covernment Exhibits. RIDES ALL BOOKED. CAN USE one more Show to dealure. One more optstanding FREE ACY, mothing teo big. CONCESSION SPACE LIMITED. Who footage so typic can be reperved. If you ever played Daytong you know what it had not, ask youg friends.

Will sell X on Cook House, llingo, Movelties, Scales, Pennant End Floss. Pitchmen, Demonstraters, we can place you; Wire

JACK A. PURCEL Sarge M. SURCDORF, 143 Magnette Aven Fabr Heers. Daytona Beach, Fla.

NEW FACE FOR A. C.

Is Mayor's Aim In Revenue Plan

Beach authority provided in legislative bill-set-up awaits survey report

ATLANTIC CITY, March & A new Paces" for Atlantic City is contemplated by Mayor Q. D. White, who is anxious to evolve a plan whereby the city can set revembe from its beaches and other natural seets. A Tive-man authority to take over and manage public parks or beaches of New Jersey municipalities bordering on the Atlantic Ocean is provided in a city-ptanning bill which has been introduced in the Legislature and which is expected to be the stepping stone for Mayor White's plan.

Under the bill the city is permitted to turn over to the authority whatever lands are necessary, whether they be the such or eith-owned lands for parks and parking space. Bill also gives the guitherity power to issue bonds for improvements, such bonds to be based on "evenue from the parks and not to be liene on city real estate.

Saving to City Seen

Saving to City Sees

It is also provided that the authority have full power over the perks, and if it takes over the beach and Boardwalk would be empowered to hire its own. Boardwalk police or life guards. Buch employees would be paid-out of revonted etrived from whatever means is decided upon. A great saving would be effected for the city, it is pointed out, in that police and beach guards would be taken off the municipal pay roll.

While the planning hill itself would serve only as enabling legislation, final discission ou' the set-up for Atlantic City awaits recommendation of Morgan. Hamel & Engelken, New York, retained by the city commission to make a survey of the resorts revenue-producing recreational facilities.

Mayor's Views Afred

Mayor's Views Aired

Mayor's Views Aired

City commission has studied at some length the atocoss of Jones Beach, which the same firm planned, as well as the improvements in Miami and other reserved in the more desolate awamplands, as well as provide much-needed revenue and much better beach facilities thru a carefully planned project. He has aired his views and plans to follow this up with more Tiraside chats" by other members of the commission in an effort to revamp the Boardwalk and Atlantic City in general.

Charters Issued in Albany

ALBANY, N. Y. March 4—Exposition Stratochip Co., Inc., New York, was issued a charter by the accretary of state. Promoters and sharcholders are given as Isarry C. Traver, Harry Blooms and Verbon Keenan, New York, Incorporators also received charters for Bunny Hug Co., Laft-in-the-Dark, Co., Turtle Chase Co. and Exposition Autos, Inc. Operation of Coastern, Carcuscia, Perris Wilcels, etc., is object of Hub City Enterprises, Inc., White Plains, also chartered. Blookholders are given a frum Call. James Demetreps and Elle Trans. White Plains, D. & B. Ammsemmat Enterprises. Inc., Brooklyn, has been authorized to Plain. D. & B. Amplement Enterprises. Inc., Brooklyn. has been authorized to operate amusement devices. Herman Beyer. John D'Brrco and Rose D'Errico. Brooklyn. are given as directors and Enterprises.

S. F. Playland's Biz Good

SAN PRANCISCO, March 4.—Business of Pisyland-at-the-Beach was good over the week-end opening of Golden Oate Exposition, said George Whitney, operator, the midway doing exceptionally well. Oirs Shop and Cliff House were well up to standard. Four Sensational-Rockets, Playland attraction for two housthe, closed to join Hilderbrand's United Shows.



FRANK F. ORAVATT, president of Sieel Pier Amusement Corp., Atlantic City, who left this country lost week for a five-neek tour of Europe. His ittnerary includes Europe's leading entertainment centers, where the Wedd of the world's largest amusement pier intends to scout novely acts with a view to bringing them to the pier's Ocean Stadium Street.

Eastwood Readying Two Detroit Spots

DETROIT, March 4.—Opening of East-wood Park has been set for April 14, said Missager Henry Wagner, and construction is being concentrated on Eastwood Gardens, outdoor ballroom, which will have an additional floor section 100 by 70 feet. This will enable the spet to cost 3,000 people and to hold 6,000 on the dance floor. Other work includes extensive repainting and general remodelling.

Eastwood management is also making extensive attentions at Westwood, combination reached use and outdoor gardens, which it took over a few weeks ago mentions of grounds and a pageda for additional shetter are being constructed. Property is being improved to offer wider attraction to patrons.

A name-band policy will be followed at both spots, with peasibility that bands may be booked for one week in Eastwood. It fellow with a week in Westwood, to fellow with a week in Westwood at both spots, with peasibility that bands in the band field have been used in Eastwood in the peasibility that has been used in Eastwood in the peasibility that bands wood, to fellow with a week in Westwood. Higgest names in the band field have been used in Eastwood in the peasibility that begin used in Eastwood. Manager Wagner midd. For two measons westwood has offered chief opposition to Eastwood's ballroom.

G. G. Expo Aids Pageans

ATLANTIC CITY, March 4.—Contest to select Mass California to compete for the crown of Miss America 1909 here on September 5-11 will be conducted by San Francisco Golden Cate Exposition, and George M. Thom, executive director of the pageant here. California finals are to be on August 15-17 with girls representing 11 other Western States as quests. Typon said the girls would come east by boat via the Pageana Canal. Plans have already been completed for 12 State contests.

Schwarz To Head New Spot For Houston

HOUSTON, March 4.—After a lapec of aliment eight years Rouston will again have an amusement park. Jake Schwarz, for the past four years connected with Rorwitz theaters here, and an associate have obtained a 30-acra tract three-quarters of a mile from the city limits on the main street highway for erection of a large-scale park. It is planned to have the park in operation by the hapting of 18405.

Luna Park, which was later demodished, who constructed in 1924. Since that time population has grown from 200.000 to mearly 500.000.

Mr. Schwarz is more than 78 years eld and will celebrate the 50th anniversary of his entrance into show business this year. During his career he has been connected with opera, raudoville, drama, parks, fairs, circusee and carnivals.

Sea Girt Prepping For May 6 Opening

BALTIMORE March 4—Under direction of J. J. Hartiove, Frank Kietzmoir and M. Dorsey, progress is being made in the building program to convert Thompson Sea Girt House into an amusement park, reports John T. McCaslin, concession manager. Management has made a tic-up with a taxl company to haul patrons to the park free on opening night, say 6.

riay 6.

Proparations are being made for bathing, boating, pony track and other rides. The dance parillon and bathbouse have been redecorated and a new bar has been installed in the hotel. Ficules are being booked and novelty flights and free acts

are planned.

Long Island

By ALFRED FRIEDMAN'

Park Commissioner Moses' long fight for the climination of signboards reached a successful climax for the boss of the local beaches, and Moses is at it full swing salvaging every signboard in sight, sinking special emphasis at those in the most important locations.

Moses' wallop at the signs has its good points in a certain sense, but will have its unfavorable aspects as well, especially for World's Fair visitors, who could easily have acquainted themselves with various amusements other than the exposition and adjusted their visiting programs accordingly. Seashore amusement people counted it as one of their best forms of exploitation.

Cross Bay Road Stadium has been torn down to make room for a road. More than 400 of Long Beach's population spent vacations in Miaml, which is something to boast of for a city with a winter population of less than 10,000. The flow of out-of-town autos around the Island is giving the natives reason for cheer, for tourists here mean spenders.

Operators Push Revere Beach Modernization as Lure for Biz

undergo there renovation and clean-up. Bill Hurley, operator of several attractions of the largest type, announced that tions of the largest type, amounced that the huge Merry-Oo-Round will be enlarged by an addition to the building and that two more rous of horses will be installed on the Carousel. His Loop-and, other rides, and concessions are also to be modernized.

Two new restaurants of large proportions are to be installed this summer, Spanish Cables halfroom and restaurant has become Oceanview under new direction. Name bands will play there thrusten.

BOSTON, March 4.—Revere Beach is to out summer, policy being one of change ordered there renovation and clean-up. Summer policy being one of change overy fortnight. Howard Johnson, proprietor of a chain of restaurants in New England, has entered the picture with two places, one a large resisuant and the huge Marry-Oo-Round will be en-

the other a nitery.

Under orders of the new mayor, Andy Oillis, the beach is to be rid of any undestrables, and the amitteement park, called Revere's chief asset, is to be made one of Greater Boston's lures for tourists. A proposal before city council to move amitteement places and other concessons back one block off the poardwalk to leave the beach free for hotels is still in aboyance.

Outline of Risk Plan Is Given by NAAPPB Group

CHICAGO, March 4,—In conjunction with its 1939 public insulation of drive, the National Association of Amuse, ment Parks, Pools and Beaches' commit-

with its 1939 public labelity insurance drive, the National Association of Annusament Parks, Pools and Beaches' committee in charge has leaved an outline of the risk plan, as Sollows:

1. This business will be written by the Associated Entermity Corp. of California, a company of excelent standing, with its head offices in San Francisco and service branches at strategic points thrusous the country.

2. The policy form will be substantially the same as that which has been employed in the past.

3. The brokers are John L. Campbell. 914 Munney Building, Baltimore, George H. Lauerman, 175 W. Jackson boulevard, Chicago, 2nd the Civeland Insurance Agency, Guardian Building, Cloveland.

4. The rates for this year will be 10 per cent less than the 1939 manual rates as published by the National Bureau of Casualty and Surety Underwiters. If these new rates are not available when incurance is required, the 1938 rates will be used and the 1939 rates may represent an increase the operator will have the privilege of pro rate cancellation if dasired. This 10 per cent reduction will be applied by the operator will have the privilege of pro rate cancellation if dasired. This 10 per cent reduction will be used in the specific rate on each device.

Profit Sharing Included

5. The entire 25 per cent charge, for

Profit Sharing Included

Profit Sharing Included

5. The entire 25 per cent charge for
additional interests which has been imposed by previous carriers where there is
a common interest, such as between
owner and concessioner, lessee and concessioner or owner of park and leaseoperator of park, has been aliminated.
However, if additional contractual liability is assumed by the insured, an extra
charge will, be made commensurate with
the contractual liability assumed.

6. This insurance will, be available in
every part of the United States, at the
reduced intes except where minimum
rates are fixed by State, laws or profitcharing plan is prohibited.

7. Experience credits that have been
enned will be applied as in the past;

8. In addition to the reduction and
(See OUTLINE OF KISK opposite page)

With the Loos

at the zoo here on Pebruary 17 to Bobby and Bimbo will not be displayed for at least a month so as not to excite the mother or offspring, said Director George P. Verheller. First offspring. Patry Bue, died about two years ago and had to be taken from Bimbo 36 hours after birth and fed from a bottle.

COLUMBUS. O.—Enrollment of new members is growing in Columbus Zoo-logical Society. Superintendent William Senth is preparing to receive largest crowds in the 2002 biskory, as many new attractions will be presented at official opening on April 1. Nearly twice as many animals and birds will be co-exhibition this season, as there were last year, newcomets including laugh recent donations and purchases as two gint gray kangards, mandrills, beatons, two chimpanaces, two retras and soveral bears. Purchase of a rhinocorous, attended to the construction of the construction of the construction of the constructed.

MOUSTON.—An albine belocal pre-sented to Hermann Park Municipal Zee by Airred Mitchell, who captured it near his ranch at Lolita, Tex. reports 200-keeper Hans Naci, may be the only anow-white bob in existence. It weights 35 pounds. Other albines in the 200 include a skunkr opersum, squirrel, deer and mocking bird.

LOS ANGELES.—With financial becking of business men, thebert vatcher,
manager of California Zoo Park, reported
that it is planned to buy additional
ground, renovate buildings and exet
several new structures. Shows are being
given in a steel spens on Saturdays and
Sundays. A plan has been proposed to
establish a picnic zone and add amusement features.

american Recreational Equipment Association

By R. S. UZZELL

One year ago from the date of this issue Robert P. Lusse left us. Here was one of the prides of our industry. He was more than a hadronal character in our fraternity. In alsoft the European countries where he had traveled and countries where he had traveled and dangled with ammendent purveyors we get the same comments on his honesty, sincerely and integrity. One hage operator "over there," only recently asked us why we did not send more representatives of his type.

No reports of dissatisfaction with him.

sentatives of his type.

No reports of dissatisfaction with him come to us anywhere that we went on an assembled trip thru Britain and the Centificant. The same is true of South American customers who relate their contacts with him! These gratifying evaluations of such wide range certifying evaluations to such wide range compelled the to make note of them for permanent record. A good ploture of the will be found in this department. He took justifiable pride in returning to Switzerland, the country of his origin, for a visit to childhood scenes and to place his preduct extensively over his native country. Switzerland gave him birth, America was his loyal home, and this creation was known around the world. In the words of a famed philosoworld. In the words of a famed philosopher we can say. Here was a man," Some day our museum will have a half of fame and when the roll call is made the name of Robert P. Lusse will not be missing.

New Status at Coney

New Status at Coney
Pleasure Beach. Bridgeports Connamunicipally operated, is to date much more statement of the content of the park so managed. This is due targety to the fact that the Scotch mayor teamed up Bridgeport before venturing into amusement park operation. He begines in running a city for the benefit of the people and surrounded himself by a staff who shared his opinion. No requests are made to cut the smanager in for a per cent of the takings of an attraction. The door of the director of the park is left wide open during an interview. Another wholesome and welcome conduct of the place is the fact thate by a stair who shared his opinion. No cerns wurdrobe, solomon asking that all requests are made to cut the manager in padding be declared illegal and that only for a por cent of the director of the alrector of the part is left wide open during an interest. Another wholesome and welcome to the place is the fact that only roke an opinion. It will be too concentrations are not compelled to left in the to-complain over rules after the politicians thumb a ride. Who said it contact effarts.

politicians thums a second politicians thumb a can't be done?

Lune Park, Coney Island, N. Y., is in the third erbeivership. This time it is a foreclosure of mortage. It is quite likely to mean that he third erike is out, Dene Rumoz has is that the Rosenthal brothers will get it. If this eventuates, the policy will be changed to see, the policy will be changed to that brothers will get it. If this eventuates, the policy will be changed to conform to present-day Concy requirements. Tee long did Luna attempt to run an aristocratic park which the rable refused to support. The Roardwalk and the universal 5-cent fare changed the competent of Concy. Many other landfords there paid dearly for attempting to attent the tida. Whoever succeeds with Luna today will be compelled to recognize this now well-established from a long personal centact as actual operators at this famous playground.

N. Y. Needs Weather

Amusement operators at the New York World's Patr have had one weather wal-



THE LATE MONERT PLEUESE, OF Lugar Bron, ride manufacturers, who died a year apo the beek. A fribute to Mr. Zusse appears in R. S. Desell's AREA column in this same.

lop after another since the first of the year. With the very limited time for construction before opening, these men will have to go at a fever-heat pace to got under the wire by April 30. It will be a case of putting on plenty of man and close supervision. Bad weather from now on will produce plenty of litters on Flushing facts.

Along with Amne 'n' Andy, New Yorkers and the nation are awakening to the fact that this expection will be "some show." The stupendous size and staggering cost of the fair almost wrecked andy and his bettle of smelling

The Pool Whirt

By NAT A. TOR (All Communications to Nat A. Tor, Care Now York Office, The Billboard)

High-Diving Suggestions

High-Diving Suggestions
Relative to the high-diving championships to be staged in Palisades (M.J.)
Amusement Park pool over Decoration
Day, word reached this pillar last week
from Capt. Sol Solomon, righter of the
initial open competial, that he is persectly willing to defend his title. In a
letter from Miami, Pla, he offers some
suggestions for this year's meet.
These suggestions are herewith offered
for what they're worth. Please write in
and say whother you agree with Sollys
Idos; whether you have any or your own.
If you are a high diver write to this
column immediately for an application
blank.

First, Solly name that bournament be restricted to divers and that jumping be climinated. Second he suggest that there be three yedges, one preferably a doctor so that any feethardy filters will there be three judges, one greferably a dootor so that any footbardy divers will be stopped from going higher than their physical resistance permits. Then it is Solomon's contention that each con-testant should be required to do his last dive—from his highest mare, that is—at least twice, presumably to frevent any fluke winnings. His last suggestion con-cerns varience, followen asking that all padding be declared illegal and that only bathing frunks or complete suft an

West Coast Beauty Quest

That nation-wide Calatte (so-called Goddess of Aquatics) beauty contest planned by the Jantzen Swimming Association in co-operation (with Golden Gate Exposition in San Francisco has Gate Exposition in San Prancisco has hit a smag. It may, however, be outducted in 11 Western States as a test and it successful premoted on a national scale in 1840. A San Prancisco praise agent, Robert W. Robb, who was associated with the expo. is trying to work out plan with Paul E. Huedepohl, of the Jantzen org. Idea calls for commercial tanks staging climinations and how-off at the Colden Gate fair. If plans materialize a beauty competitude will be held in conjunction with annual Learn-To-Swim campaigns conducted by Learn-To-Swim campaigns conducted by

Answer to Jamison

Answer to Jamison
Taking exception to remarks recently published here and attributed to Capt. Jimmy Jamison, a feader, who prefers to remain anonymous, writes; "I have been affeading your column and must say that you shouldn't print all that you hear or that is written to you, for there were some pretty hard things and or instrusted by someone who is new around the pools in Miami. I resent the remarks made for it was I who gave the party conferred (apparently reforting to Jamison—Ed. note) his Job at McFadden's Deauville Pool, as I was unable to take the yob myself. Incidentally, I thus Ethelds Bleithrey did a very good job of producing water

cidentally. I think Ethelda Bleibtrey did a very good job of producing water shows at Deauville, but ahe was new to the angles of Florida.

"Also the shows that were staged were not put on by any locker boys or high divers. And people who think instead of taking could have elaborated on the shows by having Billy Bose or some other large producer stage them, for there is plenty of competials in Florida, and money is no object. But they disant. "A fellow should naver bite the liand that feeds him." liand that feeds him.

"I admit that Alexander Ott reigns supreme and that he is a real showman

and that is because he has had more ONTARIO BOARDS-experience-producing shows than anyone shat that the decision of the last anyone experience-producting shows than anyone class. During the Florida boom days Ott was putting on shows at Ops Locks and the old Royal Palm Hotel pools, both of which aren't in existence at present."

Dots and Dashes

Understand they're going to try to romote tiny Barbinan indoor tank, New years they berbisen indeer tank, New York City, which heretofore has housed Mary Beaton's swim action exclusively.

A Did you know that Billy Rose (not the producer), who conducts a pet shop in New York and who is planning a bird show in Prank Darling's Children's World, in one of the old high-diving produceds.

Billy says he used to hered diving actions world, one of the old night-living pro-ducing, as in the own in 1902.

Many local pool men attended Sporta-man's Show at Grand, Central Palace in Gothamtown in quest of squatle ideas.

Steel Scaffolding for N. Z.

LORDON, England, Feb. 23.—At New Zeeland Centennial Exposition in Well-ington In: 1839-60 amusement park equipment will be constructed of tubular sizel scallolding and Eurton's oquipment will be constructed of tubular will be constructed of tubular sizet scattolding and Burton's feature Double Grip Tubular system will be used through the first time an annuar steel Scattolding. The cost is estimated at from \$800,000 to \$750,000. Such construction is said to be quick to erect and dismanule, giving added strength and safety withs park will also contain a Super-Cyclone ride with tons of steel work. The patent steel graffolding will slee be used for other structures at the exhibition. The system was used at the recent Empire Exhibition Olasgow, Scotland. British organizer, and construction will be in the hands of Charles Phigo. American amusement park constructional Engineer.

OUTLINE OF RISK-

(Continued from opposite page)
benefits above outlined, a prefit-sharing plan is also a part of the arrangement. The premiums earned and actually paid to the company by all active members under the special policy insued by the company shall be taken to represent hycome. Losses incurred, becluding the estimated value of reserve for unpaid chains and social legal expense for distance of suits, plus the overhead expense to the company, shall be taken to represent the outgo. This overhead is fixed at 19½ pet cent of the premiums earned and paid. The difference between the total of premiums paid to the company and the total of the foest and expense incurred shall represent the profit, and 60 per cent thereof, less any and all premiums carned but not paid to the company shall be paid to the company of the association.

Claim Service Previded (Continued from opposite page)

Claim Service Provided

Claim Service Provided

0. The profit-sharing feature of the plan is based upon \$5/10,000 limits. Higher limits can be provided when desired at thirturally moderate percentage increases over the net rates for the forespoing limits. As the nature of the business of our members have been exceeded in the natural fraction of the members take advantage of the Seportunity for higher finite at reasonable rates. As the company remistres time stores rake above \$5/10,000 it strong American relimiters, those carrying higher limits with the added security of the relimiter with the added security of the relimiters for the excess over \$5/10,000.

10. Adequate engineering inspection, claim service, logal defense and all services incidental to claims will be provided by the company to all policy-

GREEN BAY, Wis. — Modernization work under way at Bay Beach pavilies here is expected to be completed by alay 13, when the park is achievabled to open. A new hardwood dance floor, lighting fittures and enlarged dressing rocous and band stand are part of the metualistic process. mebuilding program.

(Continued from page 36)
Ramid, Joe Hughes: Schooley Produc-tions; Frank Wirth Booking Association, Inc., Frank Wirth: Oray's Greater Shows; Canadian Vandertile Exchange.

Canadan Vaudeville Exchange.

Midway contracts announced were
Wallace Brog. Shows, Lindsay and Tillsonburg; Jackson Bhows, Kingmon,
Belleville, Renfrew and Brampton, Attractions contracts announced were
George A. Hamid, Inc., Learnington,
Canadian Vaudeville Exchange, Lindsay
and Belleville. Our gun Agency was
given the privilege of furnishing the
floor show at the 1940 convention.

Feature Story on Hamid

Feature Story on Hamid

W. C. (Bill) Fleming, former director general of the Johnny J. Jones Exposition, was on an unoufficial visit and stayed over for a hockey game Saturday night. George A. Hamid and Jor Hughes, in the Jor Hughes and Charlie Rose concerning the 1239 show. George Hamid "made" the columns of The Toronto Scening Telegrent in a feature story on his life. Humor is that Windsor, One, is to have a fair, taking the now closed Devoqualize race track in 1940. Merrick Nutting raturned from a booking tour for the Couklin Shows in time to attend the deings. Harry Lottridge, former above owner, is now working in the inferests of Jackson Midway Shows. Occase Africano will have the Queen City Shows on Jocal lots early in April.

Ware's Grove Brantisticko, vi — Ware's Grove Park, midway between Reene, N. H. and Bratisboro, will open for its 18th season writer management of William R. Manch coff May 13. Park features dancing, roller skating and bathing and has picnic grounds.

NEW DEVICES THE FUN HOUSE FOR 1939 WORLD'S FAIR

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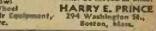
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LUBER BROS., LIDE, Confest Resear, 62 Birespag, Standard 1957 C. J. Bayland,



PROTECTS SHOW EMPLOYE

Interstate Clearing System For Unemployment Claims

A number of outdoor showmen have mixed The Billboard for information on the probabilisticus and workings of Unemployment Compensation laws as adopted by the States. District of Columbia, Alaska and Ruseati, and also that part of the Social Security Act known as Ittle IX- Decause the provisions of therefores, appealably at the perials to the show world, are to involved. The Billboard had a special representative, familiar with them and also with show business, make a study of the boliv for the benefit of its readers. This necessitated several trips to Washington for compensace with povernment apperts and a complete check-up with the similar State laws. Nothing is given here that has not been checked with the proper government officials.

The basis for all unemployment legislation in the United States is Title IX of the Social Security Act, which imposes an excise tax of (at pre-mt) 3 per cent on, all pay roles of employers coming under it. So far it has been impossible to get an official ruling from the Social Security Board or the Miscellance. possible to get an official ruling from the social Security Board or the Miscellaneous Tax Division of the Treasury Department, which enforces the act, exempting outdoor show bisiness by classifying it as a seasonal industry. Instead of granting exemptions it eseems to be the tendency of the Social Security Board tocattend coverage to a number of hereforce exempted industries and bring as many employers and workingmen as possible under the regulations of the act. Under the Unemployment Insurance regulations the word employer is defined as follows: "Generally a person is an 'unployer." If he employs eight or more individuals on each of some 20 days during a calendar year, each such day bring in a different calendar week. "The several weeks need not be connected."

This would exclude concernances and individual contractors in show buildness (See PROTECTS SHOW on page 42)

Golden Belt Signs Lewis

HENDERSON. N. O. March 4.—G. M. Hight, socretary of the Ootdon Belt Fair here, annotanced thin week that the Art Lewis Shows had been signed to present the relidway at the 1930 event. Model Shows have been contracted to furnish the midway attractions at the Vance County Colored Fair, also held here.

Louridge Joins Jackson

TOBONTO, Out., March 4—Et Jackson, owner of the Jackson Shows, said last week that Harry Lettridge, former owner of the Harry Lettridge and Royal Canadian shows, operating in Osnada from 1924 to 1923 and intelyproducer of celebrations and special events, had been appointed general agent and concession manager of the organization.



JOE GLACY, recently elected first JOB GLAUY recently victed first vice-president of the Pacific Coast Shoumen's Association, is a nestee of Brocklyn and Normany passes was associated with major Eastern carnibusts. Now a promitient West Coast shouman and connected with the W. C. (Spike) Hungins Shout, on which grountsation he operates four should, clace is much trapicled, having presented his attractions in Hawail, the unitipodes and the Orient.

Roth Is Building Large Dance Floor

COMUNIBUS, Ga., March 4.—With the signing of the Scony Page Orchestra by L. E. Roth's Blue Elbbon Shows, officials of the organization announced this week L. E. Roth's Blue Ribbon Shows, officials of the organization announced this week that they are building a new dance floor, which will be in line with the shows attractions, under a 6000-foot top. The Park Riddie Band, a different unit from the Sonny Page Orchestra, will play the afternoons downtown and nightly at the marques from 6 until 8 pm. with the Page Orchestra taking over in the dence hall about 8:30 pm. each night. Officials are of the opinion the innovation will make a good addition to the rear and of the midway, and Manager E. L. Roth announced that it will not be on the order of the old '40 camps.

In addition to Sonny, who leads the orchestra and plays trombone, roster includes Mildred and Alma Page. Trumpets: Harry Spratcha drums, Watter McCutulon, Ext. 25avine Page and Ethel Page, sixes: Pelix Porter, guitar, and John Parr, plane.

Zacchinis Framing Own Show for 1939

TAMPA, Fin., March & Zacchini Brothers, of cannon-act note, will take out their own earnival in 1939, under the little of Zacchini Broth Shows.

The seven brothers have established querters here and are building all equipment in a well-equipped machine shop. Plana call for the above to use the modernistic motif throut, with this boys themselves building semi-tractors and special steel van bodies. They recently insured their show, cannon acts and motorized equipment with Charles A. Lonz.

Ontario Fairs to Sims

TORONTO, Opt., Can., March - Fred W. Sime, owner-manager of Sime Greater Shows, according to William Cooper, has signed contracts to furnish the midway features at the dellowing Ontario fairs; Orillia, Tillsonburg, Emira, Naponec, Caliawa, Barrie, Orangeville and Welland.



QUESTS AND MEMBERS of the Lodies' Auxiliary of the Heart of America Showmen's Club at the Birthday Dinner on February 25 km the Arice Room of the Hotel President, Kanus City, Mo., celebrating the 18th anniversary of the founding of the auxiliary. Photo by Cresswell.

SLA Frolics On April 10

"Biggest buy in entertainment," says Chairman Johnson-Levy fun head

CHICAGO, March 6.—George W. Johnson, chairman of the sixth annual Spring Prolite of the Showmen's League of America, has appointed committees and is hard at work on plains for the event. Show will be held in the College Imp of the Hetel Sherman on the night of Monday, April 10. Usual fine supper will be served, and in addition to the regular College Imp entertainment there will be a number of additional acts.

tional acts.
Spring Prolics has grown to be an important event in the Lesgue's enter-takingent calendar and one that attracts

See SLA PROLICS on page 60)

Munn Returns to Zimdars

NORTH LITTLE ROCK, Ark, March 4.—Buddy Munn Jr. has been re-engaged as press agent of the Zimdam Greater Shows, it was learned here this week. Another addition is Dr. Spaulding, graduate of the University of Minrisota, who will serve as staff physician, marking the first year the organization has carried its own doctor.

HASC Auxiliary, K. C., Celebrates

19th Anniversary With Big Party

Kansas City, Mo., March 6.—Ladles'
Auxiliary, Heart of America Shownens' President Virginia Eline, Leah Brumleys,
Ciub, colabrated the 19th anniversary of
its founding with a birthday perty in
the Aster Room of the Hotel President
here on Pebraary M. Invocation by
Chaplain Myrtic Dungan was followed
with seating of guesta at an appropriately decorated hourt-shaped table. Thilps
domated by the men's club and g huge
birthday cake added much to the pleasnot seene sublide guesta guests.

Place cards were carried on the backt
of porcelain elephants, whose trunks
were hald high in the air as an ornen of
good luck. Merni consisted of green
and rips office, clery, Hawalian tailed,
Pilet Mignon, partiey potatoes, buttered
Abaska as desserf, Mrn. C., W., Sharker,
acting as toasmistress, called on First
Vice-President Ruth, Amp. Levin, who
welcomed members andlexpressed friendlings, and confidence in the ciub
for dess.

Orlando Opening Near 1938 Figure ORLANDO, Pin., March 4. - Royal

Royal American's

American Shows opened at Central Pine-ida Exposition here on Pebruary 27 to business which came close to last year's business which came close to last year's first day. Oppling days being children's day, grotings were jammed, with the grand-stand performance, a free vaude-wile show, receiving good patronage, and the show and rides enjoying big business. This despite the fact that cirus crope here have been bringing disappointing prices. Thesday afternoon was light, but the night picked up substantially and all attractions were crowded until a downpour at 10 p.m. cut into husiness.

Mrs. Carl J. Sedlmayr returned from

into business.

Mrs. Carl J. Sedlmayr returned from Tampa. Plat to her residence in Mismi, but is expected to return to the shows soon. Rayfiell will leave for New York in search of talent, for her two new shows. Carl Sedlmayr Jr. is attending. Rolling College at Windor Park, Plat. five miles from here, and he visited frequent-(See ROYAL AMERICAN's on 1899, 3)

Hopi Indians Bally For Pix, Conn. Houses

BRIDGEPORT, Comm. March 4.—Low-Poil thealers in New Haven. Hartford and Bridgeport taking Englishe Sterlings Hopi Indiana to exploit United Artists' Stagecoach. Date set by Cliff Younges. Prison Show producer thru Harry Shaw. manager New England L.-F. houses. Matt Saunders. local manager, who trouped with Buffalo Bill years ago. copped first prices and \$500, plum fee best exploitation in Motion Pictures' Oreatest Year contest.

Younger has electrical shows See

Oreatest Year contest.
Younger has electrical shown for Tomorrow Today, electrified fantasy built by Floyd Lamb and reaturing daughter, Jerry. Outilt bookedion Paramount Shows, opening Worcester, Marketter morth. Show consuper of well and fantastic effects made possible with electrical apparatus," according to Younger, and depicts affect amount addition light, heathest booking, metion that doesn't move and weighte that fall up instead of, down's mong about 20 officets.

Fidler Gets Mich. Festivals

ST. LOUIS, March 4.—General Aged's Roy J. Cousins returned here from a trip north on Wydnesday and advised he had signed three Michigan feetivals. Fidler's United Shows. They are Blue OHI Pestival, Hastings: Foret Pestival, Manistique, and National Cherry Festival. Traverse City. Work is progressing incely in quarters here: ewner Sam Fidler in things. Show opens in East-Alton Olivian April 10.

THE AMUSEMENT CORPORATION OF AMERICA

Royal American Shows, Tampa, Fla. Beckmann & Gerety Shows, San Antonio, Tex. Rubin & Cherry Exposition, Mobile, Ala.

Announces the Following Fairs for Season of 1939:

BATTLE OF FLOWERS, San Antonio, Texas.

ILLINOIS STATE FAIR, Springfield, IIL

IOWA STATE FAIR, Des Moines, Iowa.

OKLAHOMA EXPOSITION, Oklahoma City, Okla.

BRANDON EXHIBITION, Brandon, Mare, Can.

REGINA PROVINCIAL EXHIBITION, Regina, Sask., Can.

REGINA PROVINCIAL EXHIBITION, Regina, Sask., Can.

REGINA PROVINCIAL EXHIBITION, Pt. William-Port Arthura Can.

WEST TENNESSEE DISTRICT FAIR, Jackson, Tenn.

MISSISSIPPI FAIR AND DAIRY SHOW, Meridian, Miss.

INDEPENDENCE JUBILEE, Calumet, Mich.

MIDSUMMER FESTIVAL, MILWAUKEE, WIS.

MINNESOTA STATE FAIR, MINNEAPOLIS, MINN.

FLORIDA STATE FAIR, Tampa, Fla.

NATIONAL COTTON SHOW, Memphis, Tenn.

CALGARY STAMPEDE AND EXHIBITION, Calgary, Alta, Can.

MICHICAN FREE FAIR, Ionia, Mich.

SOUTHEASTERN FAIR, Allanta, Ga.

EDMONTON EXHIBITION, Edmonton, Alta, Can.

TRI-STATE FAIR. Seperior. Wis.
TENNESSEE STATE FAIR. Nashville. Tomn.
ALABAMA STATE FAIR. Birmingham, Ala.
MISSISSIPPI STATE FAIR, Jackson, Miss.
SOUTH TEXAS STATE FAIR. Beaumont, Texas.
FLORIDA ORANGE FESTIVAL, Winter Haven, Fig.
GULF COAST FESTIVAL, Pensscola, Fig.
CHATTAHOOCHEE VALLEY EXPOSITION. Columbus, Ga.
GULF COAST FAIR. Mobile. Ala.
MID-SOUTH FAIR, Momphis, Tennis
STATE FAIR OF TEXAS, Dallas, Texas.
TULSA STATE FAIR, Tulsa, Okle.
MICHICAN STATE FAIR, Detroit;
TENNESSEE VALLEY A. G. A. FAIR, Knexyllis, Tenn.
NORTH DAKOTA STATE FAIR, Crand Forks, N. D.
KANSAS FREE FAIR, Topoka, Kan.
KANSAS FREE FAIR, Topoka, Kan.
FLORIDA EXPOSITION, Orlando, Fig.

We would be pleased to hear from reliable and progressive people desiring to connect with a progressive organization.

Address each show individually, or

The Amusement Corporation of America

112 West Randolph Street, Chicago, Ill.

Still Dates Only for

New One, Empire State
NEW YORK, March 1.—John H. Thisis
Jr., animal trainer, announced formation of the Empire State Shows under

SHOW TRAILER CAMOPIES

Fulton Bag & Cotton Mills

Important Announcement

CHAS, T. GOSS
WITH STANDARD ONE PROLET COMPART.

his operation. Outfit will play still dates and celebrations exclusively in New York and New England territory, carrying three free acts and John Palmer Handerson's Band of eight pieces Palmer-Honderson's Band of eight pieces and working at a 10-cent gate, said Thiele. Show will also feature Thiele's Jungleiand Parade with a large number of cages and pens for stock, now quartered in Catskill, where opening will be in late April.

Pres sons announced by Thiele are the Billy Signist flying not. Fred Delimar's Lions and Lasher's Aquatic Sensations. J. J. Mistrot is concession superintendent.

Thinle has been an india showran.

tendent. Thiele has been an indic showns on midways and also operator of an animal farm in Catalill Mountains. Former quarters in Cairo was leveled by Tirk a few years ago.

ST. LOUIS, Okia., March 4.—Orester U. S. & Dulley Bros. Combined Shows are scheduled to open a week's stand here on March 6. Only part of the rides and shows will be set up for the date, said Manager H. T. Freed.



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CAPACITY - DAZZLING SPEED
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TRAINS - THE MODERN
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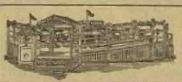
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18-wats cortable Sound System. Can care of outdoor crowds of up to 1000 to 1 or 2 tweete took built-in don-speakers plus your abelon of crystal or he and including handsome floor pake

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the following the min and princip cards. Put in a 18.50; 50 cards. \$4.00; 70 cards. \$4.50; and \$5.50; 50 cards. \$1.50; 166 cards. \$8.25; 50 cards. \$1.50; 166 cards. \$8.25; 50 cards. \$70; 160 cards. \$1.50; 160 c

3000 KENO

in 30 sets on 100 certs each. Pland in 8 series the cards—not up and down. Light-card. Per set of 100 cards, tally cerd, calling at, \$3.50. . \$2.00.

It am Lotto sets an complete with wont
tally and direction sheet. All cords size fat.

LIGHT WEIGHT SINGO GAROS.

or discarded 0.000 size 547, per 100, size, 500, to 100, size 547, per 100, size, 500, s

where, extra, 50c.

mornelly Hispon Shaker, Real Class (12.10 12.10 000 Jeep Pak Silps (strips of 7 marrhyrm), per 1.000 strong that Class (12.10 000 Jeep Pak Silps (strips of 7 marrhyrm), per 1.000 strong that Class (12.10 000 Jeep Class (12

J. M. SIMMONS & CO. 19 Wi Jackson Blvd. Chleago

DARE-DEVIL OLIVER

PROTECTS SHOW-

(Continued from page 40)
employing less than eight people during eat 20 or more weeks in a calendar year, but here is where the rub comes in: off Many State unemployment laws have a much more extended coverage of work-inguien than the federal law, and the showman with only a few employees may come under the provisions of his home resistate law everen the exempted from the on federal law.

Number of Employees Varies

All Unemployment Compensation State Inwa are, based upon the federal law and had to be approped by the Social Security Board. Nevertheless there are some differences between federal and State laws, as a number of States wanted to protect the employees of small business enterprises and went much farther than, the federal law.

The laws of the following St The laws of the following States con-form with the fedgral law neguting only employers of eight or more persons for at least 20 weeks a year to pay unem-ployment insurance tast Alabama, Colo-rado, Florida, Georgia, Illinota, Indiana, Iowa, Kamaat, Maine, Michigan, Mimis-aippi, Missouri, Bebraska, New Jersey, North Carolina, North Dakota, Oklaboma, Cauth, Carolina, Scatth, Dakota, Chiaboma, North Carolina, North Dakota, Canadama Scuth Carolina, South Dakota, Tennes-tee, Tena, Vermont, Virginia, Visshing-ton and West Virginia. Shownon living in these States will have nothing to in these States with here nothing to cornry about it they employ less than eight people, or employ eight people or more less than 20 weeks in any given calendar year. The same also applies to Alaska.

The other States have different unemployment insurance laws for faxing employers, as follows:

Six or more persons: Wisconstn for 18

Pive or more persons: Connecticut for

20 weeks.
Four or more persons: California, Kentucky, Louisiana, Maryland, Massachusetts, New Hampshre, New Mexico.
Oregon, Rhode Idland and Utah for 20 weeks; New York for 18 days,
Three or more persons: Arizona and Ohlo for 20 weeks.

Onto for 20 weeks.

"One or more persons, thereby including every employer, Arkanass, Delaware, Idaho, Minnosota, Montena, Newada, Perinsgivania and Wyoming and also District of Columbia and Hawaii, all for

The federal unemployment insurance tax must be paid exclusively by the em-ployer. It is unlawful for an employer to try to force his-employees to pay part of this tax

All State laws require that the un All State laws require that the unemployment tax be paid by the employer abone, with the following exceptions: In Rhode Island this employees have to contribute 1.5 per cent of their wages to the Unemployment Fund; Alabama, California, Kentucky and New Jersey, I per cent; Louisians, 0.5 per cent. In Massachusetts it is I per cent, but this provision of the law has been suspended till June 30, 1939, and probably will be eliminated entirely them.

Supersedes State Laws

Some of the State unemployment compensation commissions are somewhat they in repard to seasonal workers. They are utraid that employees in reasonal industries will prove to be a heavy drain on their funds, as these employees could file claims every year when they get out

The case of a inctory which regularly The case of a factory which regularly closes down a certain period each year because of the seasonal nature of the industry—the outdoor show business in exactly the same position—has been recently teaten up by several State ungemployment commissions with the Social Security Board, and it is expected that next summer an official ruling will come out of Washington on this case that would also affect show business.

At appears assamel workers in most

At present seasonal workers in most States are eligible for benefits on the anne basis as other types of workers. Of course, workers in firms which operate less than 20 weeks a year are generally not covered by the Law, Also in 27 States the law says that "the administrative agency may make special provisions for industries that operate only part of each year. These States are Arisona, Clorado, Delawaran Picrica, Georgia, Eduho, Illinois. BYERS BROS.

SHOWS

SHO

States the unemployment compensation laws do not have separate provisions for workers with are employed out a sesson-

At this time it would bit a waste of effort for any showman to try to come to an agreement on a ceasonal basis with State administration, because the federal government would not recognize such an government would not recognize such an agreement and would hold the employer responsible for the B per cent excise tax on his pay roll. Artials 203 of Title IX of the Social Security Act states specifically: "Even if an employer is not subject to any State unemployment insurance law, he is nevertheless subject to the tax."

When and Where To Pay

On unemployment taxes two returns have to be made by the employer liable under the act, one to the collector of internal revenue and the other to the unimployment compensation commission of the State one chooses as his permanent

hosdquariers.
Government officials informed the writer that a show owner has the choice of his permanent residence of his winter quarters, where he stores his equipment for the winter, as the address for his unemployment tax returns. This means that a show owner living in Ohio during the winter and having his winter quarters in Mississippi, where he closed his show, can refect either Ohlo or Mississippi as his address for tax purposes and can make his returns either to the Unimployment Compensation Fund of Ohlo or Mississippi without endangering the benefits for his employees, as will be shown later. non later.

It is suggested by officials that he select the State where he usually closes his show, as this would make it easier for his employees to get the benefits of his fax payments, but this is not compulsory. The federal tax payments under the Social Security Act should be made to the same collector of internal revenue who receives the oldings demefit taxons from the show owner, and wages of the Bridgidges, amployee should be comthe individual employee should be com-puted on the same base and dage bene-fit taxes, including the same allowance the individual employee should be com-mind on the same base an dange bene-fit taxes, including the same allowance for board and other matters that are included in taxable wages under the old-age benefit law. An employee can-not figure wages for an employee for the season as \$600 for the old-age division and only as \$400 for the uncombinement. and only at \$400 for the unemployment insurance taxes, Both must be the same amount.

Every State in the Union now imposes a excise unemployment tax of 2.7 per an excise unemployment tax of 2.7 per cent upon the employer. This tax must be paid to the State Unemployment Compensation Fund at a time-designated by the State. This date of payment varies in the different States and can be vertfied thru an inquiry at any branch office of the commission. Extension for payments can be obtained only thru per-sonal contact with the respective com-

sonal contact with the respective commissions.

The Social Security Act requires payment of a 3 per cent excise tax, but allows a credit of 00 per cent for payments made to any State unemployment
fund. In other words, if a taxable payroll for 1936 amounted to 210,000, the
tax due the federal government would
be \$300. But as one has to pay to the
Unemployment Compensation Fund of
his State \$270. The can deduct this from
the \$300 and pay only the balance of
\$30 to the federal government.

Onefan make payment to the collector
of internal revenue in four equal payments—oit January \$1, April 30, July 31
and October 31—but the tax declaration
statement showing the total amount
owed the government must accompany
the first payment on January 31. The
collector of internal revenue has the
power to grant a time extension for
statement as well as for payments. It
is suggested that If a show owner has
neglected to make a statement of payment taxes, he should immediately
straighten out the maker with the
revenue office with which he usually
does business. Any Onemployment Compensation Find office and any collector
of internal revenue will help in making
out statements. of infernil revenue will help in making out statements.
An employer makes his statement and

pays his taxes only to one State Uncom-ployment Compensation Pund—his home State. This protects him in any other State. For instance, a show makes its official headquarters in Mississippi but entibits for five weeks in Tennessee. It has no obligation at all to Tennessee as long as the show owner has the proof that he is making his due contributions to the Unemployment Fund of Mississappl.

Records and Reports

Every employer must keep records

showing plainly each employee's carnings and how long employed. This data must be given by the employer to the State compensation agency when making reports under the Social Security account number of the employee so that his benefit credits will not be confused with those of some other warker of the same name.

Furthermore, every sworker has the right to demand, on leaving an employ-ment, a written statement from his em-ployer showing how long he has worked for the employer and the wages received. Every employee must have this so-called "expandition" statement when her her tion" statement when he makes

Benefits to Employees

All States, with two exceptions, are now paying unemployment benefits. In Hillings and Montana payments will start next July. Since the purpose of unemployment compensation is to provide benefits during temporary unemployment for those who usually have jobs, the worker must qualify for benefits by having worked a certain beriod in the past. worker must quality for benefits by having worked a certain period in the pasting worked a certain period in the pasting worked a certain number of weeks of employment during the year or two before he lost his job. Under other laws he must have earned a certain amount of weeks of the lost his job. Under other laws he must have earned a certain amount of weeks during that time. This is unually expressed as a certain number of times the weekly benefit amount to which he is entitled. The exact amount of equalitying work or wages is different from State to State. A show employee should find out, when having a show, under which. State unemployment laws the show operates. The unemployment come pensation agency of any State can then tell him exactly what is necessary to qualify for unemployment benefits.

Interstate Clearing

The Dillboard representative has finalbeen able to verify—and this is absolutely official and ebecked with a
number of State commissions—that show
omployees are protected by the dately finstalled interstate clearing system for unemployees are protected by the dately fin-sialled internate clearing system for un-employment claims. They can get their memployment benefits in any State where they may lose their jobs with the exception of West Virginia, which are far has refused to accept this little-change system. It makes no difference under which State unemployment law the abow works, the worker is fully protected.

As soon as a show employee is taid off of loss his job he should go to the nearest State employment office with his Sonial Security bard and the above-mentioned "separation" statement from manifolised "separation" anatement from his last employer. He must also know under which State law his last employer operates. He must register for work at this State employment office and tile an INTERSTATE claim for his benefits. The employment office will try to find another job for him and do all the rest.

Waiting Period

Mairing Period

After registration at the employment office there is a "waiting period." Cahfornia has the longest waiting period with four weeks. Alabama, the District of Columbia, Hawali, Florida, Idaho, filiands, Eentucky, Michigan, Missouri, Montana, New Hampshire, New York, Ohto, Pennsylvania, South Dakota, Tennssee, Vermont and Wisconstin have a waiting period of three weeks and sipother States two weeks.

waiting period of three weeks and all other States two weeks.

If the employment office or his own efforts and is qualified for benefits, his first check will cover the figst, week of unemployment after this waiting period.

In most States he will receive about half of his regular week's pay, but all more than \$15 a week, hearn States also provide that benefits cannot be less than a certain minimum. Every worker's benefit must be figured separately on the basis of his wage record if an employee has been working steadily for the past year or two ha will probably have credits enough to give him benefits for about 12 to 26 weeks, depending on the law of the State governing his samployer, When a chow employee has been working for more than one employed during a season, it might be very hard in some cases to get the full benefits especially when the shows are working under different State unemployment laws. If an employee has less credits be may still get benefits, but they may be for a shorter time.

Quipting Job os Misconduct

Quitting Job or Misconduct

Under most State laws if a worker fulls a job of his own free with without good cause his waiting period will be longer, Also in most States a worker (See PROTECIS SHOWS ON page 57)



The Big annual

SPRING SPECIAL ISSUE OF

Billboard

This is the big, important buyers' guide edition of The Billboard which all Show People refer to and rely upon throughout the year. Any product or service taking part in this "Show for Show-Minded People" gets unusual attention and reception. No matter what they need, Show People refer to The Billboard.

Read

All about it on the inside!

More Months of ac

Buying on the part of Show People keeps many firms busy throughout the year. Don't overlook this vast market for SALES!!

HE wide-spread, world-wide Amusement Industry spends billions of dollars annually for equipment, merchandise and supplies. Products of every description—from paint to powder, Kewpie Dolls to trucks, balloons to floodlights, soft drinks to sound systems — are widely used every day of the year, making purchases necessary at periodic intervals.

Thousands of buyers in this lucrative market are influenced by the advertising they see in The Billboard, their favorite trade paper, covering all branches of the industry—Indoor, Outdoor, and the Allied Fields. The Billboard offers advertisers a choice market of easy spending big buyers. The Annual Spring Special Edition is their "catalog" and remains on their desks or within easy reach throughout the entire year.

Plan now to be well represented with large space. The low rate of \$350.00 per page enables all advertisers to give their products and selling stories forceful, dominant display.



These important features will give your advertisement preferred and lasting reader attention...

- COMPLETE DISTRIBUTION—The usual domand for the annual Spring Special has always made it necessary to double the regular print order. This year's distribution plans will require a run almost two and a half times the negular issue print order, guaranteoing every advertiser coverage of all buying prospects. Copies of the issue will blanket the Amusement Market early in April.
- SPECIAL EDITORIAL FEATURES—Articles on management, promotion, operation and other specific subjects relating to the different branches and divisions of the industry will be used, assuring an added amount of reader attention.
- ATTRACTIVE 4-COLOR COVER—The complete departure from the regular issue photographic design will immediately set the Spring Special Edition apart as something unusual and out-of-the-ordinary, creating an urge to look between the covers.
- CATALOG-TYPE EDITION—Over the years. Show People have come to regard the Spring Special as an animal catalog-type issue. The 1939 edition will be the 36th. Whenever a purchase must be made, prospective buyers of your products or services will turn to the Spring Special, Make sure they will see your advertisement by reserving space now

ve Show Business in 1939

PUT ON A SHOW FOR SHOW PEOPLE THE SPRINGS SPECIAL ISSUE OF

Bill Board

DATED-APRIL 8, 1939
The Most Important
Issue of the Year!

RESERVE YOUR SPACE Mow

The additional editorial and advertising matter for the Spring Special issue will necessitate doubling the number of regular issue pages, therefore making it necessary to go to press earlier than usual. Avoid any possible chance of your advertisement missing the issue. Mail your reservation today.

PRINTING STARTS MARCH 29

Manufacturers of nationally-known products such as trucks, tires, gasoline, oils, coffee, beverages, liquors, light bulbs, etc., etc., should not overlook the tremendous size and buying volume of the Amusement Field. Firms with products and services of specific purposes and uses in relation to Show Business should be represented in The Billboard consistently to do a thoroughly effective job of selling.

1939

a Year of Show Business Opportunities!

At no time in recent years has so large a portion of the country's populace been so keenly "amusement minded" as it is today. The reason will be found in the World's Fairs on both the Atlantic and Pacific Seaboards. These gigantic undertakings, because of their national significance and importance, have stimulated a longing and desire on the part of the American people for new, lively and interesting entertainment. And it looks like their wishes will be fulfilled.

Aggressive showmen are preparing for a banner season with bigger and better shows—improved and up-to-date equipment—more modern programs of entertainment—changes and additions that are certain of getting and holding the crowds, which will give them profitable seasons.

Manufacturers, distributors and jobbers of equipment, merchandise and supplies used in the various branches of Show Business are face to face with opportunities of an exceptional nature. This is the year to make a concerted drive for business in the Amusement Market.

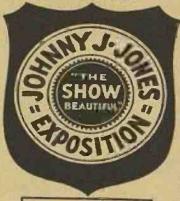
The Annual SPRING SPECIAL issue of The Billboard is the forerunner of a long buying period. Decide now to be represented.

The Billboard Publishing Co.

25 OPERA PLACE Phones MAin 53067 CINCINNATI, OHIO

BRANCH OFFICES

NEW YORK OFFICE Epatace Theater Bldg. Medailion 341616, 7, 8, 9 CHICAGO OFFICE 4th Floor Woods Bidg. Central 8480 ST. LOUIS OFFICE 390 Arcade Bldg. Chestnut 0443 7222 Lamport Rdis Madison 6395 E. Lawrence Phillips Presents



"MIGHTY MONA of the TENTED WC

Opening Augusta, Ga., Saturday, April 1st

Again taking to the road with the largest array of superior attractions in our history. A modern Midway brilliantly illuminated, unsurpassed in the outdoor amusement field. The Johnny J. Jones Exposition is the world's OLDEST independent amusement organization. Our financial resources are equal to any similar organizations and are such that we are at all times in a position to avail ourselves of the progressive innovations of the show world. Our resources stand as bulwark in our dealings.

CAN PLACE one Grind Show of merit that is in keeping with our standards. NO exclusive on shows augment our midway.

Opening for new and novel riding devices not conflicting with what we have.

CONCESSIONS—Can place high-class Picture Machines, Scales and other legitimate Concessions. No exclusive on concessions, but will beek limited number only.

Talented Minstrel Show Performers wanted, Address EDDIE JAMEISON.

ONE OF THE FINEST ROUTES OF STILL DATES AND FAIRS IN THE COUNTRY

Our fairs commence early after our BIG FOURTH OF JULY CELEBRATION and include Salem, III.; LaPorte, Ind.: Indiana State Fair, Indianapolis; Kentucky State Fale, Louisville; Chattanooga, Tenn.; Shelby, N. C.; Hickory, N. C.; Danville, Va.; Greensbore, N. C.; Orangoburg, S. C.; Georgia State Exposition, Macon.

ADDRESS ALL COMMUNICATIONS TO-

ANNUAL

nnny J. Jones Exposition

WINTER QUARTERS AUGUSTA, GEORGIA

511 C ST., N. E., WASHINGTON, D. C.

Ballyhoo Bros. Circulating Expo. a Century of Profit Show

Band Gaff, Pla.
Week ended March & 1939.

Desr Mixer:

Some show people are ever looking forward to something. For years many hire lived off the "next week will be a pool one" propaganda and "our fall dates will put everyone in pay dirt." Bur Bathyno Brok, promised their people. We will postively play Florida," and minised that promise, Now with our "Florida tour about washed up, they decided to pep up the entire Bersonnel with either "two weeks in tropical Cuba" or "the fifshiner spot of the season," at the last, meeting of our board of dudrectors it was decided to give them the "banner date." En route to Sand Gaff, our much-

the "banner date."

En route to Sand Gaff, our muchbouted banner stand, the shows entire
personnel was in high spirits. The
cusches rang with laughter, with even
the 300 statercom dogs meeting in the
disting car on friendly terms. Show and
ride operators held railroad time tables
in their hands checking off towns gail we
passed thru them and figuring the miles
ret to cover before they reached the
Promised Land. So strong had the bosses
worked the "banner date" that they
started to believe it themselves, even
soing so far as to let those already on
the nut draw a deuce in brass.

At 2 pm. on Sunday the five sections

the nut draw a deuce in brass.

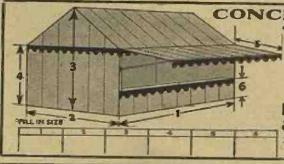
At 2 p.m. on Sunday the five sections guiled into the yards and were greeted by some 5.000 pheeting natives, of whom 2.000 were local business men. Our apecial agent, Af Beauerimansky, shood in their midst holding two sutcases silled with copy for banners from everymerchant in the burg and was inquiring for the shows painter. After conferring with Sandy Burch, the show train master, the train was switched to allow the paint was on to be unloaded mist. Peterships on the lot. The merchants were enthused with the appearance of everything and recybody. After looking over the train

as the his money were well spent. As the caches were drawn up in front of the depot, the laundryman rubbed his pains with give as he counted the number of underabitted men who were hanging out of their berth windows. When our workingmen shouted in unison, "When do we eat?" great hopes tree in the breasts of the baker, the butcher and the green and presser appraised our people for a capacity business, the feed man looked over our stock and knew he was in for a mop-up and the lee man felt that we would use his entire output and that he would even have to put ice on some of our people. Monday morning truckload after truckload of stapplies include on the lot but were sent back until the orders could be confirmed by our special agent, who had departed for the North early that merning. Outcome of the sufferhanner spot was that our people had to carry the banker Outcome of the entire-hanner spot was that our people had to carry the banner all week. Rother than lose our independent show and ride operators, the beases called them into the office and changed their contracts from 50-50 to 60-40 and they take five per cent of the banner money. The paint man didn't ask for a lickback but he did sak the beases to take down his banner reading. "This Show Uses Rosses" Paints Exclustely, he being of the opinion that it wasn't good publicity.

MAJOR PRIVILEGE.

Colley's Re-Engage DuShane

HUGO, Okia. March 4.—Prank C. Dustiane and here Sunday he had been recongaged as general agent and amistant manager of J. 7. Colley's Shows, making his 14th season with the organization. Contracts to furnish the midway at the Le Flore, County Pair, Foteath, Okia, for the third consecutive season and the Okinulgee (Okia), County Pair for the Okinulgee (Okia), County Pair for the Okinulgee (Okia), County Pair for the Okinulgee (Okia), Soundy Pair for the Okinulgee (Okia), Soundy Pair for the Okinulgee (Okia), Sounds of the sholys, he maid:



CONCESSION TENTS Give

Measurements Indicated BUY from Factory SAVE Money

POWERS & CO., Inc. 26th and Reed Sta., Phile, Pa.

133 East Poor South MEDAL PRODUCTS COMPANY

All People contracted and holding contracts answer this call.

Can place any Novel Show, also Long-Range Gallery and legitimate Concessions. Rido Help-Can use Ferris Wheel Operator, Octopus Foreman and other Help.

Address J. M. SHEESLEY, Brownsville, Texas:

AUSPICES CITY DYERSHURG, TENN., DOWN TOWN LOCATION.

WANT Manager for Athictic Show, New Outlit Complete. Adam "Pop" Ethic wire. CAN PLACE Octopus, with er without stransportation. CONCESSIONS: Illast Games, Store Johnts, Proc. Without and John Stock Concession. Exclusive on Wilself iold. Exclusive for sale of Froncis Containd, Lead Gallery, Palmista. CAN PLACE High Actual Act.—30 weeks work. Must

WALLACE BROS. SHOWS
B52 N. Front St., Memphis, Tenn., Till March 12; then Dysesburg, Tenn.

3 PROVEN MONEY MAKERS

LOOP-O-PLANE OCTOPUS ROLLOPLANE

Developed and produced by one manufacturer in less (than 5 years.

Write for descriptive Bieratara-EVERLY RIDES CUARANTEE BIG PROFITS

EYERLY AIRCRAFT CO.

ABNER & KESHE, Sales Managary

LUREE SHOS, Ltd., Blackpool, England.



PENNY PITCH GAMES

PARK SPECIAL WHEELS 30" in Dismeter Secretarily Publish. We save to thee 12-18-20-24- and 30 number to the later than the save to the later than t

BINGO GAMES

SERD FOR GATALOGUE.
Fuller New Garrier, Blockets, Dolla, Lerries,
Alerricore Ware, Ozen, 910.
SLACK MPG. CO.

ASTRO FORECASTS AND ANALYSES

NEW DREAM BOOK

ogs. 2 Swis Numbers. Clearing and Pol-1200 Dynama. Baund in Meery Scid FOWN GOOD Coaling Paper, Sanguin 66148 TO WIN AT ANY KIND OF SUPPLY SUPPLY N. 24-Pape Bookst. Dessitting Bound. PROK of 79 EGYPTIAN F. T. GARDS. Asswers

All Quantient, Lacty Parthers, etc.; Bbc.

All Quantient, Lacty Parthers, etc.; Bbc.

EDIAO F. T. OARDS, Parthers, etc.; Bbc.

BENTAL TELEPAPET. Bandlett. 27 P. 25c.

Becklet, TE. P. Ath. Garbains at 12 Brandyes,

Very Well Written. Per Door Boc; Ample 10c.

Experiment Made in Year Canada Control

Label. No checks accepted. C. O. D. 255 Depoch.

Oproment or day on bot Appear in any constantian.

SIMMONS & CO.

10 West Jackson Bivd., CMtCAGO Instant delivery. Send for Wholesale Prices.

BUDDHA PAPERS-SUPPLIES

THE ASTRO DALLY. MORRLY FORGATS, Buddles Papers, 14-T and Strange Resultings, Zodies Disably Charles, Houseavers in 11, 5thes, Apparatus for Mind Bendert, Mastell Magin, Spirit Cravilla, Hills, Charles, House and Magin, Spirit Cravilla, Mind Company, House Company, March 1988, 1987

NELSON ENTERPRISES

HUBERT'S MUSEUM Inc.

228 W. 42d Street. HEW YORK CITY.
WANT FREAKS AND NOVELTY ACTS OF
MERIT AT ALL TIMES.
Stole palary and all details in first letter.
Open All Year Round.
SCHOIK O SCHAFFER.

POPCORN

BRADSHAW CO.

WANTED

Alian Herichelt or Ecilican WERRY-00-ROUND.
To Alexant, 82 feet. No Jone. Will book or loop for seven. Responsibles and terror. Also, and lyrice West, 128. Map 3 Octobrillas.

Midway Confab

By THE MIXER

(Communications to 25 Opera Placo, Cincinnati, O.)

HAPPY UNION: Ideas and finances.

nem Flant SEE: "Civility is not only an assot, but something the public has a right to expect. Cultivate it."

THREATENED fleed conditions along the johio Elver may cause acveral show to change their prospective routes.

CO-OPERATION between advance and Each anually spells a good measure of success.

A LOUD-SPEAKER on every show and concession is of little use if they are all working at the same time.

SAM SOLOMON, owner of Sol's Liberty Shows, spent a couple of days in Chi-cago on business last week.

IF YOU don't get what you want, you'll never get tired of it, Whitey Gooks.

AMONG SHOWFOLK vacationing at Palm Beach, Flo. reports White? Harper, are Harvey D. Drew and his father, James H. Drew Jr.

MRS. SAM SOLOMON, wife of the owner of Sol's Liberty Shows, is in Castularsville. Mo., recovering from a recent illness, reports Doo Waddell.

knecking should go out the same way. No

W. A. GOODELL, photo, gallery opera-tor, advises that his wife underwort a major operation in McComb, Miss., and will be in McComb infirmary about three

BEN FAVISH Darkscason with the Pan American and Grubery's World's Exposi-tion shows, has signed his pop-corr and peanut concessions with the Empire

COOKHOUSE confirment costs real money. Those trusted with its care should give their best efforts in protecting it.

ELIZABETH YEAROUT, of the Ladies' Auxiliary. Heart of America Showmen's Club, Kamas City, Mo., last week was called to her home in Emporia, Kan, where her mother was critically like

MARRY AND BOSE KAHN, who have booked several concessions with the Model Shows, will join General Manager Dick Barris in Brunswick, Ga., quarters

TICKEY SELLERS, whether or not they consider theimselves underpaid, should at least know how to make change.



AMONG THOSE attending the recent annual meeting and banquet of propinie Association of Fairs in the Hotel John Marshall, Richmond, were, doft to right; Goc. J. E. Price; John H. Marka, president of the Mouse beering his name, and Mayor J. Fullner Bright. Opening of the Marks organization's 14th named four has been set for carry in April. Photo by Frank Demonts, Richmond (Vd.) News-Leader.

NEW banners and a new top do not make

RAVE YOU LOOKED POR THEM?: Carnival routes, when available, are pub-lished each week in The Billboard under the caption Carnivals.

RAE-TERRILL cards from St. Joseph. Mo.: "Lea Litta is visiting me here and preparing for the combing section. Tim slee ready to hit the road."

LOYALTY to an employer covers a multip

WHILE EN ROUTE to join the Malvim United Shows last week, Percy Jones stopped off in Kansas City, Mo., to scout for talent for the organization.

MRS. L. R. CARTER, Mendville, Mo. apent last week-end as guest of Mr. and Mrs. 2007 Ct. Marr in their home in Ran-nas City, Mo.

WHY not store that excess equipment?

ARTHUR E. WALSH cards from Oct-tondale. Fig., that he has booked his Caterpillar ride and Penny Areads with the Arrates Shows.

JOHR REAS SHOWS booked with the Great Lakes Exposition Shows have signed William E Chayter and C. F. Mo-Donald as talkers.

THE special agent who comes in pitchout

AFTER SPENDING the winter in Tampa. Fig. Mr. and Mrs. Charles Alica booked their cigaret gallery with the 2. & P. Shows and will open with the organization in Michigan.

MR. AND MRS. JIMMY BULEY and son, Jerry, have returned to Knectuato, after signing their concessions with the Modern American Shows at Kenneti, Mo.

SAWDUST, cinders and sharings often spell, the diffuseace between a winning and losing engagement.—Mile (No So), McCoof.

MORRIS VIVONA has booked one of the outland machines with the Model Shows, reports C. J. Franco. Vivona has been with the De Jame Shows of America for the past six years.

HAVING ENJOYED a good rest and inlabed firing up their farm in Bear Lake, Pla., B. H. and Mayme Davidson aire ready to return to road again and will head north scon.

TRUCK driver who rules for house for his former employee probably will not be welcomed to winter quarters. Or will her

PAIRVIEW (OKIA) HOME of Mr. and Mrs. Frank Ames is a scene of much ac-uvity these days as they remodal their cooklouse and make ready for their fourth sesson on the Oklahema Hanch

CONTRAIPLATING entering the garnie

val field, Parson Waddell and wife, Ella. three lined up a string of concessions, in-cluding an electric bingo game and Chinese checker stand. He is the some of Doc Waddell.

A MARACER who insiets upon grabbing all credit for blassoff should try operating his show without a staff for a short police.

BEFORE LEAVING Hot Springs, Ark., for quarters in Little Book, Ark., members of Puzzell's Unlied Shows vero tendered a farewell party by Mrs. Jeste Le. Howe, of the Strand Theater, and Mrs. T. H. McNell.

MAXINE WILBURN, formerly with a girl show on the Mighty Sheesley Midway, has been spending the winter working in her mother's cafe in Marnet, W. Va. She say ahe plans to hit the road again in the spring.

"WHAT A QUBC HIS is to winter ind Here It's Tucciny and The Billboards Jagen't arrived."

"JUST VISITED the Bennie Wolfe Shows quarters in Royaton, Ga., and found everything in good shape," letters Judge J. B. Gillespie from: Walhalia, B. C. "Opening is scheduled for March, S. and I have booked three concessions."

FORMER ELECTRICIAN on the Model Shows, hike Basett has spent the winter as foor manager for Dick Burns at the latter's Greyhound night club in St. Petersburg, Fin. Mike will rejoke the Petersburg, Fla. Mike shows late this month.

FAMOUS List mords: "Let them build me that route this mear, and I'll tear it down east year."

MR. AND MRS. EARL STROUT will leave their new home in La Salle, Ill., on March 10 for Port, Smith, Ark., where they will open on April 10 with the Pairly & Little Shows, with which organization they will have two shows.

AFTER AN ABSENCE of three reare. Kid Simmons will again hit the road with his Mud Wreetling Arena. Line-includes E. O. Gitney, Mabed Ego, Young Wallace, Roughbouse Maddock and Killer

SHOWAEN who open early are not ofethe groundhog type. They easy be a bit alrade of their shadows but they won't run back into the barn.

BOBBIE AND BERNICE BRIOGS card from Ardmore, Okla, that they have been defined their bings and other concessions with the Magic Empire Shows. They will leave Ardmore for Tulas in about three

LINE-UP of Harts Bros, store show, which opened in Mingo Junction, O., recently, according to James Arpur, the cluded Joe Andrews Bonds, Harts Brothers, animals; Torry, fire worshiper; Trankie Slöen, magic, and Claudine Claude in the sames.



PAN-AMERICAN SHOWS

NOW CONTRACTING ATTRICTIONS, RIGHS SHOWS, CONCESSIONS FOR 1825 SEASON Address 411 Breadway, Johnson City, 11.

Sol's Liberty Shows NOW BOOKING FOR Box 223, CARUTHEREVILLE, MA

GOLD MEDAL SHOWS

SHOWS AND CONCESSIONS

I FIND there is no chythm in a laundry and will positively return to the Care of his fishpond.

Lanner Shows when the blueblyds thy Limit Schmidt, native Hawailan dancer.

ANYONE KNOWING the whereabouts

MICKEY O'DONNELL, of athletic show MIGREY O'DORNEZAL OF EMPSIE AND MOST. Planing that he is visiting his mother there for the first time in eight years. He adds that he recently boxed in Lake Worth, Planing and American Legion Post.

IF THERE are any whitewashed boards on the sides of box wagons, It's a safe guess other windered on deignounds.—Egbert Jronbender, artistic and modernistic blacksmith.

PUNLAND SHOWE notes by Ted C. Taylor: Yago Hay arrived in quarters hat week with his Sids Show. Tige Habes new uniforms make for a real flash and his new band wagon is almost completed. General Agent James Dewey is working out of Lexington, Ey."

THOSE determined to worship at the shrine f Bacchus have only themselves to blame or financial headeches later on the Up?

CHESTER H. LONG, tattoo artist, who been working this winter in Florida, stopped over in Cincinnati on March I for hospital attention to an ulcerated moise, while on route to his home in Plint, Mich., for a visit before opening of the season.

HAROLD DITTMAR, Orangeville, III., has contracted his corn game with the J.R. Edwards Shows. Managing Direction Starts also announced that Charles and Jane Robbins wrote from St. Petersburg, Pla., that they will again be with the shows with their ball game.

OWNERS who make themselves scaled it the least hint of trouble can be compared to the entrich that buries its head in the

BOOKED WITH Zimdars Greater Shows as a free act and with Ernie Young for special fair dates. Harvey Mills and family of wire walkers will leave their Chillicothe. On home in time to join the Zimdars organization in North Little Rock, Ark., about March 25.

SHOW LETTER WRITERS: Outdoor showfolk like to know with what carnival their friends have opened the season. You can lend them this service by sending in the rester of your organization the same week your show opens, not after it has closed.

GINERAL chairman of the Cookhouse Cen-mula Agenta' Society is rubbing his hands in sice in anticipation of the early opening of HIS officer.

ARTER TWO SEASONS with Col. Louis Elloy's Dake Belle Shows, Silver Raley has signed with the Sunset Amusement Co. to operate a new cork gallery, which he built this winter in Tell City, Ind. Be'll also be The Biliboard agent on the

MR. AND MRS. ERNEST, MITCHELL And MARS. ENNERT. MITCHELL and daughter, Betty And, who had the two-headed baby for Mir. and Mrs. R. P. Judy on the world of Mirth Shows last casen, have been wintering in Tipton. Ind. They expect to return to the road about March 15.

HARD-TO-PLEASE concessioners who do not the the work of this ev that general agent the have time to place themselves on other thems.—Course Paleg.

AERIAT EATON SISTERS have been signed by Manager C. A. Hartzberg, of the Kaystone Shows, as feather free attractions. They will open in Pennsylvania Eatons formerly were with Burder's Al-Texas Shows and for the past two seasons were with the Bill Hames

WHILE VISITING at the recent Cleve-land Shrine Circus. Ed Weyls, Weyls Preduction Co., closed a contract with Beach Holls, trapers performer, to present her set as one of the free attrac-tions with the cognitation. She pre-ducted a free set four years ago on the

PAYING those locals upon a show's arrival speaks well for progressive management and is a mathing advertisement by those to whom the obligations have been made.

JOE SORENSON has stimed his Chair-blase and two merchandise concessions with the Funland Shows and will move the Marketta, On. quarters soon to be-am paint and repair work. Another work addition, according to Ted C.

ANYONE KNOWING the whereabouts of M. E. (Happy) Clifton, also known as M. E. Stewart, formorly an electricism with carnipals, is asked to postly him that his daughter is seriously lil at his wife's home, 823 North Front, atreet, Gunbury, Pa. Mrs. Clifton requests that he contact her immediately.

BOSS of the Great Pin Head Shows says he has no compunction against puriolising contracts from other shows but will fight to the last differ to hold his own.

PRANCES (PEGGY) SUMBALL letters from Dayton, O.: "After spending the from Dayton, O.: "After spending the past season with Ellino's Greater Shows, came here to recuperate from a serious liness. Am recovered now and have my smake act signed with Jack H. Nation's side show on the Heller-Acme Shows. Have worked several valudoville dates for Nation this winter."

GREAT GRAVITYO, magicians with Dick Best's aide show last senson, is in New York following hotel and ciub dates in Miami. He reports he will play a two-week stand in Hubert's Museum and Sagain will be with Dick Best's No. 2



W. R. (DIGK) HARRIS (right), owner of the Model Shows, and Dick Collins, recently appointed press egent for the organization, as they oppeared recently in front of the former's night club, the Grayhaund, St. Petersburg, Fla.

nide show on the Rubin & Cherry Expo-

CARD from Francis J. Digh, well-known telker, reads: "Would like to book an out-of-the-ordinary free act., have a man who onters all esting cades more shows. Wants to join for winter dates only."

WHILE ON A NORTHERN booking tour, James A. Winters, general agent of the Brown Novelty Shows, that week visited The Bullboard's Cincinnest offices. He reported that the trip had been successful and that he planned to remain in the Queen City several days before returning to quarters in Valdosta, City.

Mits. BERTHA (GYP) McDANIEL, after winter visits in Cincinnati and Anderson and Eokomo, Ind., motored to quarters of the Johnny J. Jones Exposition in Augusta, Ga. to preper her Bocky Road to Dublin and Arcade for the season with that organization. En route she visited Mr. and Mrs. James C. Simpson at their new home in Birmingham, Als.

CATCH TO iT. Two Southern colored women argued on their way home from a carnival. One, who way agive it, irimarked, "Them of showfells don't gib mebody nothin." The other, who was for it, rapiled, o'if dat so! Look a' do glass dish it wea." Then the knocker piped, "Yeah, yo won a glass dish. O, yeah! But what is yo five cents?"

JOE PREDERICK ecribales from De-troit: "Just received a shipment of mon-keys and I'm breaking them for my Ani-mal, Showh and have almost all of my fairs booked. My recent ad in The Bill-

board brought many replies. My above and concessions are ready for the road, repainting having been completed acono time ago. Plan to play Michigan, Ohlo, Indiana and Illinola."

DISCUSSION of the rehashed question as to whether there easily is any moral difference between a boul of mickel at a time and one of much larger proportions appears to be in favor of the nickel. But if the nickel-standing had is made off of children, depriving them of the pleasure of shown, rides, ice cream and other things dear to their hearts, then they are both in the same category.—Colonel Patch.

TIM WHEELER pens from New Ov-brane: "Had a good wist here on my way up from Tampa. Met many troupers, some working, while others were just taking in the sights. Visited with Mr. and Mrs. George Laird, girl show produc-ers; Mrs. and Mrs. James Nell, concessiongre, Howard Kelly, advance ment for Salto, magician, and Dave Carroll, press agent, who is making plans to go north. I too, will work north, going thru Louisiana and Missourt."

TRINKING press agents do not complain if their weekly show letters have been curt. Sometimes a letter coatains nothing of news value and savors untilimitedly of advertising. Such lines as "AB concessions are now open, due toojoo Doakes leaving the show," or "The management has decided to book a free act and its waiting to hour frem some," should be placed in an advertisiment.

MOTORDROME NOTE: "Do you re-member me-Speedy Reynolds? After being off the road a few years I went back in 1936. Now I'm off the road for



A. J. BUDD (toft) and Billy Hel-bing, who recently returned to the United States from "down under," where they were associated with the Greenhalph & Jackson Shaws. Budd will look over attractions here to take back to Australia when he re-turns in October. Photo by Kid-Pacific News Eureau was snapped on the S. S. Mariposa in Monoluly on February 15.

good. I fractured my left pelvis hast June, and it has shortened my leg two inches. I get around with a came and have to wear a wide clastic belt something like a corret—ma, a he-man. But at that I've got to hugh. After 16 years of motorcrome riding I was never hurt any to speak of, only a broken rib and a few broken bones in my fect. I was running a cig shooting gallery, jumped off the counter and inneed on my left foot, breaking the pelvis in the seramble. That was June 13. I was with the Greates Exposition Shows, Inc.—E. W. (Speedy) Reynolds, written on Veterans Administration stationery, wood, Wis., Co. 2.

BIG WIND. Here's one for the Ananias Club, he says, if it isn't true, as related by Roy Ludington. "In the spring of 1932 with the Wortham Shows playing Pampas, Tex., I was standing, behind the cooknose and nectical fibe cook run out with a deep pan of hot speeds to much. A sudden high wind came up, blowing a builting out of a near-by peed into the method-speets o pan and, while the cook kept up his isbors, the frog emerged and hopped away, some the worse. These petarloss did not go on the menu."



MAKE \$50.00 A DAY ON CANDY FLOSS



Y ON CANDY FLOSS
Our New SUPER WIZARD with a heavy deable
head end darper soladie.
We have seld this meshine
is the Concession for the
New York Weels's FishSolre O and P Fisher
FARTER and FIREM.
FOR THI delate, while or
wise ELECTRIC COL NO.
202 Twelth Ase., B.,
Nachrith, Yorn.

WEST BROS. SHOWS

OPENS MARCH 23. OLY PARK, CAPE CI-RARDEAU, MO., 2 SATURDAYS, 2. Now hoshing inglitude Chromotons and House, likin Help, these driving mosts preferred. BOX 07, Micros, Mo.

CRYSTAL EXPOSITION SHOWS

OPERING APRIL 17 IN NORTH GAROLINA. New Booking Shows and Convenient, Address all vanights, d. Bunt's, Crystal Street, Fig.

A Thought or Two By HENRY HEYN

GAIRO, Ili.—Since closing with the Groves Shows in October with these rides, I have been here waiting to see just how high the water is going to be. I cannot say that I am very much enthused about the new season, what with another late spring likely and the overloading of equipment and shows, numerous nothing-in-nothings, the gate panic etc. Oh, well!

Missouri Senate killed a bill that provided for barring of trucks on highways

Missouri Senaie killed a bill that pro-vided for barring of trucks on high-ways on Sundays. Suits me.

A sketch in a recont Sunday St., Louis Post-Dipatich was entitled Wild West Show and there were cowboys and cow? girls and everything and near by a big top of chrous dimensions. And showing pinin as days was a Ferris Wheel. How

comb?

Beason was closing, but Mose, of the African Village, was not alarmed, saying, "When I gits to Memphis we gits us some semi-housekeeping rooms: that is, half of the time we cooks our own meals and half of the time we said with the neighbors." Yery optimistic accuraty.

curity. Box-Car Day at Tracy (Minn.) Pesti-Box-Car Day at Tracy (Minn.) Pestival 1s another novel sponsored little. Every year it has a Box-Car Day. And how well I recall Tracy! Pityod baseball there years and and hit a home run, which won a great hall game, and the ball bounded nowhere else but in a box car, Minnespous bound.

Cockhouse difficulties, "Can't you all eat that some without music? No, sah: it am too hot to handle."

An unusual arrangement. In Bedford, Ind., a lunch counter is located in a high pardware stope. I have had several good meals there while perched on a pilowe seat and, hoy, did I feel at home!

Goodman Wonder

LITTLE ROCK, Ark March 4.—After an extended trip to Florida Max Good-man and Dave Stock, ride magnate, re-turned here and both were pleased at the progress made. Quarters are busy and all equipment has been overhauled. and all equipment has been overhauled. Geant Chandler, manager, past two scanons major domo in quarters, announces that work is far ahand of last year. Show's personnel will be much larger this year. Routs for the small larger this year. Routs for the small larger this year. Routs for the small larger this year. Bouts for the small larger this pare thru much news territory. Resported day Beverly White.

R. Jackson

CHATHAM, Out. March 4.—After a three-month solourn in the South, Mr. and Mrs. R. Jackson and son, Richard Jr. returned to Toronto and with the uriter attended the fair meeting there last week. Contracts signed included Belleville, Eingston, Renfrew, Almonto, Aylmor, Caledonia and Brampton. Show will present a free act this season, and Owner Jackson purchased another light plant. He is now in Toronto superinstanting building of a new entrance fronte.

Remuse the rides were everhaulted be-fore being stored last fall. Hith work is regulard on them. Quarters here will open shout April 1. Jackson also pur-chased a new engine for Merry-Co-Round. Mrs. Jackson having bet house trailer overhaulted, incorporating some new ideas in decorations. Reported by Marry Lettridge. Harry Lottridge.

Coleman Bros.

MIDDLETOWN, Comm. March 4.— Shows are slated to open early in April. Among the attractions will be H. Hall's Side Shows, A. McKierman's Revue and March America, Marty Green's Pit Show.

FEATHERWEIGHT BINGO SHEETS

5 is all. Very large numbers. Posted 2.000 her Contact, Weight 15 this. Bushbered from a \$1.000. Printed on within and 0 additional re. Serial aspector in ped. Sold in blocks. 100. 1.900. 2.000. 3.000.

PRICES: Minimum Quantity 1000.

Pestage Extra.

J. M. SIMMONS & CO.

IT W. JACKSON BLVD.

Bullock Amusement Company

All-Asdress P. O. BOX 607, Suntan, S. C.

BILL KEMP WANTS DROME RIDERS

Men and Worses who can rese specific. Their anis farry libra. Must have the wardness or in willing to get anne. Their to have them all me deligned far their anis to be the state of the st

Wyse Greater Shows,

Opening May 14th, 19vin, Ill.; then Pt. Maddon, ta, Octave Feditories, The Ride Role, Toronto, Terry Rides and Loop. Want Scale; Show, Tre-In-Don, Michaelcal, Pan Hones, Majora; Majo

to Care WEST BROK SHOWS, Merly, Me.

"POP" BAKER

Cotable 2007 W. Warren, Detroit Mich.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Tomband Dick Coleman have returned after an attended trip thru New England and New York, where they contracted the following fairs and celebrations: fudeon Valley Piremen Celebration, Catakill, N. T.: Certaind (N. T.) Pair: Orange County Pair, Middletown, N. T.: Ballaton Spa and Schaphticoke. N. T.: Greenfield, Mass., and Union and Paul Renith again will be with the above. Reported by T. J. Celeman.

New England

New England

New York, March 4.—Work at Forty
Fort, Pa., is completed, according to
Durky Millers Fide superintendent.
Tenmy Carson, best indjuster, letters
from Tampa, Fla., that everything is
quiet down there. General Manager
W. J. (Billy) Gircud, P. S. McLaughlin
and Ross Manning attended the Albany,
W. Y. fair meeting, W. Fritzerald writes
that the front of his wild Animal Exhibit has both repainted and Noland
Mudd tells from Andersen, Ind., that his
Cappellane has been overhauled.
Buster Cordon, who will feature his
cannon act, announces that all necessary
changes have been made. His water act
has been repainted and new flag ordered. Baul Faul's Punhouse has been
renowated and he will leave Lergo, Fig.,
about March 12. Recent visitors included Jack Daverin, Lee Plume, Jack
Weinberg, Mas McCarry, Joe Casper,
Jackie Owens and Jake Linderman. Reported by Ross Manning. ported by Ross Manning.

Wallace Bros.

Wallace Bros.

MEMORIUS, March 4.—With opening data set for March 18 at Dyeraburg, Tenna, an is hustle and bustle of quarters here. Woodworking and mechanical departments are working night shift. New canvas has been purchased for every show and a new marquee ordered from Baker-Lockwood. All ridge have been overtrauled and painted and shop force has turned its attention to show fronts and company-corned cookhouse, which again will be managed by William (Monsteury) Wallace.

Mr. and Mrs. Wallace, scoompanied by Charles Q. Thoop, arrived recently, add Abe and Edna Frank. Special Agent M. P. Tillotson and wife are expected soon from Mrs. Tillotson's home at Hodge, La. Dutch Sampson will have charpe of the Athlette Show. A new line of paper has been ordered from Kansan City Poster Printers. Manager E. E. Parrow Sc. left for St. Louis on a hurried business trip. Broest E. Parrow Jr. came from school at Murray, Ky., to spend the week-end. Jack & Otiver is recovering from asvere attack of malaria. Rocent visitors were Larry Potther, former general agent of Oold Medal. Shows, and William R. Dyer, owner-manager of Dyer Greater Shows. Reported by Walter B. Foz.

Eric B. Hyde

WINSTON-SALEM. N. C., March 4—
inter full week of quarters activity here
left the building program well shead of
schedule. Owner Eria B. Hyde has agsumed charge. New front entrance is
well under way and Hyde expressed
satisfaction to Pete Williams, head of
the construction department. Williams
will remain with the show until after
the opening to superfise construction
and setting up and taking down of the
fronts he is building. Richmond, Ve.,
office will remain open until about
the inicidle of March, after which all
business will be transacted here. Jean
Fowers, manager of the Hichmond office,
last week entertained carrival women
wintering there at toa. General Agent
James E. Tiornan spont last week here
an conference, with Owner Hyde and
the writer.
Visiters at the Bichmond office irea

in conference, with Owner Hyde and the writer.

Visitors at the Richmond office last week included John E. Misrke, owner of Marks Shows, and his press agent, Wal-fer D. Nesland: Onth Miller: Prancis and Mary Cassy: T. A. (Red) Schultz, mail and The Billboard agent of Marks Shows, and Mr. and Mrs. Jiminy Ze-breaki. Charles Eighern, shows dec-

John Thretu's two small shows and Billy tridian, is in charge of quarters have Boudreau's Motordrome. Mickey Devine Three new trucks arrived last week and sho will be with it. A new Merry-Go-Round and Whip have been purchased and Gene Dean has booked his corn game.

Togniand Dick Coleman have returned after fan, artended trip thru New England and New York, where they concapt and the following fairs and celebrations, Thudson, Valley Firemen Celebrations, Catakill, K. T.: Cortland (N. T.) here soon, as is Tom Hale, to construct Parer Crange County Pair, Middletown. new bingo game.

Major G. Watson Scott, who will operate several concessions, as well as handle The Billboard and mail, writes that he is ready to go. He sho will have charge of the sound system. Sonya Lee has recovered from an attack of in grippe and will be here soon to get her girl show ready. Herbert and Mariem Lehman are not expected, here before four I, since their Posing Show is ready to go. Botse De Legge again will have the Minaried Show. Bill Payan's Congress of Dare-Devils is here and filling an occasional engagement in near-by twins. Concessioners who have signed to operate show-owned concessions include J. C. Corbitte Tony Tearno, Joseph Quinn, Nelson Orpen, Winn Davis, Harry G. Smith, Sam Scars and Cecege Ellis. Lee Pallatier has signed as general announcer. Reported by Carleton Collins.



DENNY E. HOWARD, assistant manager of Hennies Bros. Shows, used to be a police reporter but found the work unscalling after getting a pood sulg of show business. Denny, whose carnival career had been long and varied, is noted as a fast segon builder and a demon loc layer-outer." Above sump was taken in the shows quarters Stressport. La.

Bantly's All-American

REYNOLDSVILLE, Pa., March
After an extensive booking tip, during
which all but hiv of a 28-week season
were booked, the writer returned to
quarters. When key West (Fla.) Fark
closed General Manager Herman Bantly
booked several of his riding devices with
insite playing Fort Zauderdale and Port
Myers, Fin. Mrs. Herman Bantly, accompanied by her lather, Harry Coppingvisited her son. Harry (Bud) Bantly,
in Philadelphis, where he is attending
Jefferson Medical College. They also
visited Mr. and Mrs. Al Walince, who
will have the cooknouse, in Ocela, Fla.
They wont from there to be Tampa
(Fla.), Fair, where they visited for several days before going to Fort Lauderdale.

Much work has been done been whiles

date.

Much work has been done have, whiles the remainder will be completed schein the unit now on the road returns about March 15. Frank shand Jr. has algoed ag special agent and will report April 10. Show plans to play Chio, New York, New Jersey, Virginia, North Carolina and a few apots in Pennsylvania. H. W. Jones, kingo operator, has contracted to place one of his units. New calwas is being purchased and four new fronts will be completed when the Fforida unit

returns. A new-type Jungle Show will be innugurated this year. Jimmy Oth-ningham will have the Underworld Show. The writer enjoyed a visit, with Carl Leuther in Pittsburgh recently. Reported by Harry E. Wilson.

Ziegler & Pollie

GRAND RAPIDS, Mich. March 46—
Four men and the writer have rushed the work of rebuilding, painting and decorating equipment in quarters here. Charles G. Ziegler has two quarters plants, one near his home in Ferndale, Mich. where some rides, trucks and above are being put into condition for opening, and a big place at his island Lake State Park, near Brighton, Mich., where some rides and paraphericals are atored. The writer recently signed contracts for the Big Rapids. [Mich.] Fabriand Belding (Mich.) Labor Day Celebration, making the fourth time in five years a Polite organization furnished the midway at the latter, and the second year to play the Big Rapids even in that period. Show received, numerous inquiries from its first ad in The Billboard, heported by John C. Polite.

West Bros.

MCRLEY, Mo., March 6, With opening day only three weeks off quarters crew has been doubled in an effort to have everything ready. Last of the new panel fronts are nearing completion. Chick Henes and wife, who will have the Bide Show, have arrived and have taken charge of the paint shop. All equipment is being painted and Helene Veletic and two assistants are making pennants and have for the midway, Recent visitors included Al Bayainger, Al Bayainger Shows Mr. and Mrs. W. J. Williams. Reading's United Shows; Doc Wilson and Mrs. D. Resenknob, Pearson Shows. Goorge and Eger Campbell are visiting friends here before joining the Bayain George and Eyer Campbell are visiting friends here before joining the Butter Shows. The writer made trip thru, and by Bruce Barham.

Hilderbrand's

LOS ANGELES, March Sverything is in readiness for opening at Inglewood. Calif., today. Compton. original location, was canceled at the last moment and highwood substituted. Showfolk have been arriving from all sections of the country and all are ready to get under way. Visitors at quarters have been numerous. Claude and Leons Barib have their Hollywood Revue and Mudist Show which was a second and seems of the country of the

their Rollywood Revue and Rudint Show aptck and span.

Comercal Manager Everett W. Coe spens four days in laying out the first hot. General Agent Pierre Ouellette harveen pleted him booking tour of this ecclion and will depart after the opening for the Northwest. Special Agent George Morgan will accompany him. Office, which has been conducted from the Stillwell Hotel, has been remnarred to the abow. Mr. and Mrs. Ed Laber wirded with their cookhouse from their home in Fullerton. Calif. Mr. and Mrs. Ed Laber wirded with their cookhouse from their home in Fullerton. Calif. Mr. and Mrs. Ed (Wildest) McCann arrived from Salt Lake City, and Fred Stewart's cree put the finishing touches on his string, of shows. Among concessioners who just arrived are Ralph and Margaret Balcom, Hazel Fisher, Verns Geoborg and Fact Dybes. Reported by Walton & Pellston.

Blue Ribbon

COLUMBUS. Ca., March 4.—Manager L. S. (Eddie) Both has rethirmed to quarters after a three-menth combined business and pleasure trip and announced fair route which will take the abow thru Occryia, Alabama, Tennessee, Hentucky, Indiana, Illinois and Michigan. Both has set opening date for March 25 here. Painting and overhauling of all shows and ridge are under way. Several new fronts, including new front arch, will be constructed. Added attractions the season will include a penny arcade and a new glass funhouse. Reported by Loo Newton.

World of Mirth

MICHMOND, Va. March 4.—Conerd Manager Max Linderman, arrived last week from an extended vacation in Florida and Eca Springs. Ark. Mera Linderman is recovering from an injury surfained in so automobile section in New York during the holidays. Linderman stated he would direct the resulfding program, and work on three new frost will begin immadistrative Crew totals up

DAYS

March 11, 1939

and by March 15 it will be doubled. Three new rides and a similar number of new shows have been contracted. Two mer light towers have been purchased and the new office wapon, which is pearing completion, was designed by Ralph W. Smith, treasurer. Old gypsy wagon, which served as the office for many a season, will serve 3n director of publicity's office.

Mr. and Mrs. Frank Bengen and nicce, Geraldine Jackson, have returned after a month's stay at Miamil Beach, Fla. Eddie Edwards, chief electrician, reported after a three-month sojourn in Monda. Earl Purtel writes from Tampa. The that he has purchased a new Rollophane and he and wife will leave for Richmond scen. Sim Murphy again will manage the shooting galleries, while his wife returns as secretary to Manager linderman. Mr. and Mrs. Hans Mertens infood they will narive about April I. Mrs. Maybelle Kidder again will present the Illusion Ehow, sastaed by her daughter. Mrs. Jean Walker. Charles H. Taeger, concessioner, in still contined in veterans Theopital, Ecoughtan, vs. He would enjoy hearing from friends. Among those expected here soon are Mr. and Mrs. T. W. Kelly, Mr. and Mrs. Jack Ward, Mr. and Mrs. R. P. Judy, Mr. and Mrs. T. W. Kelly, Mr. and Mrs. Jack Ward, Mr. and Mrs. R. P. Judy, Mr. and Mrs. William Brown, Jesse Rhoades and Jerry Greenlee. Reported by Howard Ramsey.

Crystal Expo

CRYSTAL RIVER, Fig. March 4.—
show will not be emiarged this year, but
much repairing and painting will be
done. Manager W. J. Bunts has been
informed that his canvas will be ready
fee the opening, and Doc Carlo Marco
acress he is ready to join with his two
should making his third season here.
Harry Benije and Johnnie Bunts have
their new mouse game and hoop-is compieted. Hene Bunts, five years old,
caught her first red fish unsasisted, Personnel of show was sorrously injured. He
has had charge of the Tilt-a-Whirl for
part five seasons, Reported by Charles
Staunko.

J. F. Sparks

ATTALLA, Als., March p. With official opening only a few weeks away, work at quarters is nearing completion. Roy has done a grand job with the minstrel abow, and Charlie Gordon new ministrel show, and Charlie Gordon has begun work on a new fun house. John Linton, electrician, has arrived and is rapidly getting his department in these, lack and Vinginia Auburn address they are anxiously awaiting the opening. Hearts were addened recently by the death of Pote, a favorite of the Moniely Circus. Recent visitors include Mr. and Mrs. J. T. Sparks and Mr. and Mrs. J. T. Cookevilla, Tenn., where he is attending school. Reported by James H. Timmuns.

Model

ST. PETERSBURG, Pla March 4.—Reports from Superintenderit Travis from Macon, Oa., Indicate that everything will be in shape for opening as Brumswick. Oa. Frank Rupp and Harline Barkoot date and final arrangements were made for delivery of the Dipsey Doodle. J. C. Franco, general agent, reports his work in the Noeth is about complete and will be down here soon. Owner Dick Harris Greyhound night club is the showfulk mecca in this section. Jimmy fate is manager, assisted by Harry Edwards; Larry Parker is emses. Harry and Rose Kahn, who will have concessions with the above, will surive soon for a visit with Mrs. Harris. George Oceke, late treasurer and secretary of the Johnny Jr. Jones Exposition, visits daily. Charles Sutton has been signed adjuster, completing the official staff, which includes C. J. Pranco, general seen; W. R. (Dick) Harris, owner-pineral manager, Mrs. Margaret Harris, contary-treasurer; Fred Matthews, special agent, and Dick Collins.

Mighty Sheesley

BROWNSVILLE, Tex. March 4.—Shows the back in quarters after playing the Charro Days Piesta here and getting each for the regular season opening. Duty Moore is working 14 men and anys will have the new Skooser ready about tarch 15. Howard Ingram has 50 men be-

building, painting and decorating. A new lighting system is being installed. Capt, J. M. Sheesley is away on a business trip, but is expected back soon. William Zeidman is repainting and repairing his Mery-Oo-Round, two Perris Wheels and Kiddle Auto Ride. Opening has been set for March 25.

Airs. Jeanne Williams wintered here and has her Loop-o-Plane painted and is eagerly awaiting the opening. Slate

Mrs. Jeanne Williams wintered here and has her Loop-o-Piane pointed and is eagerly awaiting the opening. Slate Parker has arrived to assist Howard Insgrum. Al Renton, will do some repairing on his Sido Show and also take time of for fishing. He, Mike Goodman and Dr. Fisher brought in a catch of over 200 pounds Theselfly, Adolph Watson arrived to take charge of the quarters cookhouse, and Floyd Newell, publicity director, advises from Orlando, Pla., that he will arrive soon. Ernis Murray, wife and son are waiting for the call to open. Mrs. Charles H. Pounds is receiving densal treatment here. Warren Rice arrived after attending his fether, W. H. (Bill) Ricel, funeral to take up his dutiks with John D. Sheesley. Mr. Panning, manager of the Capitol Theater, has treated show-folk here very well this winter. At Stophens and wife visited last week. Reported by E. C. Msy.

Scott Bros.

MOBILE, Ala., March 4.—Shows opened in Fairhope, Ale., on February 26 to good business. Work is still going on in quarters. Our Litts, general superintendent, has rebuilt all panel fronts and two semi-trailers. Another will be ready in a few days and all paraphermain has been overhaulted and repainted. Show is motorized. Jack Berger is the sconic artist. Only five rides and Tive shows are being taken out the first couple of weeks. Animal show is still in quarters. Mrs. C. D. Scott has had her stepmether. Mrs. Pearl Shroyer, of Dayton, O., so her guest since the Mariff Gras in New Orleans. Mr. and Mrs. Arthur Scott and daughter. Charleen, have returned from a what to Mrs. Scotts parents. Mr. and Mrs. L. K. Saul, of Ellaville, Miss. Among the old fuces here are Charlie and Pauline Drill, with five concessions; Mr. Parrell, two; Gue Litts, three, Mrs. Scott, two: Kellie Grady, three. Mr. Scott will bring out another ride next week. E. H. Rucker is still stage manager of the Minsters Show, with Teen Johnson, band master; Marle Johnson, Gid Revue; Joe Engessor, Monkeydrome, and Adam Erby, stadium, with Tex Thorpe featured. Reported by B. M. Scott.

Buckeye State

NATCHEZ, Miss., March 4.—Pinal flurry of activity before opening on March 11 is gripping quarters here. Much new canyas is on display and the readying of the downtown site for the opening goes of rapidly. Show is larger than last season. Almost all have returned from winter cruises. Ceneral Manager Joe Caller announced today the side show again will carry the headless Dantinta as a special attraction. Dayton Curtiss is managing the Ten-in-One. Reported by Ten Johnson.

Great American

VICKSBURG, Mass. March 4.—Quarters' activity began February 10 under supervision of Eimer (White) Dill, who had been taking care of minor repair work during the winter. All equipment is being looked over, specially the rides, and after reconditioning has been completed paint will be, applied. Emil (Happy) Graff, with the organization from 1921' to 1923, has aigned is lot superintendent. His wife, Eleanor, and har mother, Louise Mayfon, will operate the pop corn, peanute and carmet corn concessions.

Ernest Zeeck game in with his photogallery and digaret ahooting stand. W. K. Davidson visited from Meridian, Miss., and states the Ferris Wheel is in good shape. Show has been signed for the spring Mardi Gras and far celebration here under Veterans of Foreign Wars auspicos. Manager Morris Miller left here for Charlotte, N. C., where his museum is showing. John J. Holilday, special agent, is working with local merchants on a trade week in connection with the Mardi Gras celebration. Reported by Frank J. Leo.

T. J. Tidwell

SWEETWATER, Tex. haren 4.—With almost all the work completed, all are locking forward to opening on March 26, Pivo rides will be set up on location on the fairgrounds for the Nolan-Flatter stock show half Recent arrivals include



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"BINGO BUSINESS" A Column About Bingo In the

WHOLESALE MERCHANDISE Department

THUS WEEK and EVERY WEEK

Mr. and Mrs. Harry Craig and son. Buckey: Mr. and Mrs. Sidney Presson and Doc and Mrs. Failpot.

Writer returned from, a booking trip and turned over contracts for the following to Manager T.J. Tidwell: South-Plains Junior Stock Show, Lubbook, Text. Penhandle-Plains Daily Show, Lubbook, Text. Penhandle-Plains Daily Show, Malinde-Plains Daily Show, Markon, Plackwell, Chin.; Anthony (Kan.) Pair, Winfield (Kan.) American hegion Pair, Greenwood County Fair, Sureka, Kan.; Coffer County Fair, Burlington, Kan.; Allen County Fair, Burlington, Kan.; Allen County Fair, Iola. Kan.; Cherebee County Fair, Columbus, Kan.; Will Rogers Memorial Rodeo, Vinita, Oklar Ottawa County Fair, Allami, Chickople, Oklar Orndy County, Free Fair, Chickople, Oklar Orndy County, Free Fair, Chaham, Text. Contral District Pair, Graham, Text. Contral West Texas Pair, Hasbell, and Midwest Exposition, Sweetwater, Tax. Reported by Don Mignessing.

Imperial

HANNIBAL Mo. March & Picnty of activity scould quarters. Mr. and Mrs. Resider have surried work on their Paris by Night Show and Joe MacNamara is

getting his Artists and Models ready.
Tominy Davemport wired he would be here near week to remodel the Athlete Arens. John Johnson of side show, also is expected soon. Fred Hollingsworth arrived with his new Octopies, Managor Zimmer just returned from North Tonawarda, N. Y. where he purchased a Merry-Co-Round. Ocneral Apost Camares is in and cut every few days inting up committees. Generalissimo Edward Mockins optimistic over, the coming session. Reported by Al Hoffman.

World of Fun

World of Fun

ORKERVILLE & C. March 4.—Arriving from bis home in Stamford, Conn.,
General Agent J. E Steblar found phanty,
of activity at quarters here. Crew under
direction of Ride Superintendent Whitey
Davis has the repainting and overhauling of rides well under way. Work on
new fronts and main softrance will be
directed by Steblar. Soveral new tops
have been gravered. Mrs. Steblar will
remain, at her home in Stamford, Conn.,
until May. Show will open soon, with
a small unit playing to lew dates hear
here. Official opening will be in Virginia some time in Aprilla stamped.
Steblar says the route as almost complete.

Polits in quarters include J. Rincheset. Red Heller and Paul Banks, Recent visitors were Clarence Scrpee; J. Tindey, makinger Tindey's Shows; Jack Arnold, Heller's Acme Shows, and Stanlef Rob-orts, Staff will remail almost the same as last year. Reported by Whitey Davis,

Davis & Parrott

BOONESVILLE, Va., March 4.—Work in temporary quarters have has been progressing rapidly under supervision of superintendent Russell Davis, naststed by Raleigh Gibson. Chap Wood and Willis Davis. New minstrelt and girl show fronts have been constructed, and new taket boxes and stages built. Director H. I. Davis is in University Elemental rapidly recovering from a recent operation. A. T. Direct Direct Tent and Awaing Co., visited and left with an order for a new minstrell show top, marquee and girl show top. Manager Paracet has been visiting in Hichmond shid Sourfelt, where here were and other equipment has been purchased. General Agent Eaw left Gibsonton, Pla., where he spent the winter, for permanent quarters at Mt. Vermon, Ga., Peterusay Sun. Weintroub. Who, has the com-

Sam Weintroub, who has the corn game and four other obaccasions booked, will arrive soon. All paraphernalia built here will lowe for Georgia late this month. Charlie Fay will have the pening and girl shows. Afts. Nellie Davis, secretary, has been getting her office equipment together. Show opens to South Georgia the last week its March. Reported by Jde Smith.

W. C. Huggins

SEATTLE, March 4.—Quarters opened here last Saturday upon Managar Hughis return from an extended awing over the Northwest. Formerly known as the West Coast Shown, organization will go out under the title of W. C. (Spike) Huggins Shows this season, Organization, according to Manager Huggins, will be atreamlined thrucut, and plans for now and novel dronts and thating effects have been drawn up. Opening is set for about April, 15; Many troupers from this section set in San Francisco booking over the Colden Cate International Exposition and getting inoculated with progressive ideas that might hadespileable to a carnival presentation. Registed by T. D. Newland.

ROYAL AMERICAN'S

(Continued from time 60)

ly, Irving Ray, consession department secretary, gook advantage of last week's layer to visit his sister in Jacksonville. Fin. Julie Dean apent the week have as guest dancer in Raynell's Parisian Police. Mr. and Mrs. B. J. Lorow, parents of that show family, have finally decided to take a long-contemplated European trip. Cortex Lorow, their son and manager of the Look show, reports asterfactory business.

Jack Carter, known 18 "The Boy With

pineri dancer in Ruynell's Parisian Polfigs. Mr. and Mrs. B. J. Lorow, paracts
of that show family, have finally decided to take a long-contemplated European trip. Cortex Lorow, their son and
manager of the Look Show, reports astadactor, known its The Boy With
the Voice and the Custor, in the intermission entertainer in Aldrich's Hawaitan
Show. Hemp's Tacill Aruna enjoyed
have per commonder the same
day last year. Shorlorie Eamp is using
sour lions in her performance. Iris
Stewart and Car Stellman, six riders,
have been added to the drome Carl J.
Redimays and Einst and Curtis J. Velore

Cuests included Ruth Ann Leving
Holm Frahmerd Smith, Hatte How.
Helen Brahmerd Smith, Hatte How.
Alichey Ingersoll, Ann Certer, Booth
Mart. Lucille Hansen, Neille Weber,
Albert Smith, Alice Morrisy, Jume Taylor,
Rose Lee Elliott, Margaret Anather, Buth
Martone and Blanch Francia.
Harriet Calhoun, Mina Adams, Lucille
Farbert Heminguay, Jess Nathun, Jacki
Pariset Calhoun, Mina Adams, Lucille
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and all members of the show were ap-pointed "Ambassadors of Good Will" by the Tampa Chamber of Commerce, a beautiful acroll commemorating the co-casion was presented to the show's exec-utives.

HASC AUXILIARY

Continued from page 40)

sen. Dinner was concluded, with all rising to join hands and sing suid Lang Syme. After Mrs. Duncen promounced benediction all returned to the chincom, where the birthday cake was cut and served. Members of the men's club were invited to join the ladies for cake and coffee. Cardis and wisting were enjoyed until a late hour, with all thanking Ruth histories and her committee for grand party.

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THE SHOWFOLK pictured above were enapped in Kansas City, Mo., winter of 1913. In front, left to right, are Billy Richie, Jule Jones, Gertrude Allen Parker, Etta Louise Blake and Nell Sullivan. Left to right in the back row are Bill Jones, Ed A. Evans, Tom W. Allen and L. W. Henderson.

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Los Banos To Enlarge Fete

LOS BANOS. Celif. March 4.—Art Craner, of the advance staff of West Coast Amusement Co., will again manage the Miller and Lux May Day Barboun and Daughiers of the Golden West here. He arrived on Pobruary 28 to take charge of advance details. Event will be axiseased this year from three to four days. Scienced departments and a greater number of attractions are planned.

N. D. Show's WCCO Tie-Up

MINNEAPOLIS, March 4.—North Da-lota Winter Show has accepted WCCO Artitle Bureau to handle the event in velley City. N. D., next week. This is the second year the event has been staged and thes in closely with general activities of the State, acting as its industrial expo and also including show-ing of agricultural, live stock, grain and other products.

Shorts

CONTRACT for mintway attractions at the annual Independence Celebration in Galax, Va., has been awarded to the Crystal Expection Shows, reports Charles Al Staunko: of the shows, from Grystal

FRANK HAITHOOX has been con-tracted to manage the six-day Burling-ton (N. C.) Trades Exposition sponsored by American Legion Post. In addition to concessions, dancing and stage and flown nots, fashion and pet shows and a milibilly music contest will be featured.

THE 1930 Plorida Tecnato Pestival, Rushin, will have attractions furnished by the Sciultern States Shows, and here will be two "termito battles" this year, one for girls and one for boys, reports Pestival Manager George B. (Buck) Buchanan

KINETIC CLUB, aponsor of the annual Swift Current (Saak.) Celebration, reacently carried a quantitionnaire in the local press seeking information as to whether oftimens wanted a Frontier Day event as last year, when beards and ancient clothing were featured with a rodeo or preferred the celebration to be based do some other theme.

BEN H. VOORNEIS, outdoor shows press agent, who has been doing promotional work for sponsored cumts this winter, is working on an indoor circus to be held under auspices of school groups in North Industry (O.) High School Auditorium, J. R. Malloy's circus unit will provide acts.

wis. that on Pebruary is he produced a circus for the recreational department of Milwukee public schools, featuring Greit DeMoers, Pour Charms and Cherte. Clows numbers were done by Disch. On January 22 he directed a circus for Kenocha (Wia) YMCA.

CITY council of South Belott III. has approved an application of Belott Mead-Alien Poet, VPW, to hold a car-alval for one week.

J. R. NALLOY reported his its-act cir-cus unit was codirected for an after-boon show for the Pittaburgh Newsboys'

Profic under auaptoes of The Pittsburgh Post-Gasette. Program will run an hour and 20 minutes in one riag under a big top. Mafloy also reported that the unit is contracted for accurations-nighters in Onto under school auspices.

PROTECTS SHOW______(Continued from page 42)

who is discharged for misconduct conwho is discharged for misconduct con-nected gith his work has several weeks added to his usual waiting period, and in a few States the worker not only waits longer but also-receives fewer bene-fit payments than he would ordinarily. One State—Washington—pays no bene-fit at all to a worker when he is dis-charged for misconduct.

Job Must Be "Suitable"

Job Must Se "Suitable"

If an employee refuses to take a "suitable" job offered film by the State employment agency where he filed his interstate claim for benefits, that is, a job he is fitted to fill under conditionable outly reasonably be expected to meet. By must sorve a longer waiting period and in some States his benefits would be out off entirely during this time, or his benefit rights based on past employment might be caucated.

There are certain kinds of loke how

physicant inlight be canceled.

There are certain kinds of jobs, however, which are not considered "suitable" and which he can refuse to take without looking his rights to benefits. These are:

(1) jobs which are open because of a strike, lockout or other labor dispute;

(2) jobs where the wages, hours or other conditions of work offered are substantially less favorable to him than those prevailing in his locality for the same kind of work:

(3) jobs where the work:

(4) jobs where he would have to-john a company unlon or resign from or refrain from joining any gonuing labor organization.

Conclusion

Conclusion

The writer has been very careful in giving here the principal points of the unemployment compensation conditions as they provide it has stages and federally. Many show employees probably have not been aware of the dust that they are notitled to themployment compensation if they lose their jobs after they have worked for a certain length of time. This compensation is not charity, but is due them under the lay as a result of the tax payments made by their employers.

Los Angeles
LOS ANGELES, MAICH 4-Much activ-

by prevails in quarters of ahows winter-ing here. Archie Clark has his crew hustling to be ready for opening at Bakersfield, Calif., Hilderbrand's United Shows open Baturday at Inglewood. Calif., Alton's Silver State Shows moved to an Pariers Los Assetes spot after a fair week downtown. White City shows had a profitable week at their opening atand in Glendale, Calife, and moved to Monrovia, Calif.

to Menroria. Calif.

Bun H. Martin Shows are adding new rides, and the C. H. Steffen Shows are on local lots with rides only. Roland Stephan, of the Superior Shows, has his equipment in Culver City. Calif., and has about completed the repairing and paint joba. William Hobday, manager of Crafts Golden State Shows, with his wife and son, has taken quarters at the Crafts quarters in North Hollywood. Mos Levine has signed with the Monty Young Show and leaves next menth for

Provo, Utah. Harry L. Gordon, general agent of the Joriand Shows, writes from Stockton, Calify that everything with Hughey Bowen's organization is in good shape. Joe Glary is booking attractions for his shows and Jeaves April 1 for Scattle and this W. C. (Spike). Huggins Shows. Mr. and Mrs. Abner K. Kline were in town for a (ew dojs).

Mr. and Mrs. J. W. (Patty) Conklin came down from San Francisco for a brief visit before going to Chicago an route to Hamilton. Out. Cam Capt. W. D. Amenhis working clubs here. Took Meiz, now living in Complem. Calif. stable he has completed the construction of several buildings for the market in his newly acquired property in Bell-flower. Calif. Frank Mason and George (Murph). Reenant came up from the beaches and report doing nicely. Frank O. Murphy came in from Sawtelle, Calif. He will be with the Foley & Burk Shows, and Rosemary Loomis are in Albuquerque, N. M., readying for opening.

Philadelphia

PHILADELPHIA, March 4. — Denny Corman, owner of the Eighth Street Museum, has recovered from a severe case of grippe and left for Florida to recuperate. Before returning he will visit Mexico and Cuba. Mr. and Mrs. O. C. Buck visited this week and offer political arrangements for two attractions—Torn Hasson and son, william, left for Florida, where they remain for some time. William is recovering from a record operation. Kast Novelty Co. has completed alterations and subargement of its store and is looking forward to a better outdoor season,

Acrobat Harris Is Killed

AUBURN, N. Y. March 8.—Ben E. Harris, manager of Harris Brothers' and Lorotta acrobatte act, was killed near here yesterday when a car in which the act was riding article a trailor. Mrsc. Loretta Harris, wife of his brother, Bert, sustained back injuries, and was taken to Auburn City Nospital. Bert Harris was also taken to the houghtst suffering from shock. They were en route to New York, where they were scheduled to appear he the World's Fair.

Mineola Contract Not Let

CINCINNATE March 0. — Manager Charles Bochert, Mincola (L. I.) Pair, writes that dife statement in The Sill-board of March 1 that General Agent Ci. J. Pranco had booked the Model Shows for the 1939 Mincola Pair was premature and not correct, Manager Bochert infoe that the midway contract will not be let until after the next board meeting.

Bockus Switches to Zacchini

TAMPA. Fig., March 6.—Cirtis L. Bookus announced here today that he had resigned as manager of the George P. Dorman Shows to locept a similar position with the recently formed Zacchini Bros. Shows.

PRED C. CHRIST, one of the owners of the Christ United Shows, is in West Lake Bountal, Melrose Park, Ill., suffering from a severe case of comma. He letters that he will be there for some time and would appreciate scaring from friends.

Cecil Rice Is Sought

CINCINNATI, March 4.—Certrude Rice, in a wire to The Billbeard this week, asks that anyone knowing the whereabouts of Cecil Rice have him contact his brother, Oscar, at his Elizabethtown, III., home immediately. Rice's mother is reported to be dying.

IRVING LEWIS letters from Phenix City, Ala., that he will have the girl revue on the Blue Ribbon Shows,

AUGUST 14-19

CARNIVAL WANTED FOR

ITALIAN RELIGIOUS CELEBRATION

Applys RALPH SANTELLE

CONGESSIONS WANTED

11TH AMMUAL INDUSTRIAL EXPOSITION.

March 27 to April 5.

March 27 to April 5.

March 27 to April 5.

O. E. ZINK, March C. C. Red 587, End. Ohe.

CARNIVAL WANTED

BY THE AMERICAN LEGION. The Work of May 29 to June 3. D. M. McCOY, Chairman, Fanburg, Po.

BANNERMAN PROGRAM MEN

Migh and Servetional Acts
"Night of Tarilla" Agest 21st
Address: Easts' CLUB, European Ale.
(Chot Ocating Wire Herry Read)

LARGE CLEAN CARNIVAL

MANTED

Auspiese Spolus Halles Society,
PASSA SE. DELL'ASSUNTA Inc.
In June or July, Novide

EDGINE PETRUCCI, Treas. Blember BL

CARNIVAL WANTED

Not Signs Than 6 Rides and Concessions.
Wheel of June 12 to 17, 1920.
HANDON-COLE FORT M. 2011.2.,
JAN J. REAFIOW. Adjusts. Pt.
J. REAFIOW. Adjusts. Stithborg. Pt.

WANTED

THE FIFTH AMBUAL FOREST FESTIVAL JUNE 28 TO JULE 2. Would like to hear from those who played have the heat few seasons. Write to

WANT MORE REVENUE

YOUR ORGANIZATION? Read

"BINGO BUSINESS"

A Column About Bingo In the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

"LOOK AT LIFE" Mighty Monarch of All Museums

WANTED RIDES FOR NATRONA FIRE DEPARTMENT OLD HOME WEEK CELEBRATION

Opons August 21 and continues all week. Address WILLIAM TRAENKNER. Chairman of Colebration Committee
77 Walnut St., Natrona, Pa.

Farnell, Mrs. Chrohette Hars, La Verree Jane, Haby Janell, Mrs. Bende Jewell, Mrs. Gende

Kyl Boy Dally Maniator, Dally Media, Mrs. Front Media, Mrs. 7. Y. Moore, Mrs. 7. Y. William, Louis

Men

Bahteriti, Billey Berta, John Bell, W. M. Berta, John Bedl, W. M. Berta, Park Berta, Park Barta, Rid Bash, Ernest Cariser, Park Barta, Rid Bash, Ernest Cariser, Park Cariser, Park Barta, Chimother Warn, Chimother Warn, Chimother Warn, Joseph Land, Chimother Batter, Joseph Bash, Bridge Barta, Banddy British, Bridding Bartan, Joseph Bash, Bridding Bartan, Joseph Bash, Bridding Bartan, Banddy British, Bridding Bartan, Banddy British, Bridding Bartan, Banddy Bandd Alleman Walter Duby, White C. Reng, Tyr (1990) Peber, Parity J. Nooms, Jack

Merriman, Technical States, Merriman, Technical States, Merriman, Technical States, Merriman, Technical States, Merriman, Merr

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

THREE BIG DAYS AHEAD

Pitchmen, Direct Sellers Banking On March 17, April 1 and Easter

Boys lining up St. Pat's Day mementos-new gags for April Fool's Day-religious articles on come-back trail -bunnies, Ferdinand in Easter limelight

NEW YORK. March 4.—The fun-loving American public refuses to overlook the slightest opportunity to enjoy a boliday or exploit an appropriate gag on the many special days which dot the nation's calendar. The custom of celebrating special days is coming back strong this year and pitchmen, streetines and direct saliers are reported getting set to cash in on remewed entitusiasm for old-time stunias. St. Patrick's Day will bring forth, a see of green neckwear, acres of shamnocks and put a clay pipe in the mouth of any Hibernian as unpatrictic as not to wear a harp of a shake on his coat. One of the newest numbers is a talking card made up of a disk gap with a ribbon on it that produces a shrill, "top of the optimists who usually have a pleasant day kicking derby-covered bricks or

April Fool Bags

April Pools' Day is field day for chronic clowns and jokers who love to pull gage on triends. And they have a real sundry



THE NEW YORK BUREAU of Mu-THE NEW YORK BUILDAY QUESTOR-dipal Information recently question-dired to effect in the State and learned int the great majority ran bingo unez. Many towns mentioned that the consoring orfs were primarily churches, eterant' groups and traternal orders. whenevering organized and fraternal orders.
Some indicated they favored gumes using migrehandles for prizo-awards. The whole report indicated that bingo is a firmly oministed social institution that has gained wide acceptance wherever it is conducted on a fair, open basis.

A NUMBER OF OPE found their players using celluloid or metal markers instead of the ones supplied by the house. It was oben with them. People huy from the five-and-tell. Shortly after coin machine operators began finding a startling number of alugs in their machines. Brief investigation showed that the bingo markers fitted nickel only machines so nicely that unethical players were stuffing the slots. When informed of the they menoo retailing neomined to stop selling them. promised to stop selling them.

IN DETROIT the police received an order to raid one of the larger games in town. Irate femme patrons rioted, sending several persons and a newspaper cameraman to the hospital.

IN THE HARTFORD, CONN. Legislathe Harryond, Conn. Legislative, seven State ventions and representatives, the major of Stamford and many representatives of organizations declared themselves in favor of putting bings, on a legal basis for religious; charitable and freternal orga. They strossed the importance of the game and its family recreational aspect, as well as its value as nource of sevenue to orga which sponsor remose.

TALK ABOUT LEGALIZING the game in Connecticut sounds funny because its played regularly all over the State. Only a few sections decided to ban it and so relsed the political issue.

top draw their infernal machines from this year. Heaven help the forgetful optimists who usually have a pleasant day kicking derby-covered bricks or tugging at glued nickels when they run up against this year's bumper crop of footers. The population seems to be evenly divided between good-gatured suckers who always bits on sale per-petrated by the disbotical ingenuity of the other half.

More satisfied consumers have worked the fake been and whisky glasses to dis-concert woosy drinkers than any joker in a long time. Now the stuff comes in bottles to get the fools who stay home.

In spite to get the roots who tay none.

In spite of a small minority of wary victims of gagmen, a fine recruit of fresh fish fills the ranks. These guines play will gape as their supper plates lurgh about from the old concealed bulb, blush as they glump down on the popopolitor, from as they sweet over the rubber frankfutter and swear to bomba explode under the hood of the car.

Perfume bomes have supplanted the now illegal stinkers. Hitler mustaches are getting bigger laughs than spiders in the soup. Several other old stands bys are: matches that don't light or explode, squirting flowers (public is pretty wary now, tho), 4tching powder till a dirty trick, various shockers—hand or seat, and the usual coming greeting cards.

Religious Articles

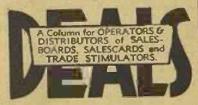
Religious Articles
The Lenien assaon plus the death of
the Pope have revived disterest in religlous articles. In addition to attractive rings and crosses, an Item that is
going very well is a binall abrins, lighted
by a neon tube which glows beautifully
in a darkened room. A new item is a
discense medal bearing a liteness of the
late, Pope Pius with an appropriate inscription on the opposite side. Very
timely at present.

Easter Numbers

Easter Numbers

Ratter bows to tradition as the furred and deschared numery rayorists troupe across the set. This year, however, Walt Dippey has added at loss one immertal to the growing ranks of his beloved creations. The public goes positively glassy-eric when their intest hero. Perdinand, the pacinate bull, rears into view. This bowine has infinite possibilities and blends perfectly into the master landscape of spring flowers. Bunnesser expected to loss noise of their prestige, but share the limelight with the Hollywood newcomers.

The watchword of all marchandilers and streetmen sector to be: "Don't lot the Baster season lay an egg." The holf-day his not only many possibilities in its own line—authant, itells and candy eggs, but it opens the season for a wide variety. If outdoor tops and bevelties.



BY BEN SMITH

Beasonal premotions have always been good pick-me-up for salesboard oper-tors. There, it less sales resistance at uch knows. In fact, John Fublic is glad, such times. In fact, John Public is glad, we might almost say anxious, to take a chance on an item appropriate to the scason. Bight now many boys are busy getting out Easter deals and if you have any idea of cashing in on this your-act there is little time to waster. Easter is only a month away. The old reliable bunny, either as a dell, sturied toy or in candy form, will, or course, receive the heaviest play, but there are other items you may work to profit.

Zenith Sales Co. is Johnny-on-the-spot with its contribution for Easter. It is a 500-hole, 6-cent straight board deal giving away 10 one-pound oval-shaped boxes of chocolates, four with fruit and nut eggs, two half-pownders of the same in fancy baskets and a 27-inch plush bunny to top it all.

Unless a premium comes along which is unusually hot, the candid-type esmera abould continue to be one of the most popular items on a card right thru spring and summer. With everyone more camera-conscious than ever the tem is a natural for a small deal. It went over big last year and should respect this year.

We have often said that almost snything can move on a deal and that almost everything had The walking manikin deal offered by Universal Products is a typical example. One would not ordinarily disadily, this type of novelty as a salesboard/number, and yet we would not be at all surprised jo see it click. The stem is intriguing and at 5 cents a try should get the customere disping into their pocksts for nickels. Deal works on a 200-hole board and gives away 12 absorted manikins.

We wonder how many of the boys are-playing around with the idea of going, back into the malls. Direct to the con-sumer mailling was big business about a year and a half ago and then the bottom dropped out. Whereas operators were getting as much as 10 per cent returns and better on their mailings—it takes only a 2 per cont return to cover the rut in most caree—the general returns dropped to dess than 15 of 1 per cent in many instances. When this hap-pened most operators decided to leave pened most operators decided to leave

Aside from the fact that people apparently did not have as much loose change to spare, one of the most impertant reasons for this falling off of returns was probably the fact that names not duplicated on so many lists that individuals receiving cards from so many different bources finally got disgusted and refused to work any of them.

So far se we know there have not been any heavy mailings for some time. Per-(See DEALS) on spage 60)

Music-Music-Music

That the American public is revealing an inclination to have music wherever it goes is borne out by the appearance on the market of an astonishing variety of musical gadgets. In spitte of music from endless sources and in every conceivable form, the effect seems to be that of a drug, driving the flends to take more. take more.

One amiles in pleased surprise upon ringing a musical doorbell, opening a musical cigaret case, hearing musical clocks. Portable redies certainly fill the bill for entertainment on the go, buy, the latest stunts are really startling.

Downy Easter chicks will be discovered giving forth tinkling musical notes as they shuffle about the floor. You may receive an Easter greeting oard with instructions to run your ingers along the ribbon attached. Don't faint when it pipes up "Happy Easter from Aunt Mehitabel" or some other gag line.

Menitabell or some other gag line.
Last but not least, try not to assume too befuddled an expression If, while visiting a friend, you admire the matter-cologid sounted dissue, and the reliproceeds to render Whistle While You Work. Just pretend you didn't notice anything out of the ordinary. The musical tollet paper holder is one of the tens the boys are holding under advisement, before vending on streets.

After the famous incident of the New Jersey man picking up WOR broadcagia with carborundum filings deposited in his teeth (they setted as a crystal seth, be prepared for anything, by way of music. It will probably happen.

Watches in Demand As Spring Nears

NEW YORK. March 4.—The manner in which wrist and pocket watches for men and women defy the march of time marks them as unique in the specialty said. Sales are on the up-grade sguille-indicating that they know only good and better seasons:

Early spring is apparently in the better bracket. Now's the time when both sexu-are either buying new clothes or con-sidering a general overhauling of the wardrobe. Many are looking wistfully at watches to enhance new outfits. The latest models combine beauty of jewelry with utility that watches offer.

In the current crop there's an unusual selection of popular remakes with jaweled movements in striking throme cases. Now angle is the small woman's watch on chain or strap with a handy olly so that it may be worn on a draw as man do lapel models.

Aimed to spare the wearer frequent discomfort from leather or metal wish bands are new heavy linen straps in bright pastel strades. Just the thing for summer use for men and women alike.

Kidoodler Music Gadgets To Be Marketed Soon

NEW YORK, March t.—NBC Ridoodless are negotiating a deal with the Biggs field Toy Co., for the latter to manufacture and martest toy musical hearthy ments bearing the unique formous.

Contract, as it stands now, calls for Etdoodlers to provide designs for foy in-struments plus material for pumphler which will contain instructions for play-ing each instrument.

JUPER VALUE

The ELGIN "KWIK-SHAVE"



St. Patrick Day Novelties

| | | Dozen. |
|-------------------------------|-------|--------|
| HOSRIZ Snarweck with Man. | 10.50 | |
| 93 NS in-Green Cornations L. | .70 | |
| BRSN45-4Flin Place 4 to age? | | |
| Bookas-Gt. Patrick's Blow- | | |
| SIGNED BL Patrick's Green | 1.50 | |
| SIGNATURE PRINCIPLE COME | 1.80 | |
| BOSNES St. Patrick's Metallic | 2.75 | -24 |
| Hets Patrice's meaning | 9.60 | .32 |

N. SHURE CO. 200 W. Adams Street CHICAGO

A Sure Winner!



SUEDE . . Novelty Cushions

In Bright Colors

re's flash, usefulness and low price, all disputher in one flash of useress and seal. A perfect flash remote for Occasions, lines Ope gold all other name of the seal Premium (Merchandise, Amaelog Rylman & Rootton prices. It's clicking of Rylman & Rootton prices.

SAMPLE 50e Jobbers Write for

JACK LAUFER & CO.

Write to The Billboard, Buyers' Sérvice department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Folding End-Table

Prize users seeking something out of the ordinary for the home that has real utility value will do well to investigate the gateleg, chairside and folding, end-lable marketed by Ernet Products Co. Item is reported to be made of walnut in modernistic design with contrasting bakelite ash tray. Weighs four pounds and comes individually packed. Its sturdy construction and striking appear-ance make it an item filled with flash and appeal, it is reported.

Tipsee Ash Tray

Visioner Mfg. Oo. has a non-stopping ash tray with several unusual features. A appring at the base allows the how to incline in any direction without tipping. Bowl is artistically designed in breavy pottery of onyx finish, the company reports. Tray stands about three feet high and comes in several colors.

Ilumiro

Cleavelandt Corp. has come thru with a enappy women's item which, it says, has great sales possibilities. Humiro is a larg flashight attached to a purse mirror enabling the user to make up in the dark. It's detachable, hence may be used so a pocket flash.

Insect Repeller

WRITE

OR

WIRE

FOR PRICES

BE THE FIRST

WITH THE LATEST

The newest contender in the age-old battle against insects is the groun or orange hond to as over light bulbs introduced by Reynolds Electric/Co. It is reported that Insects ment these colored lights to such extent that they hay sway from porches and amusement

grounds. Item is a boon for all outdoor enterprises plagued by insects, the firm unites.

Electric Fan

Reynolds Electric Co, has a direction type, switch electric fan, blades of which may be turned in any direction. The firm reports its big advantages are its ability to give quick ventilation at high speeds or supply gentle, no-draft circulation for constant use. It comes in table and floor models and has three speeds, reports state.

ST. PATRICK'S DAY NOVELTIES

| ED IN COLUMN TO SERVICE STATE OF THE PARTY O |
|--|
| Qrs. |
| BRI4088-Plain Sharryocks 5 .50 |
| 105205E-Pine Scarrengts |
| Simboto-leat Sharrescha |
| 887624 Erin Flag |
| |
| UB3084-Green Ministery Help 1.25 |
| 883000-Green Brille Fant 1.75 |
| BDB062-Green Snakes |
| BBS085 Green Balliones 2.00 |
| US7812-Graha Down |
| IIDS144-Paper Horse |
| 163087 Orego Hals 2.00 |
| Semple Aust |
| manifold with the last of the |
| above POSTPAID 2.00 |
| 28% Deposit required with all O.O.D. orders. |
| LEVIN BROTHERS Torre Haute, |
| FEATER REGISTERS IN LINEARING |
| Indiana |

ELGIN & WALTHAM \$795

NEW MODELS JUST OUT

MAJESTIC RADIOS NEW LOW PRICED MODELS

Exercy Medics can be justified and complete with activative Bload or Pull-Gerd, with profits of Hajantie Radios and have made to the complete Line of Hajantie Radios and have made to many different structure Design and the Complete Compl

PREMIUM SUPPLY CORP.

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SEND FOR PRICE LIST very Medel can be harshined implete with attractive Scard Push-Gord, with

BINGO - PREMIUM - SALESBOARD OPERATORS

Profity Glocks, Lance, Radios, Barerage Seria etc., New Cardy Deals—Not Shot.—New Sterchard, disc Deals. First Showing of largest Line of Easter Newtitos, WRITE FOR CAYALOG YORAY.

Renewed Guaranteed

Men's Wrist Watches
Wholesale Jamester State
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1914.
Send for Preo Catalog.
25'5 Days Bal. Q. O. D.
Londber. TOUIS PERLOFF,

BUY FROM A BONA-FIDE

BETTER BUSINESS

BIGGER PROFITS

VIKING

The Leader to ELECTRIC SHAVERS in Durabatt, in Durabatt, in Include Process.

AMEAS ENTY, MO.

ELECTRIC DRY SHAVER



. DEPENDABLE SELF-STARTING MOYOR

. DOUBLE-EDGE SHAVING HEAD.

. STREAMLINED CASE.

Reaches a new sigh to quality and perferences—command fayorably with other higher priced shares—yet to asteoediciply low priced. Blade for 110-wit N.C. correct celly. Individually bread, complete with cond and along

GELLMAN BROS. M. NORTH LINE OF THE PROPERTY OF



\$2.25

5 for \$10.58

No. Bit 8663.—Lading Bracelei Watch. Ex-quilitely Strict 10 M. L. Chrome cases in as-sected engraved designs with beautiful lies-bracelet to match. Guaranteed Stretch uni-casults. Each in attractive gift case. All unsatingly Big Value and whirtwind premium lies. Save many BOW by ordering type Watches for \$10.80.

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Inquire about our free promotion plan.

It will be well worth your. while to investigate.

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BOX 937A

The Billboard, 1564 Broadway, New York City.



BIG MONEY MAKERS! CAPES \$450

Amazing Fur Values, All Che Intuits types. Every well will work over. Every well will work over an every well will work for the pre-interiory to out started with this creat facilities. White for Hestrated Catalog and Price List. EL SEIDEL & SON, 249 W. 30th St., N. V. C.

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Licut View, dampels Vis 15c, \$1.50 Des.
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P. R. E. D. A. Y. O.
Occordance D. O. Des. P. Des.
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PHILIP'S NECKWEAR SO West Stand I



HAVE YOU HEARD? - THEY'RE HONEYS III HAVE YOU HEARD? — THEY'RE HONEYS III

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L-ATTRACTIVE ASSORTED MERCHANDISE DEALS!

Newest Thing Out—VISIBLE LECTRIC TOASTER. Courseded—
Each only 59c (Inches Postage).

New Electric Cleeks, Lamps, Premisess, Perlumes, Notions, Blades,
Canded Coods, Side Line Merchandise. Box Chocolate Deals.

Wigommon, Pitchman; Fremises Workers, House-to-House Canvassers—Write for Calsing Today!

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BINGO and SALESBOARD OPERATORS ATTENTION PREMIUM DISTRIBUTORS

Organize Coverlet Clubs, the hit of the season. Star Plaid Blankets, Plaid Utility Robes, etc. Made of Virgin Wool. Money-book guarantee. Write for Fren Catalogue.

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HERE'S AN AMAZING DIAMOND OFFIR /
GENUINE DIAMONDS
LABLE IN DAYS ONLY |
1145 SALE IN DAYS ONLY |
1145 SALE IN DAYS ONLY | " Sensation! CHAIR CONTRACTOR NO. 16.25 MATTE HE 19.58/ PRESS NO SONS DE COMPANY DE SONO CONTRACTOR DE SONO

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AMERICA'S SMALLEST RADIO or one hand Send IN WALNUT

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CATALOG FREE SILVER MANUFACTURING CO. INC. 2843 Eliton Ave. Dest. 12-02

ELGIN "KWIK-SHAVE" DIFFERRIC RAZOR

World's Greatest Razor Valout Daubic odeed sharing broad. Bull-start-ing major. AC current only, Compiles with cord. In consulties of 24. Price Each.,...

O EVANS NOVELTY CO. DAG DIVERSEY . CHICAGO, ILL

Capable Handling Stead

STORE ROUTE

in every business here to be as a competitive or a do Double profits an Nationally Adersined Goods.

Latters buy resembled to competitive measurement of the competitive measurement of th

DEALS

(Continued from page 68)

imps some operator with a clock item

could stir up some life in this field

again. It's worth thinking about. anyway.

HAPPY LANDING.

SLA FROLICS

(Continued from page 40%, a capacity house. For this reason Chairman Johason urgee all who splan to attend to get their reservations in entypage as to be assured first choice of locations. "It's the biggest entertainment bmy in Chicago," he says.

Committees appointed are; Press, Nat. Green (chairman). L. Rarvey Cann. Alvin (Starr) Debelle. Walter Halo. Robert E. Hicker, Frank B. Joerung, John M. Johnson, J. Kilpe and Beverly White, entertainment, Sam J. Levy (chairman). Sonny Bernet, Iray Cervone, John M. Daiffield, Goorge Hamid, B. A. Mondelson. Hairy Russell, Edger L. Schooley and Emis A. Young, Treception, Wilter Driver (chairman). William Carakoy, Es. A. Lebrter, Dr. Max Thorek, L. C. Kelley, Lawrenge, O'Keefe and reportations, Jack Ausbelchairman), Samuel Bloom, Louis Chaver, Lev. Keller, C. R. Priber, George Oten. and M. J. Doollan; Rower sale, Mrs. Max Thorek.

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| Electric Shares Complete, Eath | E _648 |
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| plete Bell . s'angennente and angennes. | 30 |
| | |
| Condid Type Comers, 16 Pletures | OF |
| From Boll of Film, Cachange and contra | 85 |
| Rapas Stades, Se/ Dooble Edge. 100 Black | NO. 76 |
| Sharring and Derital Cream, Great, | |
| The same of the sa | - MPT-BIO |
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| Lation. Deten | |
| 236 Star Libe Veptal, or After Sharing Latter. Deser and a Constitution Mastern Oil Copoules. Outer Boats 7 Cate Scop Assortment, 18 ach Boat | .00 |
| 7 Cake Scap Assortment, : Each Birt | .10 |
| Petroleum Jelly, Walto, No. 2 Sep. Ore | 2.45 |
| First Als Strips, 5 to Cardboard, Gress | |
| Part Kin Street, S to Caracourt, Grass | 1.95 |
| Gaute Bandage, 17, Gress Bores | 1.45 |
| Carrieror total Demin | ,65 |
| Merchanding for Salesman, Dargoln, Gross, | .44 |
| Ept firew Petchi, Grass. | 8.00 |
| Bhaving Bruthes, Dozan | .65 |
| Ocen Oure, & Bettler, Decen | |
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RANBAS CITY. Mo., March 4.—The weekly meeting on Programs 24 was called to account by President Malloc. Minutes of the last meeting were read and approved and routine business tatem up. Several communications were read and among them was a letter from Brother Tom Alleman the International Association of Showmen, commending the HAGO on its quick response for assistance for Brother W. H. (Bill) Rice's fungral.

An article which appeared in The Bill-Ag article which appeared in 7a appeared recomily caused some misunderstanding between the HASC and the HASC would held its annual banquet and hell following the Torente (Ont.) meetings, with the result that the LAS set the date of its annual banquet and ball for New Year's Eve. At Bo time has there been any action by the HASC to change the date of its annual banquet and ball from the regular New Year's Eve date. President baller at a recent meeting spoke about bringing her, following the Torento meet, a guithering of the people of the outdoor amissment business for a get-together meeting and a cognitive is working on this at present. It is estimated that about 35.00 in prizes will be offered at the meeting. Brother John Francis reported the IAS was making arrangements to hold to banquet on New Year's Eve but said he would take the matter up at the next IAS meeting and attempt to atraighten out the dates so they would not conflict with each other. Brother Art Brainerd called attention to the splendid work of Senator Johnson, of Colorado, regarding the recent flund meetings and signessed that each member write the Senator. In later business, the meeting adjourned. Brother Levin, of the Midwest Carnival Supply Co., spent the west Carnival Supply Co., spent the quarters in Chapman, Kan. board recently caused some misun

Showmen's League 165 W. Madison St.,

CRICAGO, March 4.—Because of the absence of regular officers Past Questions Zebbis Plaint presided at the March 2 meeting. Membership committee presented applications of Eimer (Al) Brown and William H. Watts. They were elected. George W. Johnson and his Spring Party committee are busy with arrangements for the event to be held in College Inn. on April 10. House committee accepted with thanks the new league banper sent in by Brother Jimmy Morrissey, and the banner of welcome sent by PCGA. Cemetery committee advises that Brother George W. Johnson has presented a flag CHICAGO, March 4 Bocause of the

Heart of Cimerica

Showmen's Club

Reid Hotel

RANBAS CITY, Mo., March 4—The weekly meeting on Programs 24 was located to sever by President Milion. Milion provided the found of the provided to sever by President Milion. Milion provided to sever by President Milion. Milion and the couldness of the last meeting were read and approved and couldness taken and approved and counting business taken and approved and counting were read going four nights a week with church Archer. M J. Doolan and his crew are going four hights a week with church bingo. Past Vice-President, Joe Rogers was in town for a walls on route to 1604 Springs, Ark. Some of the brothers re-sponded to the recent notice of dum Were you one of them?

Ladies' Askillary

Regular March 2 meeting in the Shorman Hotel was presided over by President Loah M. Brumleve, First Vice-President Ida Chass, Second Vice-President Edith Streibion. Third Vice-President Main's Streibion. Third Vice-President
Main's Cetler, Secretary Esta Miller and
Treasurer Phoche Caralry Invocation by
Chaplain Clara Hollie Harker,
Last-minute plans and details for the
bunco and card party, to be field in the
West Room, Shorman Hotel, were completed:

Members were enthused over Phoebe-Carsky's return from Morids. She said she most many out-of-down members on the road. Mrs. Carsky will be confined in Billings Memorial Hospital for several In Billings Memorial Hospital for several days. Welcome letters were received from sixters Mrs. Charles Goss, secretary Minsotari Show Women's Chub: Ruth Brecount, of Springledd, His. Mrs. John M. Sheesley. or Mighty Bheesley Bildway, and Mrs. Noble C. Palris, Palriy & Little Bhoyal Ladies were sorry to learn that sixter Louise Rollo had injured her anklo and trust she will be with from soon. Bisters "Corn Yeldham, Ciecra Helmara Orn Millor, Mae Taylor, Frances. Keller and Mrs. Charles Driver are etill on the sick list. Club will have a regular "Get-Tagether" gathering of members only on March. 9: All members are invited to All members are invited to

Michigan Showmen's Ussociation

of Cimerica

W. Madison St.
Chicago, III.

14.—Because of chia
did at the March 2
ship committee preof Emer (Al) Brown
tts. They were elected.

Lippa.

DETROIT. March 4.—Members, at the
Pebruary 25 meeting, resolved to use
overy effort at their recent ruling banning
the city council's recent ruling banning
the city council's recent ruling banning
to council that such fiction is
defined at the March 2
ship committee preof Emer (Al) Brown
tts. They were elected.
Lippa.

Lippa.
Plans also were completed for the club to sponsor a party for its Cometery Fund in the clubroome on March 17.

CINCINNATI. March 8.—Earle Royn-olds wires that the Detroit Shrine Cir-cus played to 400,000 the past two weeks and that it beat all records for two-week indoor circuses in America.

Address Communications to Cincinnati Office

11th Week in Pitt Good For Lauther's Oddities

PITTEBURGH, Pa., March 4-Warm PITTEBURGH, Pa., March 4.—Warm weather and a big increase in patronage greeted Carl J. Lauther's Oddites on Paredo Museum as the unit entered its 11th week hore. Said to be largely responsible for the up in aftendance is the Headless Oirl, show's newest feature. Show remains here until March 18, when it leaves for the Johnsy J. Jones Exponition question, signs of spring; Jeede Prants pollshing her cer. Prances at the pollshing her cer.

Philadelphia Houses
PHILADELPHIA, March 4.— Museum
business picked up considerably this
week because of much better weither.
South Street Museum has on the stage
Waiter Smith's Colored Rovue and Bello,
magicians Mile. Excells, physical culture demonstration, and Prince Singh,
mentalist, on the platform. In the annex, dancing girls. Eighth Street Museum has Sima. Juggler, Patman, magiolant Mile. Derce, scape demonstration: Poses Finatique and illusions in
the main half. Dancing girls are in the
gmber.

Look at Life To Remain Out Until Late in June

CINCINNATI, March 4-Ray Marsh Brydon, veteran show operatos, in a let-ter to The Billboard this week an-nounced that he will keep his Look at Life Museum on the road until late in

June, playing principal cities in stores, before going out with a large museum under canvas. A special tent, 30x150 feet, is to be constructed. Plans call for a square end, with five 20-foot middle sections, held up by 64 poles. Side wall will be 12 feet high, 10 of which full be canvas. A one-foot section at top and bottom will be made of netting, permitting ventilation.

Top will be white, trimmed in, blue and red, while the side wall will use crange, red and blue coloring. Special stages, covered in multicolored canvas, will be constructed. Banner line will be circus atyle, and a 30-foot catriance such will be built. Unit plans to use 20 platform acts.

Miller Scores in Charlotte
CHARLOTTE, N. C., March 4.—Miller's
Modern Museum two-week stand in a
Main street atore next to the Broadway
Theater and across the atreet from the
Imperial Theater proved a winner.
Marvin Smith closed here and Dave
Dison replaced him on the platform,
with Buther Threnas deing the awordbox turn. The Charlotte None carries,
several stories and pictures of Popyer
and the De La Cruz Willpino Midgets.
Newsboys were guests on several nights.
Holyland, with all Butler in advance,
opened a day after this organization at
the local Pord plant. School matinees
two days of the first week clicked.
Maurice Miller, who has been handling
the museum, but for Manni, Pla., seconponied by his mother. They will remain
there for the rest of the winter. Burl
Prymies and sporting new velvet suits.
Reported by Prank J, Lee.

Kortes Moves to Birmingham

BIRMINGHAM, March 4—After a successful 14-week stand in New Orleans, Pete Rortes' World's Pair Museum moved in here on March 2 and boated at Third evenue and 10th street, occupying a building recently wacated by a chain store reports Roy B, Jones. Unit originally planned to remain in New Orleans thru Leat. Show is scheduled for a four-week engagement here.

UNDER THE MARQUEE—

Continued from page 36]
Wright and at the Chicago Stadium Circus for Barnes & Carruthem, When his indoor season choses he will have played 17 weeks. He was at the Functus field of the season will be at fairs for B. & C. this summer. When Barrott finishes the detroit Shrine date he will head for Chicago.

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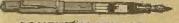
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by BILL BAKER

(Cincinnati Office)

"MEITHER GOLD wind, rain her heat can keep Archie Smith from working his beat," praises Carl Herron from New York, "It takes a good pitchman," he says, "to sell an honest man his merchandise these days, but believe me, Archie is the one that can do it. Archie and his fathful co-worker have been working the streets of old New York for the past 30 years and are well known by all the prominent city officials. Archie is a Will Rogers type of man and is well liked by the boys." "NEITHER GOLD

WHO MADE the Mardi Cras in New Orleans? Will someone please come forward with a list of the knights working there?

JOE HESS information of the present of the position, that he was married there reposition, that he was married there recently to Elizabeth Haas, of Philadelphia. He says this is the first lime he was ever married and that previous reports of his marriages were false and have caused him manufactured and that the previous reports of his marriages were false and have caused him muchosinbarmasment.

STANGEY NALDRETT pencils that he opened in Louisville March of for two weeks with his fulcer layout.

ARE YOU DOING your utmost to do business in a businessifite manner and encouraging others to do litewise? It means much towards the future of Pitchdow.

TOBY ADAMS

TOBY ADAMS
scribes from Eddgely, Tenn.; "Toby's Funmakers are still clicking despite tain and
mud. Business is fair. People seem to be
spending a little more freely. Our candy
sales have more than doubled in the last
three weeks. Miss Virgil Endth and Eddie
Lyons and wife lotned at Lane. Tenn. Tecently. We have four more weeks in
schools, then open under canvas. The
banners and painto are flying in winter
quarterd at Dyeraburg. Work will be
finished in two weeks, but the show won't
open before the last week in March, or
maybe April 1, depending upon the
weather. Everything will be new from
the stakes to the pole rings. Bhow will
lay Tennessee and Kentucky. There are
12 people with the show at present; seven
are on the pay roll and five are attached."

THINGS WE NEVER HEAR? "We know that THINGS WE NEVER HEAR: "We know that francing pitchings and among the best advertisements on earth with the travelling public for any community wherein they receive their due recognition. That's our reason for getting behind activities to permit them to work our town unhindered."—Local Chamber of Com-

V. W. TATE V. W. TATE
of Anderson, Ind., who has operated his
own med show for the past 12 years, says
that during his many years in the moticine show fusiness he has accumulated
much material and incorporated it into a
book which he feels is valuable to any
show manager or performer.

CLIFF ASKINS

ahoots from Winona, Miss, that Pascagoula, Miss, is good. Reader \$1 per day,
There's a big shippard building program
there and a big pay roll, he says. Social
Security plates are reported going strong.
Canton, Miss, is a good Saturday from
with a sawmill pay roll, according to
Askins, Says he met several sheetles there
recently. recently.

OLO GAS BILL is sorry, but it is melther his nature nor consistent with the policy of this pillar to indulge in threshing out family differences. Therefore he requests you not to sak that such materials he published in this congre. Those thingsprine purely personal matters and should be worked out by those

JACK OWEN series from Montgomery, La,: We series from Montgomery, La,: We (Chief Running Elk, Dainty Madaline Daly, Jack Owen) arrived in this little village total strangers two months ago intending to dispense among the mattive, via a pitch, the old Saugrestone tonk, olf and salve. We found the people here receptive and Erieffdly. In consequence

we are no longer wandering minatrels but business man of a thriving fown. The man who made all this possible for us to D. B. Lang, ex-postnaster, exmayor, ex-merchant. He has helped build nearly all the important industries in Montgomery and is now operating a motel, among other things."

FAMOUS LAST WORDS: "Scram fella, 1 make so much mosey on my pitches I have to aptiid all my seleure time counting it,"

in Battle Crook, Mich., last week were Pat England and brother, Benny, and Al Yerden and John Sullivan carrying 23 cages of emirable and really collecting the filthy lucre

IT STILL LACKS quire a bit of being spring north of the Ohio River.

BOB POSEY working needles in Battle says, he's "Creek, Mich.

JACK MILLS ... Omaha but says the deem't know why. "This is a \$2.50 town with two corners open," be writes. He will start out about April 1 with sharponers. Says he'd like to see pipes from the Raguns and Dr. Johnson.

HUSTLER'S TIPS: Since the lare Pope Pius XI was beloved by millions, regardless of cellipleus bellefs, and characterized the world over as one of the most highly revered and homored personages of all time, there's little reason to believe a good hastler or sevelty worker will have any difficulty disposleg of the Pope of Peace Modelliens, recently infroduced. Item looks like a natural for any good worker seeking to get off to a litying start to cortal a bank roll to item seeking reactivities.

CARL HEREON the New York, "The New York World's Pair does not seem to be drawing pitchmen to Atlantic Chest. In fact, most of the New York boys are heading for the San Prancisch Lair, Strict rules for pitchmen, along with the recent closing of the city streets to pitchmen and pedifiers, seem to be the main cause, There are only a few of us home guards left here and we intend to pull out all the first sight of a bluebird in Central Park."

INFORMATION

INFORMATION.

to the Pipes desk from Madaline E. Ragan, says: "Texas Tommy and Bill Cody are in Houston, which is closed, but every Priday the S. P. shops pay you. Saturday the Ship Channel is good, and Shell Oil Co. is good at noon hours."

PITCHMEN'S SAYNOS: "" know all you men remember my fathers"—Joe Krause.

DR. J. A. SPEACLE:

18 agitated over the P. West's recent item here which referred to Speagles diamonds as whitestones. Latter sends from Raleigh, N. C. a notarized statement by H. B. Roberts, a jeweler, affirming that the value of Speagle's collection of diamonds is between \$25,000 and \$30,000. Another letter from a manufacturer also attested the worth of Speagle's diamond collection.

MADALINE E BAGAN

MADALINE E RAGAN ... "Still out here in one country working auction sales and trade days. This town is spen and a good Saturday spot. No reader just see the chief and work on R. R. property. Ed St. Matthews, Dr. Phil Bradley and yours truly have been working also all winter. No higher money but steady. I plan to work toward Missouri



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NORMAN ROSEN

ON ON OUR OUR OUT OF THE OUT OF T

and your discuss the Blimbard.

soon. Met Chief White Eagle, Jack Hollinsond, Jake Martin and several of the
boys working these sales. The sales in
Texas are new, none of them a year old
yet, and there is money at them. We
are having fithe results handling Mar-OVel herbs; put up by Marry Kinchler
Would like to see pipes from Harry
Malers; Victor Lund and the boys in and
around New York and Fonnsylvania."

CO-O-Carviand. Food Show, 0-17.

THIS COLUMN WELCOMES philosophical saying from the boys and girls in the profession. On numerous occasions (liber have hetbod others, so don't be hesitant about stilling them in. It makes for a historichother spirit in Pitchdom.

Pitchdom Five Years Ago

Roy and Emma Whorrall were Wintering in Miami, Fla. Ruth and Sundhine Rogera were gatheting fair money in South Carolina. J. J. White Engle was in Franagan, Ill., readying the Franagan and April opening. Franagyirania was proving none too force for Doc Kries' med unit.

Billy Rimmer, Harry Lamout and Kol Lunaford were managing to corral their share of the geedus on such in Savannah, Oz. Shoveling anow was the only activity at Doc and Ma Kelley's winter quarters in Groton, Conn. Doc Bert C. Roborts rambled into Memphis after a successful winter in Tratas.

George Taylor and Edna Chapman, of Murray-Mack Players, were honeymooning in Cincinnail before riturning to the organization in Southeastern Ohio. Mrs. B. Bartone, who with her husband operates the Bestone Ideal Chimedy Co., was recovering from an operation in Ball Memorial Hospital, Muncle, Ind. Doc L tee Krause, pitchman and purveyor of sex feature pictures, was reactioning in Miami, for the Bloomington, Ill., including Doc in Frink, lecturer: Bennett Sixter, Mix. C. Doc Priord R. Johnstone and wife were picking up the lucre in Georgia. Prof. Jack Sharding had inla pitch store in Mobile, Ala., clicking to fair Stationas, Line-up of the Branett Comedy Co., which was helding forth in Bloomington, Ill., including Doc 2nd Frink, lecturer: Bennett Sixter, Mix. Bertha Bennett, A. E. Bennett and W. Schyrock.

Harry Eincheloe was recoving right along in Southern Arkansas territory finder the leadership of Managor Toby Adams. Dr. Rubert Fotter's med unit was grabbing of the long green playing Blytheville, Ark, Lucation and Chattanooga. That's all.

The Fillow practicing loyalty in any preference is the fellow who always structs the

THE FELLOW practicing toyalty in any profession is the fellow who always attracts the found friends.

Events for 2 Weeks

(2darch 6-11) ARIC. Phoesis. Dog Show, 9-10. Turson. Dog Show, 11-12. Tueson. Live-Show and Sale, 2-10. CALIF. Imperial. County Pair, 6-12.

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Chew, 1-10.

C.—Chewiand. Food Show, 9-17.

Beringheld. House Show & Exha., 6-11.

P. I.—Providense. Dog Show, 11.

TEX.—Ameriko. Pat Stock Show, 6-9.

P. Worth. Southwestern Expo. & Pat Stock Show, 10-19.

W. W.A.—Wheeling. Better House Show, 7-10.

WHS.—Addressible. Home Show, 11-18.

(March 13-18)

(March H-18)

Sam Bernardin. Dog Show, 18-18.

Sam Bernardin. Natl. Orange Show, 16-24.

PLA. Daytome Beach. Halifax District Napply 13-18.

OA.—Macon. Pat Cattle Show, 18-14.

OA.—Macon. Pat Cattle Show, 18-14.

New Orleans. Spring Fields, 12-19.

New Orleans. Prover Show, 18-19.

MD.—Baltimore, Dog Show, 18-18.

MRGEL—Saginaw, Indoor Circus, 17-18.

MBSS.—Calliport, Pascant, 17-18.

MR. H.—Manychester, Dog Show, 18-19.

R. Y.—New York: 1attl Plower Show, 18-18.

Rothester, Shrine Grous, 11-19.

OKLA—Si-Pa Live-Shok, 18-18.

VA.—Richmond. Food Show, 13-16.

15 Years ago

(From The Billboard Dated March 8. 19241

Outdoor showmen, park men and concessioners met in the Hotel Normandie, Detroit, on Marth 3 to discuss plans for formation of a showmen's club similar to those in St. Louis, Los Angeles and Kangas City, Mo. . . Rarry Abbotk, formerly associated with Sun Gumpertz. Ornar Sami and Francis Ferari, was general manager of the Corinthian Thester. Rochester, N. Y. . L. R. Williams, agent and concessioner with the C. R. Pearson Shows in 1923, was signed to manage, Pearson's No. 2 unit, the Joyland Shows. Col. Dan MacGugin was engaged as assistant manager and treasurer of the Inier Greater Shows. . . George (Fat) Aligalers, formerly with the Wortham and S. W. Bründage shows, died in Dallas on February M.

Walter Lankford's All-American Band wan engaged by the Sunshine Exposition Shows . James F. (Doe) Barry was agenting ahead of Dr. Surt Hyan's Amusement Co. playing indoor dates in the East. . Capt. Sunmay Jamison, high diver, signed gith Harry Calverfor the inter's water show on the Morris & Castle Shows. . John M. Shoesley continued to be a conspicuous figure at Showmen's Legislative Committee sessions. . Sam (Blackle) Barnes, cigaret ahooting gallery operator with De Kreko Spos. Shows, was in business for himself, doing Interior painting and decorating in Grand Rapids. Mich. . W. K. Mac-Collin, press representative of the Con T. Walter Lankford's All-American Band

Kennede Shows, found time, during his vacation in Mismi to assist in the pub-licity work incidental to the Shrine Circus there. Brown & Dyer Shows were contracted

Brown & Dyer Shows were contracted to present midway features at the Negro National Educational and Industrial Exposition. Jacksonville, Fig. D. D. Murphy, of the shows bearing his name, purchased a special railroad car from the Cray Jasz Minstrela. . . W. E. Sincley and George A. Baldwin formed a partiorable in Baltimore to launch the American Greater Carnival Co. . Snapp Broa. Shows opened the ceased in Phospita, Ariz, offering 15 pay attractions and a 25-car organization. . Wade & May Shows were awarded contracts for a circuit of eight country fairs, including those in Warren. Columbus, Franklin, Crawfordsville, Kendallville, Warnew and Lagrange, in Indians, and Delphos. C.

Mrs. Rice Thanks the IAS

ST. LOUIS, March 4.—Officers and members of the International Association of Showmen here received the fellowing letter from Mrs. 1vy C. Rice on Pebruary 23: "Dear Friends—Words fail me in expressing my thanks for your kindness and death of my beloved husband. W. H. (Billh Rice. I do not know what in the world I would have done without your help and counsel. The flowers wego beautiful and I do so appreciate them Cod bless all of you. My love and devotion for you will dwell with me always. Very sincerely yours, Mrs. Ivy C. Rice."







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Enter Carl J. Lauther CTHE PLAIN TALK MAN)

Tregard to the blow-off question which has been under lire in your coloring the last two weeks," writes Carl J. faither, operator of Oddites on Parade, pitaburgh. "When the carnival manager makes an effort to co-operate, with and uniterstand the independent side-above covers' problems, then and then only can be off-discussed and much ored "blow-off evil" be abolished

"For years carnival managers have lav-shed money in building, flashing and financing luge girl shows, minuted abows. Wild West showly, mitget shows and counties white elephants envisioned by Johnny-Come-Latelys with inflated dess and empty pocketbooks. The man-agers of those productions, who fur-tash nothing but performers and wards-rote ordinarity retain 50 per-cent of the coas receipts, out of which they are exgross receipts, out of which they are ex-pected to boar operating and salary ex-pense of the show,

The same carnival manager demands that the side-show operator pay the of-fice the same percentage, with no con-edemtion for the very important fact that the side-show owner owns every that the side-show owner owns ever-nick of his entire equipment and must varify invest in new convers, new bom-ner and otherwise continually change and cebuild his frameup at great cost to

The ade-show owner is expected to book expensive frenks and attractions and assume a huge salary nut, yet the arrival manager will deliberately book and even Almance ungle pit shows in direct competition to the side abow, such as fat girls, mittgets, headless girls and countless other frenk and frenk illuston attractions.

More people any necessary for the successful operation of a side show than for any other one attraction on a raid-way. Enowing, therefore, that the earning especity of the front door is far from sufficient to one with all these handings, the side-show owner resorts to the limit have of human nature—self-preserved added revenue in the force. But hw of human nature—self-preservelled—and added revenue in the form of build sales and blow-one is his only alterior if he intends to atand on his own two feet, maintain his equipment, satisfy his people and keep out of the red.

"I hope the time will come when these Those the time will come when these extra pay features can be eliminators. Rosever, my 30'yearn' experience in the side-show business with practically every major shew in the country forces me to appear. When the country forces me to appear with an analyse in the effort to co-operate with and interpretate the independent side-show where then and then only exprinside revenue be abandoned."

CARL LAUTHER'S words should tend ARL LAUTHERS'S words should tend to educate the carmival managers he missing the hours, He speaks with the voice authority and experience. He is one our greatest side-show operators and, such, a credit to the couloses, His is to the voice of plain unvariabled truth, and the voice of plain unvariabled truth, writ up without smart-slock trime. People are still interested in our die shows, framed meat and clean by ood novelty acts and real freaks the representative (not misropression-in) banners. In such a show slum and the phony or otherwise, need not be book moves, the contract of th manner

card Lauther has followed these principles for years. Another thice-show imples for years. Another thice-show imples for years. Another thice-show imples for years. Another thice-show indicate the paying public and has always little the paying public and has always inted a worth-while army of attractions in the years on Hagenbeck-Walloc, John Robinson, Al G. Barnes and other that year.) Perhaps the situation of the sawdines trail is different from the sawdines that midways. Shownan inter a thoughts on, the side show manner around the carminal, whose probabilities around the carminal ways and the probabilities around the carminal ways are probabilities and the probabilities around the carminal ways are probabilities.

lems are many, but not more so than the headaches of a side-show operator on

The importance of the lecturer cannot a minimized I go for Doc Poster in a g way. The Doc really started this interversy, this column being only the controversy, this column being only the hired hall. I also go big, very big, for young Val Vino, 75, who is perhaps one of the world's genuinely great lecturers on freaks. A colorful figure, he has been impressing the public for pears. Has impressed them so much that Mr. and Mrs. America look for him from season to season. E. J. Staumton is another nerrator who is armed with plenty on the ball, Still another is a mm you don't hear so much about, the distinguished looking Homer Sibley, for years manager of Hubert's Museum in Times Square, who went duto the book selling business a few seasons back. He is probably pedding literature in the same successful way in which he sold litubelt's features to New Yorkers and other visiting firences.

Hartmann's **Broadcast**

SiWITH other world's fairs, it's not a A SWITH other world's faits, it's not a bed of roses to operate concessions at the Golden Gate International Exposiat the Golden Gate International Exposi-tion in San Francisco. Altho the exposi-tion has been in operation for only a short period, several things have already furned up that have met with the dis-favor of the concession operators. Thru their organization, the 1939 World's Pair Concessionaires. Association, they have taken steps against those.

The committee appointed for this purpose consists of S. A. Illions, chairman; William Russell, C. M. Cameron and E. S. Bender. On February 28 these men met with the board of management of a

One of the worst thorns in the side of the concessioners is the added charge of 25 cents per 100 pounds on anything brought on the grounds. It makes no difference whether it is riding equipment, food, because or what not, the 25-per-100 fee is tacked on to the actual, haulany the is tacked on to the actual-hault-mg charge. The additional charge is a mystery to the committee, althe some members feel that it might be due to a contract made with the warehouse by somebody. The committee argued that the charge is absolutely out of dina, but no immediate decision from the board of management

A thing that doesn't set well with the concessioners, too, is the requirement that concession employees pay the regular lo-cent fare on the ferries running to Treas-ure Island, scene of the exposition, whereas the exposition employees are required to pay only 5 cents. The committee asked of the board of management that the 5-cent fare apply to both classes of em-

The light failure on the opening night when the Cayway, the amusement zone, was in darkness for two hours was another matter that came up during the conference, but there was no assurance that there would not be a repetition of this linesmuch as the works department had not checked up the amount of light and power current used by the numerous concessions. Complaint was made by the committee assures the placing of transformers on the ground with ableton netting around them, also the heavy fusing given them. It was pointed out by the committee that when the fuses are too heavy there is the possibility of a transformer blowing and shooting out oil in fames for leveral hundred feet, which probably would result in destruction of the concessions within that area and possibly others. sibly others.

Two other matters brought up by the committee were the question of restaurants and their scatting capacities and a children's 5-cent day. Assurance was given by the board of management that there would be no more than 15,000 sents in the restaurants, but it did not seem to go for the children's 5-cent day, thinking that J0 cents was not too much. In this connection many will recall that, it was the children's 5-cent day that helped make the last Chicago World's Pair.

From this it looks as the the 1939 World Pair Concessions no! Association in functioning very well.

Notes From the Crossroads

By NAT GREEN

A COURLE of the boys in from San Prancisco report that the Golden Gate Prancisco report that the Golden Gate Prancisco in the storm are getting some money. Joe Rogers, of Dufour & Rogers, stopped off early last week on his way to New York. Says their Life show is going strong. Clif Wilson, in a few days later also on his way east, says his enable show is getting a bigger jilay than it did at A Century of Progress. Clif predicts the fute COURLE of the boys in from San has way east, any highnake abow is getting a bigger play than it did at A Century of Progress. Cili predicts the fut; will draw better than 18,000,000. That strange looking reflow with Mrs. Frank Cook on the Magic Carpet was Clicko, the Alistralian bushman, headed New Yorkward. Pred and Betty Leonard, formerly with Scile-Sterling Circuits, are now logated in Omaha, where the new breaking polo ponies for a wealthy oft man. Fred is to have change of a riding academy that the oil man is building. Halph E. Ammon, innager of Wiscondin State Pair, and Raymond Lee, manager, Lee Warner and Dr. K. (Dough Baldwin, of Minnasota brate Pair, apent a couple, of days in Chicago conferring on attractions for the coming fairs. James Dewy, general agent of the Funland Shows, in town looking over show equipment. Is now on his way back to Bouthern territory and says things look good for the new season. Joel Bixby, Muskowee fair man and publisher, in town with his wife looking over the Loop shows and night spots. Sunny Bernet, of Clobe Poster, is all smiles over the beg printing contrast he has just obtained from the Ringling-Barnum aptreus. Glibbe will print all Ringling dates and banners this season.

The Bingling offices, for years located at 221 Institute place, are being moved to 633 Plymouth court, just south of the Loop.

Burils Wilson, super-circus fair, is bovering about the offices as deaks being cleaned out in sec that no old me being cleaned out in see that no old circus paper, photos or letterheads go in the waste basket. Bustis has a huge collection of circusians that same day probably will rest in the files of a historical society.

L. Clifton Kelley and L. S. Hogan, ACA general agents, back in town.

George Westerman, well-known prymoter; in Chi on business.

F. According to rumors, it looks as if a show will go out of Rochestar, Ind., and play to the West Coast, where conditions are expected to be very good this senson.

Bone of the large fairs are talking about co-operative buying of attractions. In theory co-operative books attractions. In theory co-operative booking looks good, but in the past it has never worked out satisfactorily.

The rise and fall of amusement institutions since the turn of the century is an interesting study. In both the indoor and outdoor fields we have seen them grow from small beginnings to places of tremendous power, only to decline and in some instances completely disfintegrate. The thought of these institutions was prompted by the trement of one friend to another when told that a certain juley contract was about to be signed. "Bill, I hope you don't get it." he exclaimed. "Why!" the other asked is astonishment "Well," the first man replied, "li's not good for anyons to get oversthing he wants. The minute that happens he is on dangerous ground and is likely to hit the downgrade."

The man referred to lam't getting-everything he wants and is in no danger of hitting the tologram, but the axiom quoted usually holds good. When any firm reaches the point where it has its particular field "sewed up" it is apt to become cockure and careless. In which case it's likely to hit the skids unless wise management pulls it out of the delungs; and too often an it-can't-happen-to-us attitude hastens its fall, The rise and fall of amusement in-

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Hamid Urges Park Meet in New York

NEW YOUR March 4.—Copyed A-Hanild, president of the Americal Recreational Equipment Association and the National Showmen's Association and the National Showmen's Association, will urge the AREA and the National Association of Amusement Parks, Notice and the week of Amusement Parks, Notice and this week that astisfactory arrangements for their annual convention. Hamid said this week that astisfactory arrangements out to reached with the Hotel flow Yorker to hold the convention there during the week of November 13.

Tam' convinced, Hamid said, 'that by far the majority of exhibitors and park delegates wish to convent in New York this year. Meeting during the week of November 18, will afford our members an apportunity to partake of their own banquet on Thursday ovening, November 16, well as the NSA annual ball tro flays later."

Hamid pointed out that a recent survey conducted by Fred Prinsher and Maurice Plasen indicated that close to 75 per cent of 138 conventioners in Chicago was willing to meet in Manhattan in 1830. He also revealed that plans are being furthered for conducting a combination NAAPPB-NSA banquet and ball on November 18 to supplant the separate parties how under consideration. Pact that exhibit hall of the New Yorker would also be published as banquot hall for the park convention, necessitating removal of all exhibits the day of the banquois gave rise to proposal of postponing the park party until Saturday, when it could join the NSA colors at the Hotel Commodore.

ROUTES-

(Continued from page 22)

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Wester Ted & Orch (Fox) Phile, L.

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While, And Queen Maryl NYO, re. White Jack (18) NYC, no. white Edite (Royale Prolice) Chi, no. Wallings, Ken (Capriol) Washington, D. C., d. Whiteler, Charlie (Royal Palm Clob) Mismi. Whate, One "Popepe" Hadto Frank's NYO.

Wicke, One 'Propepe" (Hadio Frank's) NYO.

Webbe Brot. & Armida Penang) Malay
States Ba-Starch 10. S.

Wiges Brot. (Fal.) Cleveland, t.

Wiges Brot. (Fal.) Cleveland, t.

Wiley. Lee Profes Month Gard, NYO. no.

Williams, Frant (Inchery) Gousel NYO. no.

Williams, Dob. & Gred Dur. (Stanky) Polish

Williams, Dob. & Gred Dur. (Stanky) Polish

Williams, Prance Gattie (Julia) NYO. no.

Williams Prances Gattie (Julia) NYO. no.

Williams Prances Gattie (Julia) NYO. no.

Williams Owen (Villiams Barn) NYO. no.

Williams Gren (Julia) Barn) NYO. no.

William Charde (Brevoort) NYO. S.

William (Intimal-Billiams) NYO. N.

Wilson, Charlie (Commodors) NYO. N.

Woods in Hamilians District Manni. M.

Wood Hit (False-Lake) Col. S.

Woods in Hay (Shoreham) Wathington.

D. G., Ocettude (Copley Square) Boston.

On. Charlie (Dackingham) NYO. h.

Wynn, Nan (Fannus Door) NYO. h.

Wynn, Man (Fannus Door) NYO. h.

Wynt Man (Fannus Door) NYO. h.

Yout Men, Pour (Diamond Horseshoe) NYC,

DRAMATIC AND MUSICAL

Routes are for current week when per dales are girrn)

Angela In 225 (Nixon) Pittaburgh,
Barrymoni, Ethel: (Bittaburgh, Los Angeles,
Farewell, Performance: (Wilbur) Boston,
Five Rings: (Cobontal) Boston,
Hepburn, Katharine; (National) Washington,
D. C.

Married an Angel: (Grand C. 12) Chi.

Kim the Boys Goodbye: [Harrist Chi.

Kim the Boys Goodbye: [Harrist Chi.

List Street Boys Goodbye: (Jefferson) Chaplottesville, Va., &: (Roytle) Hichmond 9-11.

Lamk, and Fontame: (Auditorium) Memphis,

Tenn., S. (Chinh School And J Little Rock,

Arth., S. (Convergion Hall) Twins, Okis.

10-11.

10-11.
Stinner, Carnella Otta: (Casa) Detrett,
Susan and God: (Erlanger) Buristo 5-8;
(Sheal Bradtort, Pa., 9; (Sheal Jurestown)
N. Y., 10; (Sheal Eric, Pa., 11.
Tobacco Road: (High School And.) Groufsbert, N. C., 8-2; (Municipal And.) Rakeigh

hat a Life: (Erlanger) Chl.

MISCELLANEOUS

Arthur, Mandelant Walker Springs Ala. \$-8. Elreb. Mandelant Oak Crows, La. \$-8. Edyrilla D: Shew. Miss. 30; Chrestond 32; Deer Id. Campbell, Loring, Magician: S. Oreensburg, Pa., 37 Chairton 9; New Clastic 10; Salitation 11; Alcona 13; Waynesbero 16; Marter 13; North 16; Williamstown 71; Dalmaita 18. Coward & Wooder Cur. Thomastilla. Oa. 13-18. Coward & Linden, Mandelant Globon, On. 3-13. Daniel, B. A. Mandelant Washington C. 18., O. 10-12.

O. 1072.

O. 1072.

De Cleo, Nagotian: Napoleon, O. 4-12.

De Cleo, Nagotian: Napoleon, O. 4-12.

Dekaser, Hypastist, Secaper (MayDewer) Plorence.

Kan. 6-9: (Fox Oranada) Emporia

10-11: (Cric) Wichita 12-21.

Illian, John. Rip Van Winkle: Chloago schools,

Pla and Rex. dogs: (Birand) New Orbean,

Lata. 4-12.

Isrlan, Doc Mait, & Pamily: Eberidan, Ind.

4-12.

LaTeure. Nitar (Parst) Peeria, Ill. Dc.

Lewis, H. Ruy, Hollywood Varieties: Demilis.

R. M. 10: Las Comco 11; E Pass. 72-2.

12-14.

Lewisson's, Harry, Museum: Akron. O. 6-12.

staton's, Harry, Museum: Akron, O., 6-12.

Lewiston's, Harry, Na.
Lippinesti, Magician; Corpus Cartus,
13-18.
Long, Leon, Magician; Cocuraies, Tex., B-0;
Beguin 10-11; Sine Antecdo 12-20.
McNally's Vartety Show: Aquasco, Md., 6-11.
Malloy, J. R., Ofreus undit: North Industry, O.,
17.

Mammoth Exps. Train (Button & Antengre'a) !
Mobile Ale., 6-9: Montgomery 10-12.
Angrum, Q. Thomas, Angletan: Shedon, da.,
E. New England, H. D., 2: Glendive, Mont.,
10: Lambert 11.

Marcons, Magiciant Broken Bow, Okla., 9; Mens, Ark., 10; Payetteville 12; Chartaville 14-15, Millor, Al H., Show; Ellaville, Ga., 6-11,

Oddities on Parade; Filisbargh Pa. 6-11.
Powers, Veo D. Dogs! Clarence, R. Y. 12.
Bryder 14. Tamburg By Depent Ur; Lancaster 17] in School:
Riction's Dog Chroup: Cainesville, Ca., 5-12.
Bloot's L. Yetne Theater Workshop? West
Bend, Whs., 9. Eighn Ril, 9; Evanustike Was,
19. Stoughton 13; Odabous 14; Wanpur 14;
Johnston Creek 16; Delavas 17.
Thursteen's Miracles of Magic: Condeden, Ala,
8-11.

Toby's Pinmakerel Ridgely, Tenn., 6-11.

CARNIVAL

Routes are for current week when no dates are given. In some instances gossibly mailing points are listed.)

mailing points are listed.)

B. & H. Am. Oct. Messes. & C.
Base & Lanet Georgetown, Mass.
Bloc Ridge: Covington: Oct.; Resme 13-18.
Bright Light Export. Megacit. & G.
Brickey State: Natches, Miss., 11-12.
(Orange Baow) San Bernsteine 18-68.
(Orange Baow) San Band, Plan., 3-18.
(Orange Baow) San Band, Plan., 3-18.
(Orange Baow) San Band, Plan., 3-18.
(Orange Baow) San Band, Orange Band, Oran

Orester United: Del Rio, Tex.
Hames, Bill; isbeck Show) Fr. Worth, Tex.,
19-18.
Heth, L. J.; Birmingham, Als.
Kilier's Orester; Hattlesburg, Mass.
Lang, Dec; Waco, Tex.
Medern Mitway? Pullon, Ark.
Peakman Am., Co.: Permecola, Pla.
Regal United: Necertand, Tex., 11-18.
Rooco: Macco, On.
Rogers & Cowell: Canton, Miss., 11-18.
Rogers & Cowell: Canton, Aris.
Skenart, Dot: Wright City. Ontany John B.
13-18.
Biato Fair: Douglas, Aris.
Tessett, Barroey: West Faim Beach, Miss.
Trens Kids: Tait, Tex.
United: Tennille, Co.
Ward, Sohn R.: Inton, Rouge, La.
West, Tennille, Co.

CIRCUS AND WILD WEST

Admira. J. C.: Harriman. Tenn., 1bj 1a.
Policite 16: Williamsburg. Ky., 17.
Davemport. Orrin: (Calassum. Pairurouseds: Toronto. Can., 6-11; Main St. Armory)
Bochester. B. T., 12: Main St. Armory)
Polick Fron: Eureba. Calif. 6-11.
Wiff A. Palin C. A. Armory) Brooklyn. N. T., 18-12.

IMPORTANT ANNOUNCEMENT

CHAS. T. GOSS

INSURANCE

CHARLES A. LENZ

A728 lesarance Escharge 8340. Chicago, M.

Clark's Greater Shows

Mow Bocking for Sesson 1929
Shows Commenter Opening in March.
Green ARCHIE CLARK, 840 Seet Los Rester St., Los Auguste, California

ANDERSON-SRADER SHOWS, INC.

Want to book Rollerbare, Four Ride, Front cade. Will Introduce that and front for above worth white. Can these Reales, Flandlausper John and Monte Granz, Starty, T. write, Book opens in Acrel, at Wichita, Randrass med to Concordia, Exm., until March them Weitful.

Fitzie Brown Can Place Agents

For Wheels and Coupon Stores. Cash Wiltse wants Cookhouse Help. Address all Care WEST'S WORLD'S WONDER SHOWS, Melbourne, Flan until March 18; then Columbia, S. C. (First Spring Dato, Aespices Police Department).

AGENTS WANTED

EXPERIENCED CORN GAME HELP. GRIND STORE AGENTS FOR COUPON STORES. WHEEL MEN, BALL GAME WORKERS. AGENTS FOR PITCH-TILL-YOU-WIN. FISH POND, DART STORE, FENNY PITCH AND CICAR-ETTE SHOOTING GALLERY.

Apply SAM GORDON, Mgr. of Concessions RUBIN & CHERRY SHOWS. Winter Quarters, Fairgrounds, Mobile, Alabansa.

St. Louis

ST LOUIS, March 4.- E. E. Farrow, manager of Wallace Brom. Shows, spent averal days here while purchasing mo-

manager of Wallace Bron' Shows, spent invertal days here while purchasing monor equipment from Charles T. Goos, of Standard Chevrolet Co. He savised the skows will open on March 18 et Dyershaug. Tenn. Sam Solomon, owner of Sola Liberty Shows, passed thru this city on Monday, on route from quarters in Caruthersville. Mo., to the North. Mr. William R. (Bill) Sinapp, owners of Sinapp Greater shows, ristled The Eilhoene on Tuesday while on route from Jupith. Mo., quarters to Snapp's from the Danville, iii. They will visit his brothes, Ivan, and other rolatives for about a week. The Snapp's relatives for about a week. The Snapp's relatives for about a week. The Snapp's relatives for about a week. The Snapp's relatives. Harry (Happy) Chunlingham, ride foresman has season with the West Coast visiting Mrs. Snapp's relatives. Amusement Co. and prior to that with the West Rosse. Amusement Co. and prior to that with the West Rosse. Amusement Co. and prior to that with the West Rosse. Amusement Co. and prior to that with the West Rosse. Amusement Co. and prior to that with the West Rosse. Amusement Co. and prior to that with the West Rosse. Amusement Co. and prior to the West Rosse. Rosse. West Rosse. West

Norman Vaughn, brother of Eddle Norman Vaughn, brother of Eddle Vaughn and phiblisher of The Elky Hora, visited The Elliboard on Wednesday while en route from New York to Tulea, Okla. Other visiters were Ted and Chico Yasnatine. Jack King. George Davis, Ployd, Hense, & L. Yasta, John Howard, Charles Olives, William Dolezal, Morris Feldman, Jackie Callahan, Marvin (Moch) Laird Henry V. Gehm, Joe Hawatt, George Emmper and Joseph Plorita. Mrs. Catherine Oliver arrived on Thursday after aponding the past two months visiting relatives in Springfield, In. She flaves next week for the Bouth in John the Western States Ehows, with which organization also has hocked her frozen custard stand.

FLUSHING FRONT-(Continued from page 31)

(Continued from page 31)
but kept in the dark until just recently, show will be a walkthru, with two-bit show will be a walkthru, with two-bit show will be a walkthru, with two-bit show will be a replica of the fat, and will cover about 5400 square left toward lower or Parachute Jump end of the nidway. According to present plane, project will be a replica of the Crystal Palace at New York's first fair in plane, project will be a replica of the Crystal Palace at New York's first fair in 1600, will be a "museum of changing tarted depicting graphically and thru like takent onto relationent highlights of all the big expos from "is until Chicago's 33 A Century of Progress. The Little Firsts, Stellas, Sally Randa, etc., will be "The World of Tumorrows" mideway highlight. Just what that is remained a secret.

Besides the Palace, other projects annehing construction this week-included Morris Cest's Hidget Village, the Scotland-baned Ghant Causeway and loc Cale-Mayor. Plot Trenslars on the incoruplest side—still, oven the become that it will be a wild west show become through on the a wild what show become through on the nemacingly manning time memacingly manning time memacingly manning the second of the sec

Riva, the Indian Village originally planned by Col. M. H. Billingsley and litera Powell, has apparently been discreted. And the Boomerang ride joins the rout' list, optioned space being taken oversby Admiral Byrd's Penguin Island. Construction on Inter is expected shortly. Showmen already hoavily interested at the fair linve their eyes on and the construction of the line their eyes on the literated at the fair linve their eyes on the literated at the fair linve their eyes on the literated at the fair linve their eyes on the literated at the fair linve their core of the literated at the fair linve their eyes on the literated at the fair linve their eyes on the literated at the fair linve their projects.

at San Francisco and showing final ticket purchased first week of the capo there. It is numbered a little more than 20 nos. which san't bad at two-bits a crack.

Juttings—Charging the fale with custailing their power, misuaing the names of committee members to promote exhibits and falling to safeguard the public concerning value and redubblity of incommittee value and redubblity of incommittee on consumer interests at the fair resigned their posts last week. Move caused minor concern among administration ands even the publicity in theilocal press were any cern among administration aids even the publicity in the local press gave anything just a healthy aspect to Flushing enjasprise.

The mechanical heart invanted by Dr. Alexis Currel and Col., Charles A. Lindbergh, will be on exhibit at the Ciba Pharmaceutical Product Corp. display in the Medicine and Health building.

A male chorus of 5,000 volces, largest group ever assembled, will present two free concerts in the Court of Peace on July 1 and 2. Heing sponsored and organized by the Associated Glee Chibs of America, Inc., with rehearant already under way in various parts of the country.

The Lighter Side

"Alf we have to do is turn on the juice."
An official statement that Norman Bartlett's Bobaled is ready to operate.
"I am 75 per cent ready, including the
anakes." Clif Wilson talking about his
Live Monsters opera. He added that he
loped they wouldn't throw a picket line
around his reptillans because they're from
out of twen. out of town.

"That canopied embellishment the fair is planning to protect anusement zone walkers from the sun will make a great place to exercise monkeys." Which reminds us that Frank Buck will have a school of 1,000 (not 509) monkeys in his Jungfeland among other animalistic

place to exercise monacys. Water reminds us that Frank Buck will have a school of 1,000 (not 2009) monkeys in his Jungieland among other animalistic terms of the wild variety.

Cy D. Rond, supervising construction on the Dodgem, is a pal of ofcogo P. Smith Jr., or the fair samusement zone division. Smith did not precaping Bond the other day, the major having lost his choppers, which altered the distinguished Bondias; pan scene chat. To avoid further nonrecognition Major Bond has ordered a set of store teeth,

Financial syndicates are going and couling with every tiek of the clock. Some of them are so demanding and exorbitant in their proposals that showmen are referring to them as skindicates.

Bally Rand never got past Maurice (Mike) Mermey, director of exhibits and concessions, during her visit here. That Mermey must have something.

Showmen returning from San Francisco say La Rand's Ranch grossed 18 Os the first week, not 40, as reported, with the peak reached on Washington's Birthday, when 16,000 people at two-bits a pop were checked in, Maybe it's all a typographical error—or maybe just plain bilge.

Turouto hears that when the King and Quebm of England visit the fair "next May" the expo will close its gates for two hours. Turouto hears that when the Ring and Quebm of the regal visit is June 10—and that the gates, it they are closed, will have to be due to a slight connection with congestion. Gothamb Cargantus expects. Majesties will attend his Merrie England

Don't quote me because I'll deny everything." Statement from Frank D. (Doe) Shean, of the Sun Valley show. Will Frank deny, Without being quoted, that he is hooked up with the best show-financing plan that has made an appearance to date?

dor's regular Monday night broadcast area stated.

The bosses are considering canceling press passes that hundreds of people are using to get into the fair because there are septrally times as many press telests as there are newspaper men in town, Saily Hand Philipped from New Yorkson Tuesday, refusing to discuss any plans for being at the World's Fair there.

All foreign pavilicus will be opened by April 1, said Major O. J. Kentinge director of foreign participation. Chilean Pavilion was opened by Monday in the Latin-American Court along northern border of the Pacific Area. Today France and Czechosdovnkia will dedicate exhibits. Italy's formal opening is set for March 12, with Brazil's on March 17 and Argentina's his March 21.

CONCESSIONERS-

(Continued from page 31) pedestrian and possibly bus traffic. It's a wooden arch arrangement with flores-cent busing for illumination in a riot of

GLEANINGS-

(Continued from page 31)

he was amnzed at its ficeuty and com-pleteness. He was accompanied by his daughter. After a two-day visit they started back to New York town, out of which Ben is like a fish out of water.

Col. J. N. Wisner, old-time circus man and ex-president of New Orleansa Cotton Exchange, who strived from Texas, where he has been living the last few years, appears in perfect health. After visiting friends in Stockton he will return to take in the fair.

At opening of the Scotch Village An Clachan, on Patruary 24 with an encremous growd, almost Resait delivered a welcome to the Scots, after which a banquet, was served to guests. There are enough Scotsmen in metropolitan San Prancisco to keep the attraction alive and to draw those looking for entertain, ment within the gates.

Mrs. Bertha Melville, after speing that the Scooter in which she is interested was off to a good start, began the trek by car to bliami, Pla., where she will spend about a month before opening her attractions at Myrtle Beach. C.

Joe Rogers, of the Dufour-Rogers com-bination, after getting the Life Show open and watching it break records, rested and then hopped a plane for New York to assist in readying the Dufour-Rogers attractions there.

Clif Wilson's Monster show, little show that makes the big ones step-lively, broke another record when it played to 9 per-cent of gate attendance. Olif left for New York on Pebruary 24.

Raiph Forelman, owner of the giarit horse. Brooklyn Supreme, has done beautiful job on his building, front in particular being very showmanlike, pioparticular being acoustic the particular being reconsized. Raiph is Percheron breeder and known about all of the people interested in coulines.

Sid Woife, hustling concessioner at hig expositions, is buying everything avail-able in his various lines. Since the fur opened space is going like whatire.

The Cavalcade, with its open grand stand, has been suffering because of cold nights. It is felt that the attraction will give a good account of freelf when the expo gets into full swing.

Every attraction operated by a skilled outdoor showman or ride manita doing good business. Shows run by indoor showmen or that have been trained by those not familiar with the fair game are suffering and may eventually so by the board. Another fence of "Shoemaker, Stick to Your Leak"

Cameron's Happy Valley Ranch, about ready to go, occupies nearly four acres on the Gayway. Cameron is venturing more money on success of this fair than any other operator, already having invested unwards of #200,000. He grossed about \$00,000 the first week.

Sally Rand's Nude Banch is breaking records for this type of show daily. Official books say her show is playing to 25 per cent of attendance.

WEDDLETON RESIGNS—

(Continued from page 31)

tor's regular Monday night broadcast area from observation of other attractions on slated.

(Continued from page 31)

tor's regular Monday night broadcast area from observation of other attractions on the Gayway.

A number of tital gaines have been booked and builk but as yet police have not given the word to go. All these games are of the type operating daily at the beach, also is in the city of San

City Rope Trick Show, booked and chod by adme of the fair officials, to backed by some of the fair omenas, at all dark. More than \$20,000 has been spont on this building, it is said, and rumor has it that the project is troubled with the "shorts," the brass late return. ing to put any more into the Venture

J. Ed Brown, who was director of con-cessions at San Diego Exposition and in the same position at the Dallas expo, has been engaged by Treasure Dland Cater-ing Co. as co-ordinator, company oper-ating more than 100 stands.

Forty per cent of visitors to the expo-arrive in automobiles and the parking concession is doing land-office quainess. This company, has the greatest intest-ment of all concessioners.

Headless Cirt Show, running Cir Wil-son a close second in 10-cent attractions, is generally conceded to have the most fartistic frame-up on the Gayuny,

Tom Wolfe, spreading out, is building a Venelian Glass show to be managed by John Backman. Tom also is negotiating for a Maxican restaurant,

Johnny Branson is putting on a third show, the Globe of Death. Julian Har-tey's Trans-Lug Theater is dong fine

Space Rate Called Too High

CINCINNATI, March & H. W. Crowell.
San Leendro (Calif.) concessioner, writtee
The Billbeard, anont some lack of rignancial backing for attractions and space
rates at Golden Onte Exposition, that
he confidered a location there but could
not see his way clear to meet prices
asked. "Very few sound-minded business
men are going to pay from \$1,200 to
\$1,500 for small spaces, such as 10 by 10
seet, and give 15 per coult of their groun
and pay for mility service heating,"
he opines.



GRANDSTAND WANTED

Steel, 3,000 to 6,000 capacity. Also Steel Fabricated buildings.

full description and price. CLEVELAND CO. FAIR

Sholby. N. C.

LAST CALL FUNLAND SHOWS

OPENISO MERE SATURDAY, MARCH 25.
TWO SATURDAYS, "A STATE OF SATURDAYS," A STATE OF SATURDAYS, "A STATE OF SATURDAYS, "A STATE OF SATURDAY, Chiefel Britos and Grine States, Boiled-Plates and Tolk. All Obsessions open cropped to the saturday of the Saturday of Saturday, American Camp, Archive Charles, India Garces, sto. No grill. All repiling Wester Quarters, Sarbrite, Ga.

FOR SALE

TRAILER and AUTOMOBILE

Fully Engineed and Franchished Gilder Specific Twiler, 24 ft, iong, 7 ft, wise. Used 2 months, 1933 MASTER ONEVROLET 4-Door Sedan, Scoots last August. Will self sheep-size or

MRS. W. H. RICE

VANISHING

Greatest senantion times Houding vanished an alephant. New, and exclusive. Clean, a fire flashy, using the male licen. Weeks anywhere, indoors or out; areas, platform, at high or flow, and completely serrounded by appetators. Available for World's Fair, secation of francing.

WEBER THE WIZARD, 507 PMth Avenue, New York, M. Y.

MILLER BROS. SHOW

LAST CALL-OPENING AT VICKSBURG, MISS., APRIL S.

WANTED-Rides. Can use Roll-o-Plane, Shooter or are Fine Ride, also Penny Ride.
SHOWS—Can use Motordoome, Mechanical, Illusian, Big Snake, Premy Arcade. WILL
FURNISH COMPLETE EQUIPMENT FOR ANY WORTH-WHILE SHOW.
CONCESSIONS—WILL SELE EXCLUSIVE LONG RANGE GALLERY, PHOTOS, DEGGERS,
FROZEN CUSTARD. ALL ERGITIMATE CONCESSIONS-WRITE OR COME ONL
CAN USE—COOD RIDE MEN. WANT ONE MORE SPRINGTIONAL FREE AGT.
WANT—SIDE SHOW ACTS, ALL KINDS.

WRITE TO BOX 448, VICKSBURG, MISS.

NEGOTION DE LA COMPANSION DEL COMPANSION DE LA COMPANSION DE LA COMPANSION DE LA COMPANSION

TEXAS LONGHORN SHOWS

O'RENING MARCH 18.

CAN MAKE ATTRACTIVE PROPOSITION to Shows with their own cutiles, such 321 Fat
Show, Midgats, Unborn, Elfe, Alechanical, Etc.

WART Tables for Ministrel and Side Show, Legitimate Concessions that can and will work
for 10 cents.

WANT experienced-forcemen for No. 12 Big Eli and Allan Herschell Swing, Also Ride Help WANT experienced-forcemen for No. 12 Big Eli and Allan Herschell Swing, Also Ride Help WANT experienced Swing, Wheel, Till, Octopus and Mix-Up. CAN PLACE Dual Loop-depth of the Plane, Roll-o-Plane, Small Scooler or any Ride ass conflicting with our own Rides.

TEXAS LONGHORN SHOWS

Box 174, Center, Texas-

Box 174, Center, Texas-

BARFIELD'S COSMOPOLITAN SHOWS

WILL OPEN HERE MARCH 18. ON DOWNTOWN LOCATION, AUSPICES AMERICAN LECION.

Want to hear from any Show of merit not conflicting, also legislimate Gried Stock Concessional WANT experienced White Man, also No. 2 Man for Ell Wheel. Roy (Blackle)- Schmidt wird, Et. V. Lewis wants Colored Municians and Plant Show People. Address C. E. BARFELD, P. O. Box. 728, Oothan, Ala.

MERRY GO ROUNDS-NEWLY BUILT-

Will destribe for Quick Sale to Close Out:

ONE 48 FOOTS - APREASY JUMPING MOREE MACHINE.

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AND RECORDERS - ARREASY JUMPING MORSE MACHINE.

AND RECORDERS - ARREASY JUMPING MORSE MACHINE.

OF THE WARM MODERN LAnders equipment.

AND RECORDERS - ARREADED FOR MACHINE CONTINUE.

OF THE WARM MODERN LANGER - APPLIED FOR MACHINE.

JOS. G. FERARI CAROUSEL WORKS

LAST CALL LAST CALL T. J. TIDWELL SHOWS

OPEN SWEETWATER, TEX., MARCH 25.— LUBBOOK AND PLAINVIEW
STOCK SHOWS TO FOLLOW.

Mane Georgitis Guifas for Side Show, Midget Shows, or any other scenty-online Shows, was seeded proportion to Shows Drown or Fun Nessen with our transportation.

OAN USE CONCESSION. HELP IN ALL DEPARTMENTS.

We, held Operated for 21 Febra and Celebration.

Biologica All Answers to DON M. SNASHEAN. Geograf Applie, Sep 364, Sweetwater, Team.

WANT—ROGERS GREATER SHOWS—WANT

OPENING UNION CITY, TENN., APRIL 10, 1039.

WANT—ENDOWS OF ALL KINDS. WITH OR WITHOUT OUTF: R.

WANT—ENDOWS OF ALL KINDS. WITH OR WITHOUT OUTF: R.

WANT—CONCENTIONS OF ALL KINDS. DELD EXCLUSIVE ON GOOK HOUSE AND GRAM.
COMM. GAME., PHOTOS. GUESTARD. LONGSTAMES GALLERY., PENNY PITCH, PALMISTRY.

AND CTURES. PREPAY ALL WIRES.

ROGERS GREATER SHOWS

RASHVILLE, TERR.

PLEASURE BENT SHOWS

WANT Shows of 6B binds. WILL BOOK Eddie Edder and one Blair Bide other then M-G-E, Ferris Wheel or Chalcolable. Will Edd's Corn Guns. Will startle Show Outlie to your inter the Address Affect of the Show of the Corn Guns. Will startless there is or rent of Code Beans. All address Affect of the Confession of the Committee of the Code Beans. All address Affect of the Code Beans. All address Affect of the Code Beans. All address and Affect of the Code Beans. All address are seen when the Code Beans. All address are seen to the Code Beans and the Code Beans are seen to the Code Beans and the Code Beans are seen to the Code Beans and the Code Beans are seen to the Code Beans and the Code Beans are seen to the Code Beans and the Code Beans are seen to the Code Beans and the Code Beans are seen to the Code Beans and the Code Beans are seen to the Code Beans and the Code Beans are seen to the Code Beans and the Code Beans are seen to the Code Beans and the Code Beans are seen to the Code Beans are seen

HELLER'S ACME SHOWS, Inc.

DIG AMERICAN LEGION GELEBRATION, DANVILLE, VA., APRIL 10-15. Open Greenillo, G. O., Friday, Murch 17, 88 Days.

Open Green, R. G., Friday, Mosch 17, EPOATS.

WANT Shows of all kinds. Mittardresse, Full House, Twenty Arada. Will, MOOK Loope-Plane, Open Bootle, C-Directi, also Kibits Rides. WANT Grind Horse. Cook Rigses, Core Game.

All Wheels open. All Selvine And Selvine Rides. Want Grind Horse. Cook Rigses, Core Game.

HARRY MELLER, General Manager, Virginia Hotel, Greenellis, S. C.

P. B.—Cooms Harmen, Mill Moore, Harry Shirter pet in Lond with BUCK DENRY, Gibbord Rosel, Greeneway, X. C.

JOHN R. WARD SHOWS

Opening Baton Rouge, La. Saturday, March 11, with Four Spring Celebrations
Want Ten-in-One Show complete or will furnish outlie for reliable Side-Show Managar, who
can pur furniculan show incide. Want Managar and People for Arthuric Show, also infection
Clares. Book any shows of morat citic conflicting. Want Purmy Areade and Stock ComCessiona. Mrs. James with. Want Special Agent; Plotter write.

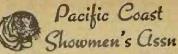
JOHN R. WARD, Box 148, Baton Rouge, La

YEARS SCOTT BROS.' SHOWS

16 FAIRS BOOKED

Want for 1919 seasons Misrry-Co-Round, first-slass Cook House, Privilege in Tickets, Ten-in-One. Major Johns answer, Crind Shows with or without outflet, Colored Musicaline and Perferences address TOM JONNSON, Stock Concessions, as racket. Ride Help for Wheel, Loop, Till, Mixup that drive semi-tracker, Felay, Ala, this week; Georgiana, Ala, next 1988.

Is Your Subscription to The Billboard About To Expire?



730: S. Grand Ave., Los Angeles, Calif.

LOS ANORISS, March 4.—About 100 members were present at the Initial meeting in the club's new quarters at Grand and Wishire boulevard Monday Grand and Wilshire boulevard Monday night. Quarters are not as yet ready, as the formal preview will be held dig March 6. Now quarters are tunesually attractive and huxuriously furnished. Secretary's office is a commodious one, and the reception room is 53x50 feet. This space has been divided lengthwise, providing space for the Ladies' Auxiliary. Their portion has been attractively arranged by Mario LePous, Nina Rogers and Sis Dyer and their committee. Spot also comprises a commodious cocktail tounge, a large room for meetings of the board of governors, and the lodge half is 58x64 feet.

is 58304 feet.

Requiar business procedure was folelowed with the reading and approval of minutes, and bills were ordered paid. Because of the survoundings and the desire of the large gathering to look things over little was accomplished. Mr. and Mrs. Abner K. Kline were special guests. Frank Conkelin, in good health again, attended, coming in from Monrotis, Calif. Barney Kaplan and Jarry Werls were reinstated.

Ladies' Auxiliary

Pebruary 27 meeting presided over by President Mario LeFron, with Mora Bagby, first vice-president, and Edith Bullock, secretary, was held in the new clubrooms and was well attended. Thru the diligent work of House Chairman Mina Rogers rooms were in order in time. Appointments of the new rooms are elaborate, scating 75 comfortably. All registrations are comfortably all registrations are comfortably and was entitied over the new set-up. Letters expressing regret at not before

Letters expressing regret at not being able to attend the meeting in the new home-were read from Edith Walspart and Toppy Gooding. Weekly sward wen't to Marie Lie Douz, and wine and cake served with compliments of Marie Elink, who was in for the meeting. Glady Porrest has been released from the hospital and is doing leased from the ho

the first in air years that Chaplain Minnie Ptaher missed. She is visiting with Past President Peggy Preside in her mountain home. Peggy is recuperabling from a recent filmes. Secretary-Tressurer Buildek advised that Brother Pat Armstrong, of the PCSA, donated to the judies a check for their first months remt in new quarters. A letter of appreciation, was sent him.

FOR SALE

His Wheel, Parlow Bater Q. 32-ft. Carrown (1998).
Harachell 32-ft. Carrownell, Taver Chalpidene (1997).
Wady to run, fit Switchen, open and closed true, 198-may to 2,000 amou. Bit le Bol 4-pt. medican, franciscus, 2,000 amou. Bit le Bol 4-pt. medican, franciscus, 25 H. Fr. and Bratter Brane. Physical Labbate. Statement of the s

HENKE BROS.
2318 W. Blate Street. Milmonton. Wit.

BARKER, SHO VS.

Opening Saturday, Spril S. Cherteston, Mo.
PLAGE Francy Areads, Rowling Aller, Proc. Till
Win, Scales, You Core, Orised Shows, You House,
Sechantical Show, United Shows, You House,
Sechantical Show, United Shows, You House,
Athletes Show, Vincente People, Jazz Baby
write, Have Feirs in Historia, Indicas, Minerari,
Temposees and late Ministry Pajirs.

SYELLA GARKER, Son 224, Charleston, Me.

HAYES BROS. CIRCUS WANTS

Performers for Big Brew define two as more Acta. All Privileges open. Show opens March 20, State all first letter. Address Chatese, Ala.

Royal Midway Shows

WANT Agents for Fish Pool, String Come, Ball Gandi, Popeora, Came Rack, Address North Little Book, Age.

SIEBRAND BROS. SHOWS WANT

Rice Show, join at once. Have new top and business. Arise, March 5 to 11.

IDEAL EXPOSITION SHOWS, INC.

America's Best Amusement

Opening at Charlotte, N. C., April 3 In the Best City in the South.

Can place Motordrome, Funhouse, Midget Show, Life Show, Crime Show and People for Fat Family Show. (Cartson Sisters, wire at once.)

Will book or buy Loop-o-Plane and Roll-o-Plane.

Can piace all Concessions, including Wheels, Palmistry, Grind Stores, Long-or Short Rango Shooting Galleries, Ball Games, Diggers, etc. lexcepting Cookhouse, Graft, Custard and Bingo).

All Ride Help report at Winter Quarters, Charlotte, N. C., March 20.

Will buy Dog Act consisting of two or three dogs, also Trained Monkey.

Can place Cirls for Revue and Dancers for Hawaiian Show. Also welf-formed Girls for Posing Show. Salaries spaid out of office. All girls address P. Thompson, care of show.

Can use two or three more good Talkers. Mr. Eddie Lippman is business manager with us.

Write or Wire WILLIAM GLICK, Charlotte Hotel Charlotte, N. C.

PHONE MEN—CIRCUS ACTS

Junior Chamber of Commerce Indoor Circus April 17 to 22—Can use two good Producers. Banners, Book and Tickets just starting. Acts suitable for indoor circus.

Address JOHN De HALL, Chairman Circus Committee, 306 Union National Bank Bldg., Youngstown, Ohio.

BROWN NOVELTY SHOWS

OPENING STUDIES, AT VALDOSTA, GA, TWO SATURDAYS.

OPENING Spring Route Transport, Noticety and Onle, Including Kennuthy

Megadesin Laurel Fullbul at Pineratio, Ky.

WAST Tilles-Whirt, Octomes, Loop-s-Firms, or one Fast little that gifting. Have complete multi-few Pires and the Charles of th



Palace Theater Building, New York

NEW YORK. March 4—Perference 28 meeting was interesting, aitho almost all officers are still in the South President George A. Hamid presided and gazed with him were Treestrer Jack Greenspoon, Counsel Max Hofmann, Dr. Jacob Cohen and Executive Secretary John Liddy. Ladjes' Auxiliary field a meeting the same evening in its quarters. However, the fair ones joined us later in the eventing and it was unanimously voted to have the auxiliary meet on the same night as the men. Upon injournment their ladies played host, serving fruits, cake and beverages.

President Hamid reappointed Ike President Hamid reappointed Ike Weinberg as sergeant at arms, with Al Mekkee assisting. Board of governors night that the clubrooms were for the seclusive use of members only on meeting nights. Those desiring to bring freeds must apply to the executive secretary for guest cards, good for a limited lime only. George W. Traver, now in Florida, was responsted chaplain, Frestdert Hanid announced that in addition to the fair associations of Virginia, Fennagivania and South Carolina, the New York association, of fairs had also speed to charge 50 cents extra per pegator for their amusal banquet in 1940, the extra tariff to be donated to club's ucharge fund.

Pred Pitzer, representing Circus Saints and Sinners Club of Arserica, spoke on the proposed Troupers' Home and said hi felt that the project would be going places soon, especially in allegoe with the Showmon's League of America and ser own organization.

Mack Harris, of the eligibility commit-Mack Rarris, of the eligibility commu-ier, reported a new member. William Onck, sponsored by Printdent Hamid. Sourd of governors had a hectic session prior to the regular meeting. New faces were Jesse Kaye, Eddie Vaughan and Andre Dumons, Pacific Coast Showmen's

CARNIVALS WANTED

LIBERTY HOSE CO.

Population of Tenn, 85,000.

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GRADING THE PH LACELPHIA NATIONAL
LEAGUE BALL PARK,
Thread and Lehigh A reven.

Mining a Green'd Area of Entire Ody Block Sunable
for All Types Outlight Anymorrents

OSEPH J. 4 RENOLD N. GHEENBERG, INC., Philadelphia, Pa.

WANT TO BOOK

TW SUPER HOLL-O-PLANE AND NEW CORN

With Transportation.
HARRY BEACH,
Rorth Little Rock, Ark

DUAL LOOP-O-PLANE

A.1, contition, both mechanisms and lacinding Ticket Booth, Iron Fence. a Fals or Trade, or will buy separately. Throw Micro-Co-Respand, No. 5 or No. 12 Everta Co. No. 12 Eve

WANTED the June and July. Also

HOWARD AMUSEMENT CO.

AMERICAN READERS Wanted for Long Season

ASCIENT MADAME ALIGIA,

S. CHAS. SCHAFER

Association received a vote of the feet its good-will benner; which decorates our main meeting room, vote of thanks

Next meeting is scheduled for March 15, with the Benefit Fund and member-ship committee meeting at 7 pm, Per-sonnel of the fund committee includes schip committee from committee from some of the fund committee from Jacob Cohen, chairman: Elias E. Bugarman. Lew Dufour, Max Hofmann. Harry G. Taker, Max Lenderman, Art Lewis and Jack Rosenthal. Membership, Phil laser, chairman; Mack Harris, vice-chairman; Arthur L. Hill. Billy Rose, Harry Traver, Herbert F. O'Malley, Johnny Kline, Joe Hughes, Joe McKee, Dave Epstein, Lew Large, Joe McKee, Dave Epstein, Lew Large, Joe McKee, Prank Darling, Irving Udowitz, Murray Coldberg, Fant Weinberg, Adolph Schwartz, J. L. Oreemspoon, Al McKee, Eddie J. L. Oreemspoon, Al McKee, Eddie

Lack of space prevents listing of all committees; other committees will be listed soon. President Haraid asked everyone to renember the benquet to be held the list of the benquet of the benquet to be held the list of the benquet to be held the list of the li one to remember the banquet to be held at the Hotel Commodore on November 13. The Benefit Fund is the benefit any. Don't fall to send in your reservation for the Atlantic City outing March 25-26. Birthday congrutulations to Max Freund. March 9: Mack Goldberg. Salvetore P. Pitsco and Sam Wirebach. March 10: Danny Duggen, Hallem Barkoot, March 12: Alfred D. McKee Joseph A. Treithelm and Jack J. McCormick, March 12: Herbort H. Leveas, March 13: George A. Releer, March 14: George J. Komeny, Herman Ceben. Nathan Paber, David P. Lichtblan and C. B. Ridder, March 15.

Lichtblatt and C. B. Kidder, March 15.

Ladler' Auxiliary

Thometric are still talking about their first installation dinner held at Hotel Plecadilly on February 27. We had the finest degree team in New York City thru a special dispensation from Alma Claire Clark, gapreme Hisancial secretary of the Companions of the Porest of America. Scoretary Anita Goldie, who was in charge, appointed Stater Beam Hamild marshal. She did a swell job. Stater Hamild was escorted by the captain to a seat of honor tip the left of the president. Shortly after the indies as down to dinner Sister Mildred O'Done presented corsages to the officers. President Dorothy Packtinsin and Sister Hamild had orthic consages.

As Mildred presented the corsages an

and Sister Hamid had orchid cossages. As Mildred presented the cossages an appropriate song was sung to each officer. Secretary then presented a picture of our president for our clubrooms. President landed the fine work of her officers and presented each one with a gift as a token of her appreciation. A large basket of flowers was presented to the president from her husbend. At this point, with special words to the song Susshine of Your Smile, sung by Mildred O'Done, a boyely plant was presented to Sister Hamidi Typethe president from the auxiliary. Then came the closing feature of the evening. The president was asked to leave the room for a few minutes. A yellow rose was given to each member. Then the president was brought back into the room and all marched up and handed their roses to her.

back into the room and all marched up and handed their roses to her.

There are a few additions to committees as follows: Leal: Organispoin, entertainment; board of governors, Vera La-Bregge, Markes Highes, Sister Frances Pointer is leaving, so the made a donation to the Bess Hamid Sunshine Fund. Stater Berths Greenburg also made a donation. Stater Legal Helfant and her charming daughter presented our club-rooms with an electric fan; Sister Hida Bergen and a fine donation to the Bess Hamid Sunshine Fund from Richs mond. Vs.

American Carnivals Ussociation, Inc. By MAX COHEN

ROCHESTER, N. Y. March 4 .- In previcus columns we have commented the fact that the carnival industry not subject to the federal wage a the fact that the carnival industry is not subject to the federal wage and hour law. However, the industry should not lose sight of the fact that by reason of the nonapplicability of the federal law we are subject to the various State laws regulating hours or wages or both in such States as the members of the findustry may operate.

findustry may operate.

There appears to be a definite program in many States to put workers in intrastate industry upon an equal footing with those in interatate industry. We are informed that upwards of 25 hericlatures are considering legislation, and in some States it has been already adopted. New York, Pennsylvania, hiss-achusetts and Wisconsin already have legislation observings, the subject of labor

relations. Twenty-seven States have adopted minimum-wage laws in some form or another; nearly all States have laws regulating hours of employment, and all States have some form of child-labor states. Inbor statute.
Two comprehensive State acts covering

a variety of Subjects relating to labor hours and wages are being considered in Malon and in Michigan.

Whether this program under consideration will be enacted in whole, no one can product, but it is reasonable to assume that some States undoubtedly will address some an armytim and the constant of th che can that some States undonested assume that some provisions along the will adopt some provisions along the lines of those already in existence in the States hamsel.

The industry abould take new care to familiarize itself with provisions of the laws: prevailing in the States in which the respective members may operate.

International association of Showmen

MARYLAND HOTEL

ST. LOUIS, March 4.—Bingo party in the clubrooms in the Maryland Hotel Saturday night proved successful. Attendance totaled about 80. J. Crawford Francis was in charge and turned over a sizable amount to the treasury, Missouri Show Women's Club, on hand in a body, furnished refreshments and lunch. Because this one was a success it was decided to have a party of this kind about once a month in the future. Club thanks the many showmen and organizations who contributed and assisted in the william H. (Bill) Ries funeral last mouth, and the secretary has been instructed to write letters to all who helped in this cause and to the

has been instructed to write letters to all who helped in this cause and to the many who sent flowers. Club especially wishes to thank the Showmen's League of America, Heart of America Ehowmen's Association, all of which responded nobly when called upon for aid.

John T. Francis, president; Prancis L. Deans, excretary, and Leo Lang, treasurer, were present at the regular meeting on Thursday: Dies were received from Brothers J. C. McCaffery, Ned Torti and Tommy Cannon. All members are surged to send in their 1939 dies, which are only \$5,6 to Secretary Francis L. Deans.

MEN!!!

Cash In With This Money-Making Popcorn Machine



Make 70c Clear | On Every Dollar



Here is a real money-maker for you—a popcern machine that really gets the business. And pays handsome profits? Yes, 70c clear on every doler? The money comes imfast, too, because of the trade It draws.

Unlike Any Other Machine

Not the old-style hand-operated, silvest corner style. But a beautiful tradernized all-electric model that operates anywhere—and-instantly draws a big frade. It has light, color and motion—and it really gets the business.

Has a large popping ca-pacity, with a full size attractive cabinet, Elem-tricity-costs as little as 1c. for every dollar's worth of popcora.



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Learn How Englity You Can Own and Operate This Sensational Money-Malker, Get the Facts—And See for Yourself That You, Too, Can Cash Int

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WANT USEFUL CARNIVAL PEOPLE IN ALL LINES. WANT SINGLE PIT ATTRACTIONS. Must be outstanding! What have you?

CAN PLACE GOOD MONKEY SHOW. MADAM CAROLYNE HOLT WANTS READERS FOR MITT CAMP.

Lew Hoffman-Lost your address. Pleasof write. Arthur Schrawdenbach-Send us your address; Important. ALL PEOPLE ENGACED AND CONTRACTED, PLEASE ACKNOWLEDGE THIS CALL Address

SAM SOLOMON, SOL'S LIBERTY SHOWS, Caruthersville, Mo. THE TOTAL OF THE PROPERTY OF T

CANADA WALLACE BROS. SHOWS CANADA STARTING JUNE 29

Western Canada Fairs—Carman, Estovan, Weyburn, Fortage la Prairie, Dauphin, Melfort, North Battleford, Lloydminster, Vermillon, Vegreville, Red Doot, Camross. Quebec Fairs—Waterloo, Richmond, Cookshire, Ayers-cliffe, Bedford, Brome, Granby. Ontario Fairs—Lindsay, Stratford, Calt. Dreaden, Aylmer, Simcoo.

WANTED—Shows and Concessions. Shows must have their own equipment? Shows to join at Windsoi May 8. Will sell exclusive on Novelities for the above fairs. Kindly address

J. P. (JIMMY) SULLIVAN, Box 442, Toronto, Canada.

68 The Billboard March 71, 1939

OIN OPERATED . . . VENDING . SERVICE . MUSIC .



Conducted by WALTER W. HURD-Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

INTO 1939

"Pop Time" moves along into 1939. With so many State Legislatures in session during the first half of the year, what will come out of the legislative mills is naturally the most pressing subject.

It appears that more than 150 bills relating to the coin machine industry were introduced in Legislatures during the first two months of 1939. No check is available to show what proportion are favorable and what are unfavorable. There is a tendency in bills "to tax amusement machines for revenue purposes." This trend has been anticipated and is in fact a favorable trend, altho some excessive tax laws are likely to come out of the present legislative storm.

Apparently a few States will have to try out excessive taxes to see that high taxes cut down the possible

revenue, while moderate or low taxes increase the possible revenue from licensed amusement machines. The trade itself is not prepared with enough authentic records to show what standard machine earnings are, and too much publicity has been given to the exaggerated earnings of machines for legislators to believe otherwise at the present time.

If the pulse of the trade is judged accurately, there seems to be less fear of adverse legislation among operators this year than in previous years. Altho a full quota of adverse bills have been introduced, and in a few States some of these adverse bills appear to be a real threat.

The attitude of the trade seems to be one of watchful waiting and

perhaps operators have learned to control their fears more. Now it is always possible that an adverse bill may pop out of committee and become law to the complete surprise of the trade. But it seems now that the trade has gained wisdom in watching legislation and can better judge the reform bills, the "shake-down" bills and those that have organized force behind them. The less attention that can be paid to the "shake-down" and similar bills, the better it is for the trade.

Some real push is being put forward to secure favorable legislation on amusement machines in a few States. Due to the emergency of market conditions it is felt that these plans should be kept secret. It is to be hoped that if the trade pulls itself out of the present emergency enough unity can then be found to do a good job of promotion, with full and intelligent publicity just as the lottery movement has been given.

their problems and the full sympathy of the trade is with them.

The old-age pension movement is still making big strides forward. This movement may make the licensing of lotteries and all forms of petty gambling imperative in time. Business supported old-age pension candidates in the election last November, but universal old-age pensions may mean the upsetting of the profit system as it is known in American business. So when business

faces the full cost of the old-age pension movement,

A few bills adverse to vending machines and to

phonographs have appeared, which is a matter of concern because of the organized agencies that may

support such moves. Liquor locations are having

organized business is likely to set up a cry for lotteries, licensed gambling or anything that will help to pay old-age pensions. In such an event amusement machines might get favorable legislation in many States.

The Gallup poll recently showed that 94 per cent of the people favor some kind of a pension for the aged. Public opinion seems to strike an average of \$40 per month. The pension idea will thus be a vital factor in politics in the future.

About 30 Legislatures have one or more bills concerning the liquor trade, which means that the largest group of locations also have many things facing them.

It is encouraging to note how Cleveland operators were able to adjust themselves to new conditions;

following an unfavorable court decision. It is an indication that the variety of machines produced makes it possible to comply with local centiment when once the trade has enough unity to act promptly. Such incidents are costly, of course, but it is thus possible for operators to stay in business.

Tost, shows Pop Time on the run.

Which leads to the most encouraging thought of all in the trade today, and that is the courage, patience and endurance of the professional operators. They still stick to their job, face the discouragements that appear and continue to buy machines as they can find locations for them.

If operators could be persuaded to quit cutting each other's throats so often, they would be a remarkable bunch of fellows after oil.

FLASHES

NEW YORK, March 4.—Charley Fielechman, of Baltimore Salesbook Co., will be married March 16, proving that Charley can sell more than just collection books. Itla Smolen is back at her desk at Modern Vending Co. after her honori-moon. Dis phoned to say: "Married life is the sweetest thing." ... Harry Pearl the avectest thing." ... Harry Pearl Ace Vending Co., Newark) is the proud addy of a bouncing boy. ... Howard Case (Maco. Newark) active in the bono essociation, has become an example of increasing production. Howard says: "It's going to be a boy." No disk Days Sterm Type Buyle and odds. . . Dave Stern, Tom Burke and Harry Wichansky, of National Vending

"SAMPLE TOOK IN

the first four days on location in this area

KEENEY'S SPINNER-WINNER



Immediate deliveries if you order from-

BANNER SPECIALTY CO. iem parrish, philadelphia, pa 1800 pipth ave preterundh, pa

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I PENHY BACK IE YOU ARE RIGHT I FEATURE 4LL MECHANICÅL *OPERATION* GREATEST LEGAL MONEY MAKER EVER BUILT

LA HIRKE CO. 2020 W. WASHINGTON BLVD

The Snail Got There FIRST ...

because he was steady, always on the job, a day-in; day-out plugger. Plenty of machines make money faster than PHOTOMATIC (for a day-or a week) not one even approaches PHOTOMATIC profits in tie long nun the run that

INVESTICATE

International Mutoscope Reel Co., Inc. 518 West 34th St., New York.

Co., Elizabeth, N. J., hold many long meetings with Jack Melson, vice-prexy of Rock-Ola, from which they emerged as New Jersey distribe for the new 30 Bock-Ola phonos.

Bernie Sossenz, of Snacks, one of the more encryctic of the soles getters here, reports that ope are going for the Snacks gum venders in a big way. . . I. H. Rothstein, of Renner Specialty, Philadelphia, stated that he has been so busy since his return from Mami that he ham't get caught up with the meit that's pided high on his desk. "And in addition to all this accumulation of business matters," he says, "we find ourselves swamped with requests for the new games that we have just received. Dead's Hidseny and Chicapo Coin's Majors are zwo games that we simply our't keep in stock. We have so many advance orders on both of these machines that we strying our best to proportion deliveries so that every one of our customers will be happy."

Hymic Rosenberg (Scaboard Sales) is all pepped up over that little colliders counter game of the first and states? The game brings its price in daily. Sam Kressburg, East Coast Pheno Distribe, has left for a rest in Miami. Sam distans he deserves it. Proceeding the returned from their Miami vacations and rest right to bed with bad colds. Freddle Law, of Hercules, Newark, has just become the daddle who make a habit of taking photos of their husky little boys are the brothers therry and sam Wichansky. Bert, Lane (Seaboard Sales) flew to California, this week and was in Los Angeles for a few days. He was forced down on the desert on his return flight but came thru in the usual grand atyle. Newark opensessing due to the aggravating condition being reported.

Charley Aronson, of Brocklys Annaement Commes forced to disappoint Max Abeshouse, of Connecticut, who drove down with his track to pick up used games due to Charley's ad in Billyboy. But the ope who had seen the adhed cleaned out Charley's stock with wires, phone calls and air-mail letters.

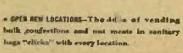
Joe Mannes will be giving most of his efforts to Artrocopes with the manner weather well on the way.

There will be 48 Photomatics in operation at the New York World's Patr, Bill Rabkin, pray of International Mutoscope, announced this meek, And that's some of International Mutoscope, an-nounced this week. And that's some sweet operation. The January and February are considered the worst business months for the tre-erns, oper collections herealposts have held up beautifully.

Joe Calcutt decided to open the biggest standard equipment sales in the Vending Machine Co. I long listory. Regarding this sale, Joe Colecut asys: "Because of the demand in the past few weeks for standard equipment we, have decided to feature just this kind of equipment in a big sale to bring to the sitention of many ope the advantage of operating staple merchandise. All the finest machines in the standard squipment category will be included in this sale." Tony Gasparro, well-known English columna, who has been in England attending the various coin machine shows, is expected back here in about choos weeks. We understand Tony's usiness in the U.S. has been running along-obetter than over—being handled by his very capable assistant.

Ed Bernett tells us, his line, Camoo Vending Co., is the exclusive metropolitan New Yorks distributor for Silver, King venders.

Babe Kaufman celebrated a birth-Babo Kaufman celebrated a birth-day February 28 and it seems erry-sme in the dis took time out to call, were of phone congruts. There were sifts also . . . the most outstand-ing from her associate, Sam Rabino-inits. There was also a party at the Hobory House, we hear? thrown by mother of come machine's outstand-



. BOLD YOUR PRESENT LOCATION-YOUR COmpetitors will happ a tough time trying to sell your "la-A-llog" loostions on any other vender.

. MAKE BISSER PROFITE- Discribingho vended by "In A Bage la more bealthful - more appettaing. The publicatives this senitary feature. Exhaustles tests above sales of "Im-A-Bag" 4 to 5 there that of the conventional vender.

"In-A-Hag" is said on a pervitory franchise arrangement - Get your territory lined up now - before a competitor heats you to it.

CASH PRICE \$15.00

Convenient time payment terms with small cartyling theree on quantity orders.

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will do for you!

| SLOT BARGAINS | | | | |
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| 25 MILLS BLUE FRONTS, 5 Cent. | \$35.00 | | | |
| 25 MILLS BLUE PRONTS, TO COM | 37.50 | | | |
| 10 EXTRAORDIMARY 5 and 10 Cent | 30.00 | | | |
| | 30.00 BOOK | | | |
| NEW LOCK-IN POLDING, STANDS | | | | |
| DOUBLE BOTTOM STEEL SAFES | - 16 | | | |
| 16 Cash Release C O | | | | |

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NEW ERA RECORD EXCHANGE BOX 943; THE BILLBOARD.

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| REX AMUSEMENT COMPANY | | | | | |

210 S. SALINA STREET,

electriffing the industry by return-ing their purchase price within a day or two after being placed on location," Lone claims. "Scores of operators who bought a few Punch-to-ball-and Play. Ball games to see what they would do were back the very same day for heavy re-orders, and Genco, maker of the game, is being hard put to satisfy our demands."

STRACUIE, NEY

TOPPER!



Designed to provide a coperators with manimum envice and sales appeal at a LOW PRICE. Vends everything candis, peanuts, pistachies, charms, etc. Capacity 5 lbs.

\$6.75 1 Topper

10 lb. Candy I gr. Toys All fer \$8.7%.

PEANUT & GUM VENDING MACHINES

New, direct from factory.

\$2.40 and up

Over 80,000 seld.

(73 Deposit with Order; Belance O. O. D. Bond for decoder and easy serms.

2047 A-50. 68 PHILA. PA.

EXPERIENCED OPERATORS WILL TELL YOU TO BUY anthwestern

BULK VENDING EQUIPMENT



MODEL 30

cannes and know the west to mens invariably advise west to bmy Northwestern whom choosing bulk vending cosis-ment. Their experience has proved Northwesterns are not only fine, dependable mechans, but they earn more mosey. Six models to meet, every requirement. If you are an operator or inter-ested in this profitable busi-ness, wrige today for infermation on the complete line of Horthwestern Venders.

THE NORTHWESTERN CORPORATION

IN L. SHOTENONS ST.,

MODRIS, ILLINOIS

WE ARE CLOSING OUT





\$1950

G. O. D.

Complete With Dablass Base

U-NEED-A-PAK SALES CORP.

PROVEN Money Makers!



Kirk's Guesser For World's Fair

CHICAGO, March 4: — "The all-medhanical Guesser Scale Lies in very Ricely with the New York World's Pair," attated Chaude Eirk lust wock after a three-week trip thru the Eastern United

Brece-week trip thru has Estated chines.

"Everyone in the East is anticipating with great anatety the opening of the fair. The spirit of the times calls for just such a scale as the Guesser with its accuracy, and its streamlined beauty, together with the undealably carnival supert of weight-guessing.

"Eur's all-mechanical Quesser operates without electrical connections of any wind. It continues to anound operators with its sensitive accuracy by actually indicating the heart 'pulsations of the player in the regular heartbeat movement of the weight hand. This feature abone makes many friends for the scale, as it adds to the information and annusciment the Quesser affords."

Robbins' Games Keep Him Busy

BROOKLYN, March d.—Since introducing Bings and Criss Cross the counter skill games with ball gum wender, D. Bobbins & Co. Brooklyn, reports that its gross business has almost doubled, Says Dave Robbins. "The repeat orders for these two little counter games

when our mail is opened we find oper-stors and distributors orders for large quantities of Criss Cross and Bingo. The reason there games are elleking is be-cause they are priced so low and because they are earning splended profits for operators.

operators our intention to produce other a "It is our intention to produce other low-priced penny games, as we have become convinced that there is a large demand for machines of this type." D. Kobbins & Co. also manufactures the well-known 2 in 1 bulk merchandiser. "Over 5,000 2 in 1 renders have been solid," Robbins reports. "The fact that these machines are seldem advertised in the tased machine columns is commenta-proof that we are giving operators long-life money-makers."

Torr Operated Bicycle Machines 35 Years Ago

Marchines 35 Years Ago
To the Editor:
In reference to your recent atory on
the granddaddy of coin machines," the
buyche machine, let me say that such
a machine was operated by the writer in
1904. My route at that time was composed of about 100 machines, constains
of discycle machines with their lead tirear
card machines made by Callle Bros., of
buttorit, Mich., and peanut machines with
wood cabinets.
The bicycle machine was my moneymaker, cost \$13 and was manufactured

maker, cost \$13 and was manufactured by the Sun Mig. Co., on McKinley ave-nue in Columbus. O. I understand that these bicycle machines were fit in 1896.—Boy Torr, Philadelphia

January Cig Revenue Up

WASHINGTON March 4.—Revenue collections on eigenets during the first month of 1930 aggregated \$41,500,603.05, as compared with \$39,170,880.07 collected in the accresponding month of 1938, according to figures released by the Burnau of Internal Revenue; Treasury Department.

cigarette merchandisers' -association

Matthew Porces, manager of the CMA of New York, has already hung out the BEO sign for the third annual banquet and dance which the New York association is helding this coming Saturday (March, 11) at the Hotel Pennsylvania. The banquet hall of this hotel seats 320 people comfortably with adequate room for danding, and that number of tickets have already been sold, Porker reports. "We do not intend to joopardize the auccess of this safar by packing people in the room into sardines," he stated. "That's why we are holding our altendance down to the normal capacity of this room."

The advance registration list for the affair includes many of the leading firms in the eigereste merchandising business an ofther-tobacco world. A 100 per cent turnout of the CMA's of New York is assured. Officers and members of all other CMA's affiliated with the Interstate group have received tables. Among the reservations received from firms manufacturing eigerette merchandising machines and them a received from firms manufacturing eigerette merchandising machines and tions received from firms manufacturing eigerette merchandising machines and tions received from thems. I have received the hours products are those from U-Nepd-s-Pak Products Corp.: Stewart & McOulie, Inc., Rowe Mig Co.; Arthur K. DuGrenher, Inc., and others. Axton-Palmy, P. Lords-Inc., Rowe Mig Co.; Arthur K. DuGrenher, Inc., and others. Axton-Palmy, P. Lords-Inc., Rowe Mig Co.; Arthur K. DuGrenher, Inc., and others. Axton-Palmy, P. Lords-Inc., Rowe Mig Co.; Arthur K. DuGrenher, Inc., and others, Axton-Palmy, P. Lords-Inc., Rowe Mig Co.; Arthur K. DuGrenher, Inc., and others. Axton-Palmy, P. Lords-Inc., Rowe Mig Co.; Arthur K. DuGrenher, Inc., and others, Axton-Palmy, P. Lords-Inc., Rowe Mig Co.; Arthur K. DuGrenher, Inc., and others, Axton-Palmy, P. Lords-Inc., Rowe Mig Co.; Arthur K. DuGrenher, Inc., and others, Axton-Palmy, P. Lords-Inc., Room of the leading products at the Massace the show, which will include such stars as Clyde at the Room of the Inc., Room of the I

A check on the various manufacturers offices reveals that all of the New York firms will stay open Saturday afternoon for the convoluence of any out-of-town ope who will be arriving early for the CMA banquet. Just before hopping off on a trip to Florida Leo Willeus president of U-Need-a-Fak, stated that Muyray Weiner and Ralph Brody would remain at the offices of their firm all afternoon to welcome ope. Les Faul will extend the welcoming hand at the Stewart & McCuire offices, while a host of Rowe representatives, headed by Martin Berger, will be awaiting ops at the Rowe offices. H. D. Harjael will be on hand at the effices of Dutrember, Duc

If cigarette withdrawals chair up gains thrucut the year comparable to January advances, this year will be a banner one for eigerette machine ope. In sharp contrast to the first few months of 1938 when eig production was truming behind the like period of 1937, withdrawals for January, 1939, showed a 6136 per cent gain. Production not only topped that of, a year ago but rose to the highest level on record for the month. Where the industry scored a gain of only 1,032,932,850 cigs for all 64 1938, January, of this year had an increase of 804,454,164. Withdrawals for the seven-month fiscal year period show a .00 per cent gain.

Cigarette merchandiging operating in States where there is a eigerette tax have frequently complained of the loss of business they suffer due to the investo of unstamped sign bootlegged from neighboring States where no tax is levied. Bound

reasons underlie their complaints, too, for every pack of bootlegged digs bought in the State means a local of potential revenue, at least to the op. To curtail the bootleggers' activities, Representative Taver of Georgia has introduced a bill into the House which seeks to control the library activities, Representative with cigarette taxes. His hill would extend the co-operation of the Post Office Department to State authorities. He would curtail illicit shipments of digs into these States by allowing State authorities to inspect parcel post packages. His bill provides that: To reader necessary assistance to the saveral States in the collection of taxes levied by them upon merchandles or the sale of merchandles, the postmaster general is authorized to permit impectors of the Post Office Department to furnish to State of revenue have of the averal States, under such assistance to prevent violation of revenue have of the averal States, under such regulations as heavy deem advisable, and to render such assistance to the various States he chief inspector and the postmaster, general may agree is proper.

New Licensing Bill For Regina, Sask.

REGINA, Sask., March 6.—A move to tax comers and operators of causer vending machines, similar to the operators, produced a proposed ordinance in the city council here. It was recently given its third reading before the council. The proposed fee is in the form of an amendment to the licensing by laws. About 70 candy vending machine are said to have been in operation last year and all owned by the same operator. These the amendment orders of

Under the mineralment owners of candy vending machines would pay \$10 per year for the first machine and \$1 for each additional machine zope or placed out.

Business locations that have own ma-chines, would be required to pay a hoense fee of \$25 for each machine.

However, confectioners that are al-ready paying an occupational tax on their confectionery business would not be required to pay a vending machine itemse.

Candy Biz Accords Venders an Okeh

CHICAGO, March 4.—Chicago is known to be the hub of the candy busi-ness of the United States. In the city are located the greatest number of candy plants anywhere in the country.

Recently a staff member of The Con-fectionery-les Cream World who call upon a great anumber of Chicago manu-facturers commented in his review of the week; "Manufacturers of candy as incurers commented in his review of the week; "Manufacturers of candy are coming more and more to an appression of the help rendered by vending machine sales. There was a time when manufacturers and jobbers alike looked with disfavor on this mothod of selling that in many cases thomands of normalizations have been created for divorbection item sold by this methods in nickel junit, resulting in a marked in nickel junit, resulting in a marked inspetus in over-the-routited demand. This is particularly the experience where misemployed in factories first sample a barrom a reading machine and later purchase the asine from in Petal Gutle, resulting in a marked impetus in the sales thru jobbers and retailers. "It is reported by the leading wending such interest and chewing gune have been greater than ever, due both to a growing appreciation of this service in large factories, plants, effices and warehouse and to the further fact that there as believed to be at this time the larged in the country's history."

Candy Makers Give Tax Warning

CHICAGO, March 4.—Candy makers and buyors are becoming concerned over the attempts of several States planning to inatitute special sales taxes, etc., on confectionery items, Editorially speaking, one warning stated, "The first attempt of the year to assess confectionery sales with a special tax has occurred in Risho, and altho it is not as serious as others which have appeared in previous years in other States, it nevertheless causes considerable apprehension in the trade. "Legislators today are hard presend to find hew avenues of taxation, as witness New York, where for the first time for the history the governor has grecommended a State-wide realty tax. Such a large to unpopular among the thousands

hery is unquestiousibly due to be ex-uremely unpopular among the thousingle of small home owners in the Stabs. Yet Governor Lehman has risked political district in making such a proposal. Such a recommendation can only be inter-preted as evidence of the front that over-proposals likely to offend a large group of others are being offered because funds are sorely needed and most of the cul-tomary chamicals of taxation are already in use.

in use.

"... State legislators should be kept fully apprised of the unpopularity with which the Kentucky text was received; the vocal and written storm of protest that degred its steps uvery day it was in effect, and the unconstitutional nature of the levy as is was ultimately decided by the Kentucky courts. Possessed of such information, they might hesitate a prest deal longer before haunching an attempt to lax candy in their own \$2416.

The proper danger to the confectionery business; as wurned in the above quoties tions, is that regislators seeking new channels of tambien will fall upon the candy business to get added revenue. Our machine merchandisers should exceed be watching for this type of tradition and join in with manufacturers and other retailers in the fight to keep such taxes from passage. The contrasts such taxes from passage. The comman with taxes on his machines and me-chanical difficulties in the acceptance of odd coins can ill afford to have special invation of this kind directed as him.

Sweet Tooth Drops In January, 1939

WASHINGTON, March 4.—Commerce spects now available show a drop in the femand for candy in the month of January. The drop was sharp in the West, Northwest and Southwest as compared with January 1938. Sales of con-



AD-LES'S MODEL! Noomt Anderon, makes her bow to the com waching midurity as Miss 26s Zag She's shours above with a machine of the same name.

fectionery and competitive chocolate goods in these regions fell, respectively, 15, 18 and 9 per cent, but for the coun-try as a whole sales were less than I per cent off.

They increased in New York 2 per cent and also in the Central and Middle West States, where the bulk of this business is done. Compared to December, 1932, January sales were 17 per cent less, but this lighthen average seasonal decline from the Christmas month,

Candy, Gum, Soft Drink Tax in Okla.

ORLAHOMA CITY, March 4.—House Bill 342, calling for an excise tax of 5 per cent.on candy and confections, chew-ing gum, soft drinks and other prod-ucts, is now before the Oklahoma Legis-lature. The same measure had appeared

twice before.

The proposal in effect follows the pattern, of the federal luxury tax of 1918.

New Orleans

NEW ORLEANS, March 4c—With the opening of the Lenten season, which is so devidely observed in this Prehebsettled section of the naston, coin mashine operators of all kinds are experiencing a letdown in activity. A change was anticipated following the whirfwind Mardi Oras season, which without a doubt broke all records for volume of business. Distributions of pin games, alous and phonographs readily admit that two to three weeks of quiet can be expected before Reavy buying will be resumed. However, here and they operators are known to have disregarded time or season and added on new lines of machines.

Chicago manufacturers home offices were well represented in the Crescent City this week. Charles Schueder, of Allile Novelty Co., accompanied by the missus and their son, stopped over for the couple of days on an extensive trip of missus and their son, stopped over for go couple of days on an extensive trip of the South lining up distribution for the company's new phonograph. His becall ret-up was not completed at this writing and anincincement was deferred. Mr. Brand, of the H. C. Evans Co., is spending an indefinite period of time here conferring with the firm's local and area distributor, Bell Distributing Co. He was particularly enthusiantle over prospects for the Evans Royal Lucro, Richard (Diet) Groetchen, head of the Groetchen Tool Co., just back from a trip thru Europe, called at the Distributing Co. Groetchen dies of the Bell Distributing Co. Groetchen was accompanied by Mrs. Croetchen, araweling down from New York'by auto on their way to Chicago.

A. L. Clark, enterprising operator of consoles and bells between New Orleans and Baton Rouge, all river towns, reports the results with his recently purchased Long Chance consoles of the H. C. Evans factory. These consoles are giving me good results and I believe that they are among the best available on the market today. Clark says.

Julius Pace, head of the Dixle-Coin Machine Co., has returned to his office after being confined to his home for several days with an attack of flu. He is still a bit hunky. Gerry Pace, girled singing daughter of the presy, his joined the eline staff at theory. The Dixie office as usual was the meeting place of numerous out-of-town operators, including Edgar Jumonville, of Pattenville; R. L. Berbe, of the Barbe Novelty Co., and W. Y. Lancaster, head of the Shreve-port Coin Machine Co., both of Shreve-port; F. J. Foung, Madheouville, R. L. Ewin, of Donasdsonville, and Frank Rinaucio, Pinquenino.

El Eramor, of the Paramount Com Machine Co., has been confined to his home for some time now due to illness. He has been dding better of late and hopes to be able to return to his opera-tions soon. Frank Alessi, of Paramount, is spending all of his spare time as usual, practicing the whims of Issak Walton, with no little success.

Also included among visitors from the Chicago manufacturing area were Mr. and Mrs. Junny Johnson. The Johnson spent several days here after seeing Mardi Orne.

One of the best arrays of pin games, bells and claws mon in these parts makes

The Success Alphabet

Ambitton to succeed
Bright—in appearance and demeanor
Conscientially—that you must be
Do it now
Eager for work

gager to priently priently to bed, cuity ate the good interview what more important?

judgment Knocker-

Judgment
Knocker—never be one
Loyalty—to your house, your customers, yourself
Muttle-know same of your product
Never remember "No"—tall back
Optimism—to be successful
Pusher for increased business
Quick salesnam, quality, high quota
Right on the job
Sell—without soft sosp
Truthful—trustworthy—tircless
Useful suggestions for your trade
Vast vision
Willingness—warmth

Willingness—warmth X-rsy your presentation X-rsy your presentation

DAYUK CIGARS, Ind. Roguk Bulletin.

Genco Announces Punch-A-Ball

CHICAGO, March 4.—Introduction of the new Gence, counter mechine, Punchea-Ball, was amnounced recently by officials of Gence, Inc. According to Mayer Genaberg, spokesman for the firm, "Comment regarding the game has indicated that it is one of the most amazing games ever offered."

Build Genaberg, "A high degree of enthusiasin for Punch-a-Ball is being displayed by the Various distribution and jobbers as well as operators thrucut the nation. It is a timely and stimulating counter-space attraction for practically every location."

In describing the game, Gensberg said, "For the low price at which Punch-a-Ball is listed, we have given it an amazing number of unusual features, Over 200 plays an hour can be made on the game. The player pushes a plunger and a plain or colored ball is dropped into a ruled window, compartment. Awards are given for colored balls. The insection to control up the balls pays the swards, then turns a key in the rear to clear the machine for the near play,

"A key arrangement eliminates cheating. Unless the metric that the key inserted the game cannot be played, Punch-a-Ball, may be had with a base-ball glass is interchangeable with the standard glass."

up the interior of the newly reopened West End Speriland of the New Orleans Nevelty Co. Included in the set-up are several bells by Callie, Pace and Mills and three Track Record pin lables by the Optille factory. Vincent Cassertano is manager of the playland.

W. L. Ford, 63, for number of years minnager of the Western Music Co., Baton Rouge, La., died last work at a hospital in that city after a long lilness. Until several years ago Ford operated the Munic Mart on Main street, Baton Rouge, and was widely known by music operators of Louisiana and Mississippi. He is survived by his widow and a son, W. L. Jr.

The rush for phonograph discs continues in this action and managers of the three hig distributing offices all credits coin operators with a substantial part of the overturn. R. R. McCormick, Decca Southern sales manager, reports the best February sales in several years and looks for a big spring demand. He is particularly pleased by the big demand this week for Louis Armstrong's When the Scients Go Marching Ru. Up to the recording of this disc Armstrong, a mative son, had not been meeting such success.

Ernbs Certin, manager of the Southern Situite Sales Co., Brunswick, Vecalion and Columbia distributor, reports a big Pebrusay turnover following a record-breaking business for the opening month

E. Smith, of the Electrical Supply Co. ECA-Victor distrib, believes his first quarter sales with set a paye all-time-high for ECA-Victor in this application.



Console-acti COUNTER GAME

H. G. PAYNE CO.

312 Brondway Nashville, Tenn.



MUSIC and GAME OPERATORS

SILVER KINGS

Watch PROFITS Grow

With No Extra Supri.

Energything furnished for a girle start.

B P E O I A L—One Vender: 10 Bis. S8.45

One Bertrale Machine, Only \$8,50;

Ask for Special Information can Yending Send for FREE Orcolor and Teres. Factory Distributor,

RR 2047A-50. 68

LIMITED TIME ONLY LUCKY BOY VENDOR

AMERICA'S MOST BEAUXIFUL VENDOR. A Great Machine of Any Price. Vende Everything.

SPECIAL INTRODUCTORY OFFER:

ONE VENDOR.

DE LAN COMPT DE PORTER S. 95.95

AUTHOR COMPT DE PORTER S. 95.95

GENTLA GENTLA

Lors of 10, \$55.50 Complete,
RUSH YOUR ORDERS,
1/3 Cash, Balance C. O. O.
Send for Price List of Other Good New and
Used Machines, Paner King Ball Own Machings, Capacity 2501 Lebs 25 or Mines,
\$1.50 Each. Sample \$2.00.

RAKE CO.



YOU NEED New Erie Digger

MACHINES, NEW PARTS TO RESULD YOUR OLD DIGGERS? ERIE MFG. CO.

'SNACKS' NUT VENDERS

of my discontinual paraging Nuclear 12 to zervice. Only 15 to over. Price, \$13.50 tech.

R. E. SCHOTT

Affiliates with Michigan music men to form Mich .-Ohio association

Toledo, March 4.—The operators of automatic phonographs in the Toledo area formed a local amoriation at a most ing in the early part of Pebruary. The first meeting was field at the New Secon Hofel her Pebruary 6. The group claims that every music operator in the city is now a member. At present the group is affiliated with the Detroit operators and is known as the Michigan-Ohio Music, Operators Association.

The Toledo group invites all operators

a Toledo group invites all operators shonographs to attend its meetings of acquainted with the work and with

to get acquainted with the work and with fellow operators.

The regulation of guarantees and percentages on different models has been made the object of a very definite plan drawn up. The group has in its first, month increased the earnings of members so that the success of the work is assured, members say. The good neighbor spirit is said to be the guiding policy of the group. President Graham. Secretary Marston and Jim Ashley of the group, and Jim Ashley of the first meeting of the Toledo operators to make talks and assist in organizing.

Harrisburg Phono Union Is Growing

HARRIBBURG. Ps. March 4. Eight new members have enrolled with the up-State chapter of the phonograph operators of Eastern Pennsylvania and New Jersey this week as a result of numbership drives in the Williamsport and Alentown districts. It was announced today by, Sol Hoffmann-scriptary-treasurer of the operators' association.

Hoffman, co-propertor of the Tri-

of the operators sesociation.
Hoffman, co-proprieter of the TriState Music Co., said that with a few
exceptions among smaller distributors
the association now represents the combined forces of music machine distributors in the Eastern Pennsylvania area.
The up-assine chapter organized a year
ago with nize thembers and hos 33 active
distributors enrolled at present. Resuits of this organization, said Hoffman,
have been the establishment of commissions ob at more senable basis and
the adoption of a minimum on small
spots where losses would otherwise
results.

spots where losses would otherwise result.

Election of officers for the ensuing year will be held at a meeting of the operators on March 14. Hofman said.

New members of the organization assortery in Dunkle and Louis P. Sohner. of Lock Haven; Herry J. Misle, Williamsport: E. E. Voorhis. Towands: J. E. O'Donnell, Easten; Loriso O. Sting, Barrisburg; Thomas O. Lingle, Millighburg, and Carl Wolbach, Allentown.

Harlem Celebrates With Rock-Olas

NEW YORK March 4 — With a number of the new Rock-Ote Lurury Lightup photographs placed in the choicest locations in linitem, the people celebrated as only Harlem can celebrate; in a fashion similar to the celebrations this world-famous district has fised on many occasions," declares Pred Pray, Rock-Ola New York apents element of the Cavalende Cockaal loungs owned by Frank Rivers, operator in New York, where the New York sports element gathers, is patronized by the elite of Harlem. It has enjoyed greater business than ever since placing of the low Rock-Ote. Other locations in Harlem report the greatest ber business in history and the phonograph on continuously."

As Charley Herman, prominent New York operator, stated when he cadered 20 more standard models from Fred Pray, "I must have those Luxury Lightupe in all my Ibaylem poots as quickly as possible decause my customers are demanding them due to the increased bar business."

them dug to the increased bar business."

Music Group Pocord Ruying Guide

In Toledo. O. An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph, Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sides and record releases of the needs. Reports from music-publishers as to the relative importance of certain songs, in their catalogs are also considered, as well as information received each week from prominent operators.

COING STRONG KEEP THEM IN

Deep Surple, Jumping this week into the No. 1 position among the country advert selling songs, this beautiful Peter De, Rose ballad abould be in every machine from Maine to California, any operator passing this inp is missing the advantages offered by one of the strongest mits of the winter. Larry Clinton, added by Ben Wain's lovely warbling, has a far-oved disc, and Jimmy Dorsey also has his say in no uncertain terms.

oertain terms.

Penay Scienade. Close behind Deep Purple in popular appeal and public favor is this balled resently imported from England. A very good sheet-music seller and strong in air plugs, it is definitely a must for the phonos. Our Lombardo has the record most in demand, but Horace Heldt and Sammy Kaya do right well by the song also.

Hold Tight. Still a very powerful nicipilatizator is this swing version of a Harlem flab pendler's chant. The Andrews Sisters waxing continues as the best—in this observer's opinion—of the lot. Running in a close second, the, is Puts Walter's ease, done up in his own distinctive style.

wy Heart Belongs to Deddy. The career of this Cole Porter song, from the smash Broadway statistical Lease fit to Me, has been alightly errath. The was mentioned here as a gossibility for future list hopors quite a few weeks ago when the show—and the song—debuted, but the tune failed to give much evidence of catching on. Bowerer, thru a long, slow process of building it best finally reached a point where it is doing so well that if fails naturally finto the classification of "going strong." Operators are finding it profitable, anest cause copies are folling nicely and radio plugs are in the proportion. Larry Clinton and Bos Wain contribute an excellent waxing, and within a week. Chick Webb and Ella Pitagerald will have a discount that should come to rest under the needles.

COMING UP-BETTER STOCK THEM

The Marquerade is Over. Operators in the know are expecting this balled to be the next big thing in phones within a short time. This corner agrees with them, not only as regards the song jading a smash machine tom, but also a big copy seller and air tune. It would be machine tom, but also a big copy seller and air tune. It would be wise not to delay any bouser in stocking this—in either Jimmy Dorsey's or Larry Clinton's weston—because before you know it it will be absolutely necessary.

I Get Along Without You Very Well. Similar predictions may be made, we think, for this particularly well-written Hoagy Carmichael moledy. It has gractically everything to guarantee is hit, and beind-leaders with network when are doing their best to push it into popular favor. Red Norvo is the recording here.

This Night, From the score of the new Retro-Goldwyn-Mayer picture. Wight, the promition of the door to success. Proceeding all the estimates that will enable it to knock the door to success. Proceeding all the estimates that will enable it to knock the door of pen, it can be stated pretty definitely that in graveck or two ope will have it undersine needles. Ohm Oray and the Casa Lean Band do a swell job on it, and rillewise Tommy Dorsey.

Little Sir Ecko. Rapidly turning into a big sheet music seller, this 1939 variation of the Boy Scout anthem ought to be in the Soxes to complement that giving copy, sale. If they're buying it in the quantities in which they have been the past week or so itts obvious that shey like it and want to hear it. Therefore give them Ouy Lombardo's platter and watch the nickels pile up for it.

OPERATORS' SPECIALS

Listing copers those hongs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

I Cried for You. With Olsm Gray and the Casa Loma boys in the driver's seat, this oldtimer shows no signs of slackening its pace. Bing Groaby's disc is also doing its share to keep the veteran song up there among the

disc is also doing his share to keep the veteran song up there among the top records of the doy.

You'd, Got Mo Cryin' Agala. Speaking of oldtimers, operators might find in the most with while to set aside a slot for Hal Kemp's new recording of this his of vestoryear. The distinctive Kemp style, plus Bob Alian's great vocalising, wraps it up in a nest phono package. On the reverse is another former favorite. Heart of Stone, a great sone and one closely identified with Kemp. Either and should do well in the machines.

There's a Hole in the Ole Other Bucket. Sammy Raye's corn-fed very stone of this corn-fed little disty makes excellent listening, as phono patrons are finding out in increasing numbers. This is one of the more successful dises or the moment, and those ope missing out only ought to transfy the situation immediately.

Boylin the Beguine. Bull the grand Cole Porter sone, still the fine Artic Shaw recording and still one of the hottest thems the bones have had in a long while. The operator who hasn't discovered that for himself by this time must indeed be a rugged individuality.

Tain't What You Do. Jimmie Lunceford's disc (his first under a new waxing contract) has distinguished their by hopping into a favoring four the latest are contract. The distinguished their by hopping into a favoring four to felia limitely better is a. Chick Webb-Eila Fitzgerald version of the same.

Melancholy Baby. Bing Croeby steps to the plate with still enother revival, this time of a seng that despite its age has never but its popularity. The combination of this time and the Croeby larynx ought to make for one of the best operators' specials of the coming spring, essent Kneckin' at the Farmous Door. Charitie Barnet, current massive at New Ayork's Pumping Door intery, wrote this swingeroo and plays it, with the aid of his super fins tenor sax and great band, in a way to have them asking for more.

Knockin' at the Pamous Door nitory, wrote the prescriband, in a side of his super fine tenor and and greaterband, in a saking for more.

Portraits of **Record Artists**

One of a series of thumbnat! bio-graphical sketches of band leaders and other artists whose recordings are enfor-ing widespread popularity in whose pro-ing widespread popularity in whose promachines.

LAWRENCE WELK

The Charpagne Music of Lawrence Welk" is recoming increasingly popular with phonograph and radio listeness as well as high club and botel grill-room patrons in many spots thrubut the country. Attho Welk's music is noted for its sweet, smart and aparating rhythms, his early musical background was bold one that pointed to ultimate success as a purveyor of smooth, swelte melodies.

when bold one that pointed to ultimate success at purveyor of smooth, avels melodies.

Lawrence was born in Straiburg, N. D., in 1903. Five years after first seeing the light of day he started to play the organ and seven years after that he turned to the societion. It was in Aberdeen, S. D., in 1920 that the first welk dunid was formed. The instrumentation? Accordion and druma period. A plane and a sax joined the outst, if such it could be called, a little later on, and them Lawrence Married out on a changed the Midwest with the Kelly tent close.

In 1927 he participatem the troups and branched out into his first radio work on WNAK, Yankton, S. D., where he broadcast regularly for three feather that it is averal Texas hotels, and his alx-piece over soon earned the appealation of the "biggest little band in America." Bringing his men back to WNAX, Lawrence appeared as the regular studio unit from 1934 to 1936, during which period he enlarged the hand to the first with Frederick Broe." Music Corp., which has since booked him have many poin that have added to hand the increased musical manpowing too this lame. The segred a management contract at this time with Frederick Broe." Music Corp., which has since booked him have many poin that have added to hand the meaning more than have added to hand the meaning period him have added to Rainbow Ballroom. Denver: Chippewa Lake Park and Euclid Boach Park, Clovebard Walked Lake Costmo, Detroits the Romand the Rocked Belrooder, Milwanked where he had an NBC wire Last fall Welk played his third repeat-engagement within well at the Hotel Schroeder, Milwanked when he had an NBC wire Last fall welk played his third repeat-engagement within well at the Hotel Schroeder, Milwanked when he had an NBC wire Last fall welk played his third repeat-engagement within well at the Hotel Schroeder, Milwanked when he had an NBC wire Last fall welk played his third repeat-engagement

die, Beston: Giub Greyhound, Leuisville, and the Hotel Schroeder, Milwauken where he had an NBC wire: Last hil Welk played his third repeat engagement within a year at the Hotel William Pezak Pritaburgh, broadcasting over the Mund

Lawrence is currently cutting four actors and the laudreduled to go a short for Paramount shortly. By the time this appearance may increase filmed the picture already. he may have almost the picture already.

And in between his muste-making chores he-manages to find time to be a
husband and the father of two children.

Phonos Selling In Massachusetts

BOSTON March 4.—"Massachusetts suremer, locations are seiting set for a thriving business with new Bock-Ob Eurary Lightup phonographs," said the George Young organisation here. Been Ola distributor for New England. "We are working day and night taking trate ins on old chulpment for the new Bock-Ola de fuxe and standard models and silling many more outright. George Young, president of the organisation of the drawing over time drawing up contracts. George Young, president of the organisation and Bud Young, chief service engineers are busy englished and allowance allowed on Rocky Ola phonographs hag increased the business in this territory 1000 per cent in the last 30 days.

Them Libby prominent phonograph operatory in the New England States, prepared himself with a carload that he impected to put on locations in about week, after he got them—but all methics were sut and working employed an order for another oarload.

What the Records Are Doing for Me---

In ithis, the operators' own column; the music merchants of the entire naten help one another to select the biggest money-making records. It is a service by the operators and for the spirators. When contributing to this column be sure to include the name of the recording, the name of the artist and othe type of location the recording goes best in.

Address communications to

WHAT THE RECORDS ARE DOING FOR ME.

THE BILLBOARD PUBLISHING COMPANY.

1564 Broadway, New York City,

Philadelphia.

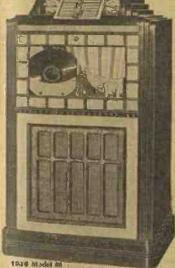
March 4, 1039,

To the Existent

Do you mind if I first take a bow ice the system we've manufold for picking the discs to be placed in our locations? I've tried many withe virying degrees of success, but therefore we follow now hits the high mark for like closest reproceds to infallability. It was pleasure to report that our conclusions nearly throps coincide with The Billboard's numbers.

offer my system to The Billboard A color my system to The fillboard craits and I guarantee that any operator who installs it will find that he withdraws records only when the threads shows signs of hard wear. The method hample. Just supply the locations with a number of self-addressed postage prepaid posterior to be used for marking down the platters most frequently re-

CAPEHART PHONOGRAPHS



TOUS Mode MINET—WALNUT & MAPLE. Date Openated on Wilestrie on Automatic and Amelined. 10 ten into records on Multiple Mischine on the State of the Market of

❷ LOOK ❷

IN THE WHOLESALE MERCHANDISE SECTION FOR THE PRIZES PRIZES PREMIUMS MAND SPECIALTIES quested. After a busy evening at the phonograph there are usually enough requests to fill up the spaces on the cards.

In this way we know emedig what discs a particular spot wants, and we make every effort to supply them in a hurry. We have learned that gertain tunes that are the rage in some heighborhoods can't be sold in others. We now keep charts of the type of music which every lecation is apt to demand. The returns in the cosh box justify one faith in this method, and I'd advise every progressive operator to follow suit.

Very often where about of other over

Very often we're shead of other ope-our choice. It's a known fact that in our choice. It's a known fact that the tunes coming from a film musical don't catch on to the full extent until they reach the neighborhood houses. But our requests returns always note that several sak for the number as soon as it hits town in the center-city theaters, and by the time the movie is playing around the corner our machines have them. have them.

There are some mitable exceptions in There are some antable exceptions in this tunes, namely Bing Croeby. It's a safe bet to stock his platters as soon as they're released. Eight now we're cetting a big play from The Funny Old Hills, I Cried for You and You're a Suest Little Headache. We're happy to pay tribute to his tonsils since the revenue from Croeby items is no small part of our pross. part of our gross.

part of our gross.

Around here in Philly, Artie Shaw is the man of the hour and the higgest money maker in my stable. For instance, if I should attempt to withdraw his Begin the Beginse I withdraw his Begin the Beginse I venture to say my place would be picketed by an army of outraged litterbugs and my machines boycetted. This platter was installed in August and lastiff going strong. His wax of Softiy as the Morning Sunrise and Hold Tight are entiting a steady flow of buffaloes. I'd strongly advise atocking every number in Shaw Album of Popular Music. There are 10 tunes in this series and all of them are going to give the needles loks of exercise.

Deep Purple by Larry Clinton is getting a big play-pushing My Recerts out, of the lead, but latter Nem is still strong enough to warrant a place in the phonograph. Other toppotchers include Hold Night, My Heart Belongs to Daddy, Umbrells Mon. Franty Serende and There's a Hole in the Old Ocher Streket.

At the present-time business has taken a dived the lother toward.

At the present time business has taken a dive due to the Lenter season. This-like death and taxes—is libertable and at the end of the lot cross bun period we look forward to resuming our old atride.

PRANK P. ENGLE.

Automatic Amisoment Co..
Philadelphia.

Baltimore Phono Group Growing

BALTIMORE, March 4.—According to D. Davison, president of the Phonograph Operators' Association of Marghand Inc., the association is growing each week. He ambounced disablithes following new members had joined recently: Meesra Schwartz and Marking also the firms of Columbia Vending Co., Keystone Music Co., Aura Specialty Co., and Callaham & Downs.

Towns. He declared that members were very enthusiastic and determined to continue the drive for new members. "There has been no intiliston fee, he add, "but after April 1 an initiation foe will be charged."

OFF THE RECORDS

(Continued from page 15)
Altogether delirious is Duke Ellington, than whom there is no than whomer, making every whirl of the Brunswick wax count for riff-stding Old King Doord and Boy Meets Born, the boy being his accordly trimpsetr. But Stewart. For a better Appreciation of the boggie-woogle art of plane motion, Vocalion's series, supervised by John Hammond, is a complete dish of disks for any musical

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Rock-Ola 12-Record Rhythma Ring. 50.00 Rock-Ola 30-Record Rhythma Ring. 50.00 Rock-Ola 30-Record Separate Off the Pear.

SOUTHERN AUTOMATIC MUSIC COMPANY

GEO Manachuetts Ava., INDIANAPOLIS, IND.

542 South Second St.,

S12 West Smorth Stop

gourmet. Albert Ammons rolls his bass hand for Shoul for Joy, Meade Lux Lewis bows with Bear Cat Craud, Pets hand for Shout for Joy, Meade Lux Levis bows with Beer Get Cress! Pets Johnson, with Joe Turner singing the bitues, takes two sides with Gold Amay Blues and Rolly & Pets, and the three-some en mass make for a third disk with Boogie Woogie Progre. In the climination, it's Johnson about in the keyboard stretch, his Roll 'Em Pets being the most exciting of all six sides in the set. Planology of a more conventional nature is found in the showpieces of Willis (The Lifen) Smith Sch Decca, Passionelle and Morning Afr, with Bluebird Hating a Fats Waller relate, soloning at the Steinway with I Ain't Got Nobody and Viper's Drag, And for the Pats fans, Waller wades into a coupla choruses on the electric organ for Kiss Night a Mircele Happened. As a rule Waller is had on the bellads and this couplat is no exception to the rule.

Cascading Chords

ITS worth a spin on the turntable, and A just see inviting for a spin on the polished floor with Al Karelin, making his disk debut on Vocalion with Love, re Grow his Life for You and Curmen Lombardo's newest, Some Reiny Day. Karelin trade-marks his descipations as "casaciting shorts" the Authority of the Company o "cascading chords"—the embelishment of cascading chords adding a distinctive touch to his highly commercia and amouthly dispensed syncom, Stylinston is more pronounced in Assanct's Flegy, or rathor that's where Carmen found his inspiration for Some Rainy Day.

Indeed an auspicious platter preem for Kavelin. But we can't say as much for some of the other firsts. Matter of facily, it's only steek assaidant sum for the vocalion debut of Esoch Light with It Took a Million Years and Among Those Salling; unimpressive ballroom blaring for Waiter Powell on the same label with Devil's Holiday and Definition of Swise. of Suing.

bearing for Water Powel on the same label with Decil's Holiday and Defation of Suring.

Por diversified musical taskin there's musical enjoyment in the iwingphonic treatment of The Jeponese Sandrum and Ragen' the Sodle by Paul Whiteman's Swinging Strings; Johnny Hodges really in another world in his alto blues blowings on Vocallon for Jun-in Another World, coupled with Descring on the Stors—even ethered in his phrasings on the pop: John Kirty and his pectess Onyx Cub pipers on Vocallon for a boogle woogle Egeroesoent Blues, picking up the tempo with It Feels 30 Good—and the the of them are so good. Russ Morgan applying his smartly tallored muse for a couple ackeralie on Decca. Goodbyn My Lady Lose and Eli Green's Cake Walk—and they aren't old-fash-boned, either; Decca's Denna Durbin Souwait Album, the screen hirk singing three operatic arise and as many populares from her falckers—creen if they were lifted from the screen's cound track. Louis Armstrong doing dandy doubling on Decca with Jeppers-Greepers and What he This Thing Called Swing? and the in Processor Eastehnyo deliverk and the harmonizing of Three Sharps and A Fint Can Decca for harlem shouling with Ernang-Do, backed by The Getfin' Sandinsonie! Over You—shades of Billir Holldsy when the male voice pipes sentimental.



THE RECORD HIT

RICHMOND, VA.

(Want Some See Food, Mama)

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PALMANTIER - KING SALES CO.



Alphabet of a Successful Merchandising Machine

Director of Sales Promotion for Byrde, Richard & Pound Ad Agency, New York City.

THE rotum awing to the automatic merchandiser has been definite in-the past months. This is more or less due to the fact that the coin machine operator who entered into the business during the present or or of highly specialized amusement game operation has sought an outlet for the knowledge he has gained in a field where he would not have to contend with as many problems.

To understand the merchandising machine of today there must be some knowledge of the machines of years past. Those who were engaged in the industry even five years back will, recall the many merchandisers of those days with wonderment and sak themselves how they had the nerve to insist that their machines were the highest development of modern, comomical merchandising in view of the marchandise venders being presented today.

The changes have not only been radical but have proved the progress of the merchandising division of the industry even while it languished in the ahadow of amusement game popularity. This is one division that is destined to lead the industry. Don't for a moment get the idea that the amusement and service machines will ever fade out of



BILL GERSH

the picture. They will not. But the merchandising machine is truly automatic sales development, bringing economy of sales promotion to thousands of products. It will eventually be accepted by American industry just as it has accepted other economy-producing products of this great machine age.

Products of this great machine age.

Therefore in view of the fact that this oventual destiny of the coin machine industry the in the automatic merchanicaliser, it is important for operators, even those who may not be interested in automatic merchandising equipment at this time, to acquaint themselves with the elementary essentials of these machines. machines

Every merchandiser offered for sale to intelligent vonding machine operators creates three important factors for research and consideration. They are: i. Mechanical Principles. 2. Merchandising Principles. 3. Operating Principles. Times three can be again divided into the alphabetical denominations to which they refer and comin such case be much more easily, grasped by the newcomer to the sustematic merchandising machine division of the coin machine industry. They can be used as a chark by the more experienced operator for checking against the claims which may be made for the machine ilself.

Under the first heading, Mochanical

Under the first heading, Mochanical Principles, there follows:

(A) Modernism of Design

The automatic merchandler must comply with the principles of modern design to made the modern store trend. This is understandable in view of the from that present fixtures in modern le-cations are of such beauty of design and outstanding workmanning that to attempt to locate a machine not matche-ing this moderniam would be a mistake.

It would hurt the industry instead of gaining for it the necessary co-operation from the storekeepers. The very first essential of the merchandising mechan-must therefore be modernism of design. Design that will withstand criticism of even the most axabling retailers.

(B) Simplicity of Operation

The modern merchandleing machine must be simple for the average person to understand and operate. There have been machines introduced with intricate aystems for merchandiso delivery and op-eration. In almost every case these machines have fulled. Simplicity can aid machines have falled. Simplicity can aid and encourage purchases. The average man or woman is embarrassed by any machine they are forced to stop and atudy before they insert their coin, or even find the proper place to insert coin. This should be one of the vary first check items for the purchaser of automatic merchandisors, simplicity of operation. It will be generally noted that this is just what most of the merchandise machine manufacturers have accomplished in their present models. And are continuing to simplify the method of operation in every possible way, especially now that electrically operated machines are entering the picture.

(O) Long Life

(C) Long Life
The automatic merchandiser must be constructed for long-life operation. Not only because of the cost of the average machine, but because the merchandise machine operator is selling in most cases items that require the type of foostruction that will assure from constant working operation. Machines that work apassendically, not only livitate the purchasers but actually lose customers and locations. The demand for better operating mechanisms in merchanism machanisms in merchanism machanisms in merchanism machanisms in merchanism machanisms in merchanisms machanisms machanisms in merchanisms machanisms machanisms in merchanisms machanisms mac consers on a settang the for better operating mechanisms in merchandising machines is greater than in any other division of the industry. The success of the eighter merchandistr is one outstanding example in this direction. Pennus machines on some locations today are as much as 20 years olds. This in fiself is a tribute to the fine manufacturing processes used by the merchandise machine manufacturers. This check item should be on the list of every operator who is in the merchandise machine business. More rapid annotization of machine cost is only possible with excellent mechanically constructed machines.

(D) Quick, Inexpensive Repairs

As is readily understood, there is nothing in this world that is perfect. Morchandisers must be constructed to allow for quick and interpensive speaker. Parts must not be too expensive in comparison to the general cost of the machine itself. One of the greatest necessities in automatic merchandisers is for quick repairs on location. Where nanufacturers have made parts interchangeable they have helped make their operator inconstitute. That is why the average manufacturer in the automatic merchandiser division of the liquistry apends more time and more money to produce a maching than do manufacturers in any other division of the industry. Most of the outstanding merchandisers have their main working parts dis-cast. This allows the operator to quickly change a part that goes extra of order and to obtain that part at a very nominal price. As is readily understood there is nothing in this world that is perfect.
Merchandisers must be constructed to

(E) Sturdy Finishes

Next in line, while we are on the subject of the mechanical principles of automatic merchandisers, come the new initials that are being used. Some of these in late years have been among the most beautiful ever introduced. But not only must these finishes be attributive, their must also be so fault that they can withstand the most accredition of the finishes which have attracted operators have proved to be headached operators have proved to be headached in the long run for their repair departments. This was due to the fact that when could be done to repair them. The entire cabinet had to be repaired. And neating a nomemade repaire job would place a rady fine median modified he done to repair them.



BASEBALL

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WESTERN PRODUCTS, INC.

LEGAL CONSCLE GAME.

It's everything you hear about the game" NAVIGATION COIN MACHINE CO. Houston, Texas

time. This is an important feature for the operator who is thinking of temor-row as well as today.

(F) Slug Protection

Now to the greatest mechanical necessity of all, protection against slugh. A merchandise machine must be, as far as possible, slugproof. It must be able to reject all common forms of slugs and a great many uncommon types without throwing, out good modey which has been worn thin. The the industry has been worn thin. The the industry has tremendously advanced in this regard it must be remembered that the reaster this feature is stressed as the most important of all the mechanical feature is aluged these is a definite loss resulting. A phonograph or an annuarmal machine can actually use slugs for each couraging play, as many operators machine can actually use slugs for the counging play, as many operators these types of machines-maintail do, but the merchandles machine cannot affect this diversion. A pack of eigenvia lost by slugs creates a loss which many size are required to balance. The same true of any other merchandine literature of any other merchandine literature of the machine operators, which looking over a new vender, will bring a pocketful of slugs along which have caused them the most trouble and spend better at the most trouble and spend better at time attempting to alug this new michine with all the systems and trick which they have learned over a great period of times

This the mechanical principles are first consideration, for without the there would be no use checking further features of any machine to the further features of any machines the second set of features, merchands principles of features are compiled from a fong sense of superiences by the leading experience of merchandising machines, men have been engaged in the business are sufficient to the mechanical principles; these have been arranged in any special order. Some of accounting this siphabet, and now under the merchandising principles, we count to test in the

(G) Must Fill Public Need

The very first requirement of merchandising machine is that it must be definite public need. One the best examples of this feature the eigeret merchandison. They only have the faculty of meeting out tions for emergency asies built, one is

cepted under a great many more im-portant conditions on almost every lo-cation simply because they fill a definite public need. The same is true of the gum machines and many of the candy pachines and others now be the market. If the machine does not fill a definite mathic need it naturally has little value. public need it naturally has little value.

(H) Not Competitive To Cut Price Items

Price Items

To be successful in any flusiness there must be some elevation above the price-cutting influence-which at present seems to greatly precioninate retailing. Therefore the inerchandise vended by any machine should not be in competition with cut-price merchandise. It would be an unusually hard and ploneering task to stroduce machines, to any city where the same merchandise the machines are expected to vand can be purchased for one-third the price. The dary chance such a machine would have would be for emergency purchases and these are over great enough to produce sufficient income for success. income for success

(1) Must. Vend Recognized Merchandiso

To be truly successful and to gain quek recognition from the public the nerolandiscr must vend nationally advertised and nationally recognized perchandisc. This is one statement which is thereby agreed upon by every experienced merchandisc machine operator. A nationally advertised product has gained the confidence of the public. he gained the confidence of the public. Sales are three times faster than for extension specially conservative estimate) which means, that even if the margin of profit is smaller, the machine will continue to curn more steady income for many years to come. to come.

(J) Staple Item Necessary

(j) Staple Item Necessary
For assured success with any merchanding manchine the product to be venided must be a staple Item so that sales can be accurately gauged both winter and summer. A staple item always has a greater chance for success. It is perfect the publics existence. It has acceptance anywhere in any community, is the inserchandise operator grows with his business be soon loarns the necessary amount of inerchandiae he needs both winter and summer and this makes for better operating its aveil as less overfor better operating all well as less over-

(K) Floxibility Necessary

(K) Floribility Necessary
Every merchandines must be flexible
is that it need not be confined to any
one type of location: This is the result
of many years of effort on the part of
beter merchandising machine manufacourse. At first many operators who
othered the business categoried certain
equipment to one type of location. Toasy machines of a starget type can be
leand in almost every kind of rutall
stabilishment from aboeshine shops to
be leading department stores as well as
is hobbles of office and apartment buildhe. Without this type of flexibility the
operator starts out with a distinct disattenting hard to overcome.

(1.1 Portability

(L) Portability

(L) Portability

Many years ago a new vending machine innufacturer entered the field and his sy first ad carried the atternent. "Our returnes are portable." Locations that nevery merchander. It is one the real necessities. Locations that not pay, locations that require the sand dozens of other conditions it must be met with from the operational standpoint require that the modern rechandlaser be portable in genery way.

(M) Adjustability

Every merchandiser must be adjustable more than one brand of merchandise really be a lifetime machine. For imple one of the most profitable discusses a fewlyears back by the peanut achine operators was that gastachios to profitable. Instantly they arranged the sale of pistachios they arranged in machines. The same must be true candy bar machines. If one bur does prore profitable on location and dy bar machines. If one our thousands prove profitable on tocation and other bar does, then the machine be so constructed that the oper, the change even if the to be so constructed that the upage or can make this change even if the are different in shape or size. The let is true in the matter of chapting the different and other items. Of course, agarets and other items. Of course, agarets and other items. re are machines suited are arranged individual frems. But unless taken for very large operations such many the hare proved themselves to be profitable when used in conjunctivith other merchandise venders.

(N) Must Be Co-Operative trary merchandiser should be co-oper-

chines are co-operative to eigeret machines. By attaching a eiger machine so n cigares machine many operators have been able to realine extra profits. This is true where candy, gum and bulk wierchandlie machines are concerned. On certain locations in lirocallymithere are as many as five bulk merchandliers on only one or two stands in front of some of the timest candy stores. Each vending a separate and distinct from and yet each co-operative to the other. Platachio nuits, pearuris, suniflower seeds, pumpkin seeds and pine tree hists. Just as the modern eighter machine operates at taches char and gum sind candy machines to his present machine, so should each merchandlier be domplementary to the other. The this feature will not merchandise machines are concerned. On each merchandler be complementary to the other. The this feature will not make a merchandler unprofitable of it does not exist, yet is a feature that can add in general profit if it is there. In short, it is just as easy to service an extra machine on the same location.

(O) Conserve Space

We merchandiser should take up too much space, yet it should be sufficiently attractive to get dustomer attention and aid location appearance generally. Of late years this dass become a great feature. Drug stores with their many cut-rate merchandise counters. Candy stores with their many tog standa. Taverns with their many tog standa. Taverns with their devices. And almost every type of retail establishment featuring something hashly connected with its own line, by gain more customer profit has forced the intelligent manufacturer to make his meethine more compact in every possible fashion. This is one feature that should not be overlooked. Even as merchandisers grow larger, yet the demand for space is at a premium and the resistance is always greatest on the part of the retailer where more apace. the part of the retailer where more space than is generally used for rending equipment is being asked for.

(P) Impressiveness

In-addition to all these other features so encourary to the success of each machine is this all important fact, it must be impressive. Sufficiently impressive to gain the respect of both the public and the location. Without this respect no merchandise machine ever gets the right attention or the proper process.

(Q) Quantity Contracts

(Q) Quantity Contracts

Of late years another important fact has arisen. That the merchandise that machine sells must not only be nationally advertised but of such character that the operator can contract in large quantity so that he can effect a savings in this direction, which naturally means a greater profit margin. Many cigaret machine operators are today purchasing direct in large quantity. The savings pained in this fashion tremendously help to boost profits. Candy operators learned this a long-time ago. All down the line of merchandise machines this is becoming more and more apparent.

(R) Navelty Appeal

(R) Novelty Appeal
Every merchandler must also have
that certain something known to the
trade as novelty appeal. In short, when

a purchaser exclaims, "What a novel way to scili this merchandise," then the oper-ator knows he has attracted the right sert of attention to his machine. Almost were of attention to his machine. Almost every merchandiser that has ever proved successful has withis novelty feature. It is especially true in the case of the new soft-drink machines, Some even state that the movelty feature is more predominant than any other. It is a feature which means a great deal toward gaining the good will and attention of the purchaser.

(S) Mike Non-Profit Merchandise Profitable

Profitable

The greatest socomplishment of the automatic merchandiser is to be able to replace non-profit merchandise investment for the retailer and to make it profitable: There is a great field open today for the machine that will replace the three for 10 cents candy bars being carried by so many retailers because of chain-store competition. The being sold at a loss to themselves, these stores must continue to carry this merchandise. sold at a loss to themselves, these stores must continue to carry this merchandise on as not to drive their customers to the chain stores. The machine that will make this profitable just as the eigeret machine eliminated retailer investment and made cigaret sales profitable for thousands store thousands of merchants through the country will have accomplished another great advance for general merchandising machine equipment. It is this outstanding quality which has placed the modern venting machine in the limelight of American sales promotion.

(T) Take Advantage of Advertibing

(T) Take Advantage of Advertising

Every merchandiser must be so constructed that it will be sole to accept and take advantage of the national and local advertising for the product it rends. local advertising for the product it rends. In this fashion the merchanding machine popularises itself without cost to seek. It certainly would be a shame to sell a product as greatly advertised as Wrigley's gums and force the public to search for the name on the machine. The machine must feature the product that it sells as prominently as possible so that it takes advantage of the thousands of dollars being spent on the product. In the very near future this will become even more democrant than its today, as more national manufacturers become even more important than it is today, as more national manufacturers recognize the automatic merchandiser. It may not be long before these same manufacturers will be glad to pay for space on machines by advertising discount.

Now the third and most important principle, the operating principle. Here both the mechanical and merchandising principles are covered from the stand-point of profitable operating and therefore tagged operating principles.

(U) Resionably Priced

The automate merchandiser must be priced within its carning possibilities. In whort, it should be possible to realize the cost within a reasonable time. This is one great necessity where both the territory, the type of purchasers, the construction of the machine, its price



end only Bell type machine on the market with a coin top showing the last 3 colus, the basi protection against slugs.

Built for 1c-5c-10c-25c Play

Made Only By

VATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

IL 1880-Tel.: COLumbus 2770.





PRED CONDRIN (last), well-known Mansfield, O. operator, obeni the new 1939 Luxury Lightup phonograph and other W. C. Deaton, Gellon, O., a substantial order for Rock-Ola phonographs. Deaton is district manager for Rock-Ola in Ohio.



ADVERTISE IN THE SILLBOARD YOU'LL BE SATISFIED WITH RESULTS

MAKE SPEE



New hieral base illuminated burno-ers "Look-Easy" Play appeal . . . only 10 bumpers to hit . . 10 lights to put out . . . to, score 2

After all bumpers hit—each bump thereafter scores 2 points. There-after points pile up big and fast

Points show on back board only when made.

Pop out ball return—sweetest come close ball action you've ever seen. Fully metered. 8450 5 Ball Novelty

FREE PLAY \$10.00 Additional

EXHIBIT SUPPLY CO. Chicago, III. 4222 W. Lake St.

what earnings! Keeney's SPINNER-WINNER worth ten times Ita low price Order from

Central Distributing

Company 105 Linwood Blvd. Kensas City, Mo.

and the profit possibilities all add an equation which makes for careful study, in ghort, the price pilot be reasonable to objinguished to the perit; possibilities.

(V) Capacity Important

The machine must have sufficient capetty so as to bladdisons periodic, over-head. The this feature is considered one of the mechanical features, it is piaced under the operating principles abecause it is so much involved with the general profit possibilities of the merchandiser. Efficiency of operation and employment of modern business methods are two of the most important necessities for profitable automatic merchandiser, operation.

(W) Gradual Growth

Every merchandiser must allow the operator to build his business on a gradual and steady basts. It must not focus too big a route on him at once, otherwise he will be unable to carn a decent profit on his investment. Only by gradually developing with the machine does he learn the necessities of his business and grow with it. This foature is one that should receive much more consideration than it does at the present time.

(X) Market Price Sales

The mechine must sell its increhendise me market price and yet bring profit to the operator. In short, where eigersta have been forced down in price and retailers have demanded reduction to meet this cut from the eigerst machine operator he has been able to meet this condition and yet earn profit. All machines should be constructed along this line. As ptated formerly, there is a tremendous market for a machine that will rend the popular cut-price candy hars at three for 10 cents but at the same time earn profit for the operator.

(Y) Speed Servicing

One of the most important features for better operating profits in that the machine must lend likelf to speed servicing. This improvement wen the part of most of the merchandisers today has resulted in many operators thetout the country being able to increase their regions without having to increase their servicing personnel. As for as profits are concerned, it has been responsible for a distinct and pleasant rise in most instances.

(Z) Withhold New Models

No manufacturer should outmode his machine too rapidly. This may seen like holding back manufacturing progress, but is not really so. The manufacturing progress, but is not really so. The manufacturer that seemingly is continuously introducing a new model is running himself out of business just as fast as he is his own operators. The cost of the average machine should be carefully gauged by the manufacturer as far as quoritastion of this cost on the part of his operators is concerned. After such periods his can introduce new models. But he should most stop experimenting and seeking to better his product, for only in this fulfition can he keep himself and his operators sure of their ruture in the automatic merchandising husiness. A happy regulum can very ceally be reached by single manufacturer who will viait, with a cross-section of his operators to get their opinions.



She Knows All the Answers!

Amazing New MONEY-MAKER!

Appeals To Everyone Ideal for Any Location No Fillers-All Profite

**ASKER* is a remarkable, new machine totally assiste anything you've eye, seen before, it has stienty of firsh, termendous player speak, 100% profit, tow'in selections are seen as the selection of the seen and the selection in operation it answers any one of 12 questions for it cent. Answer LIGHTS UP and remains it long consists for players for teach. Different persons and different answers to the assme question. Nothing smaded, no filters, ALL PROFIT for you. Economical, no electrically necessary in the same question. Medican in dealing, behaviour of the same filters, ALL Seen and the seen and the seen as the same question. See the same question. See the same question in the seen and the same questions. See the seen as the same questions of the seen as the same questions. See the seen as the seen

OPERATORS SUPPLY CO. 4111 N. Lincoln Ave., Chicago



| Tirres | Poto-Finish | Colfronce Mischine World Beries Pan-Frent Butoscope Orleans Bottl Orate Invasione Disposa Disp |
|--------|-------------|--|
| | | |

Detroit

DETROIT. March 4. — Leon Wolock, manager of the Standard Vending Serv-ice. Is busy servicing his machines these days.

D. Reak, who specializes in peanut machines, has moved his headquarters, formarly on the west side on Clark Avenue, to the north end of town on Riopelle street.

The music machine business showed a distinct upturn this week, with several, good-sized sales to operators reported. Among those on the list of "bigger and better customers were Chadwick Coin

Machins Co., E. W. Mitchell, Engers Ayerr, Harold C. Hannay, of Dearth, and Jake Huddleston, all establishment operators and two newcomers, digmun-Raczynski and the Monarch Music Co.

825.00 HT

15.00 27.50 BE.00 90.00 35.60 25.00 23.00 48.00 D.

Sami Sebers, Detroit pin game opera-tor, has returned after apending several months in Cubs, fully recovered from his recent liftness. He is resuming active operation again.

Al Shifrin, manager of the Detroit Coin Machine Exchange, reports veritable apidemic of buying agirity among Detroit operators. So precounced has this been that the floors of this distributor have been "sold clean."

specializing in must venders, pisoting most of his location in grocery stores. Be makes his headquarters in the Magio Arto.

American Coin Machine Co., Detroit distributor, has just opened new offices and headquarters at Room 307, Storinfeltz-Loveloy Building, which is in the control of Detroit at Woodward avenue Grand Soundevard. The former love tion on the extreme cast side, of Kercheval avenue, is still being maintained as in warehouse, however. The

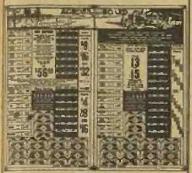
Joseph Present, who is operator in the Park during the summer, is making he headquarters at Europe avenue and the Ten Mile avenue that winters.

James M. Sanders is replacing to tumber of his machine, including using and olgaret venders. He is also considering expanding into the machine field.

William Finetone, Detroit music marchines, Eheume, incidentally, compling over his business, formal carried on under his own name, to the Monarch Music Co.



MEL (NIMEOD) BINES, Remodicable engineer, demonstrational-akill angle of Remode Potochot, payout stable and free pame.



Put all your money "ton the nose" with Se-perior's new mechanical nensition; ACROSS THE BOARD. Morses actually flash across the face of the board and determine winning amounts. Player area his been run the sec. May be obtained with straight num-ber board or with specialty designed symbol-band. In either case, eard if the samity and winners are determined by win, place, or show window where horse stops.

We sell to operators only; inquire for full distalls. Weithly commitments are invited.

SUPERIOR PRODUCTS

4 Mosth Pensis Street.

Chicago, Ill.

GUARANTEED VALUES

| | THE PARTY OF THE P |
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| 2 Wuffter P.12 | 8 38.80 |
| 20 Wurtitier \$12 or | \$12 8 38.50 |
| WTMHISEMP G1G | 00.80 |
| A WIND INSEP GENT | 44.000 |
| | 189,50 |
| 1 Senburg Selectophi | Per Deluse 34.50 |
| | |
| COUNTE | |
| Druces | Reel Races 4.00 |
| Whid\$11.00 | Reel Races. 4.00 |
| 90.00 Tales | Broyad Flushi 8:80 |
| Everytakes 6.00 | HIT Me G.00 |
| Souris 17.50 | Star Vender, 7,50 |
| A.D.Y. | Bell-Bildes. B.50 |
| TW0001 \$2.80 | Resig21s: - 8.50 |
| Brooks Rouds, 11.00 | Grandelands, 22.50 |
| Reel Spots. G.30 | Auto Ponch, 12.50 |
| | |
| AUTON | ATIO |
| Fred Ban 402.50-1 | Pines Peak . 547.50 |
| Ney Day 47,50 | Trap Litt 17,50 |
| Floor Woods: 42,80 | Turt Chemog 17.80 |
| Fisher 42.50 | Eawy 20.50 |
| Draby Bay 22.50 | Grando |
| F444 Pleast . 27.80 | |
| 8tables 37.50 | 110000 |
| Quinaita: . 42.50 | Lesenie 17/80 |
| | |
| | TE |
| Mills Blue Promis, 5-1 | 0-28c |
| Arsologe Colers, 5-10- Pace Cerrets, 5-10-38 Cellie Commissions, 2 | 20.50 |
| Page Comets, 5-10-26 | 9-4-5- 37.50 |
| Callie Commenders 5 | 10-25c BZ.50 |
| Mills War Eagles, 5-15 | 20.00 |
| Jennings Contury, 5-1: | D-28c 27.50 |
| Mills Silputrapers, 1-0 | 22.50 |
| Mille Golden Bells, S. | 48-10c P9-50 |
| | |

Tremas 1 /3 Cartified Beats, Bal, C. O. O. AUTOMATIC AMUSEMENT CO.

rite Walf Heads, Se. Hite F. O. K. Venders, Sodisc. Felling Twin Jacks, Sc.

Majors Production Behind Orders

CHICAGO, March 4.—"After six weeks of feverish production activity, the latest Chicago Coin release, Majora, continues to lag behind the orders pouring in on the factory," declaring Sam Genaberg, official of the Chicago Ooin Machine

official of the Chicago Coin assenine Mfg. Co.

There is a limit to the capacity of numan and mechanical endeavor in the production of any product, and we here at the Chicago Coin plant have reached that limit. We are considering leasing additional space is order to put on more mon and rush production for the hundreds of operators now waiting for their rames.

dreds of operators now waiting for their games.

The popularity of Majors is without doubt the greatest that has ever been experienced by a game produced by this company. As an instance of the appeal hisjors has for operators who have not even had a sample of their own, we received an order the other day for 25 Majors from an operator who said, king game in production for four weeks and still in such great demand as Majors is good enough for my money?"

Atlas Exec Returns to Desk

CHICAGO, March & Refreshed by a five weeks' stay in Florida, Morris Omsburg, Atlas Novelty Co. official, recently returned to the Chicago office and plunged into work. That his vaccifies was completely successful was indicated in his account of file activities. Said another Atlas firm member. Thousded in lits accounts were, of course, the stock fish stories—witho he claims his stories are true."

fish stories—eitho he claims his atories are true."

Ginsburg, on his return, stated that it would not take much to convince him that he should return to Florida for an indefinite stay. His wife and two children remained in Florida.

Aside from getting back to attend to business. Cinsburg was analous to return in time to attend the wedding of his sister, Eve, which takes piace on March 12 at the Convenant Club in Chicago.

His companions on the many fishing trips during his stay included Irving Sommers, Harry Rosen, Al Douglis, Sam Chaban, Sam Wahlberg and other promingnt coin machine near. At least one stark, among other game fish, was caught by the group.

Detroit Complaints On Gum Awards

DETROFF, blarch 4.—Ball gum yending machines, with colored balls for cash prizes, were the subject of an official complaint in sections here recently. Complaints are due to machines being placed too close to grade and high subposts.

placed too characteristics of the placed to be offering schools. Some focations were said to be offering a gickel cash prize, and that whole groupe of children had been observed around machines in school areas.



DAVAL'S ENCORE, new Are-ball novelty game, is responsible for this pathering at the Daval Mig. Co. offices. Last to right, A. S. Douglis, Daval bresident, George Ponser, New York distributor, and D. Heifenbeth, Daval secreterrefronzurer. Ponser cause from New York to confer with David officials, choic products 65 distributes.

We Have GENCO'S AZING NEW COUNTER MACHINE First Choice of the Nation's Locations!

STIMULATING merchant's revenue, building more counter traffic, adding profife to the merchant's business!

PROTECTED by the Genico Safety Feature — the game can't be played unless merchant inserts Key at mean of machine! No cheating or uncarned awards paid out!

First Choice of this Operating World!

SIMPLE. Nothing to go out of order. Fast play—\$10 to \$20 an hour!—builds big profits! Bunbreakable, sturdy—no repair costs!

LOW COST, plus low cost of upkeep, makes Punch-a-Ball-profitable at once and permanently! ADAPTABLE! Interchangeable

glass windows provide a 2-way operation—keep game fresh!

WORTH 50 TWICE

THE VENDING MACHIME COMPANY

205-15 Franklin St.

Fayetteville, N. C.

Send Today for FREE Semple Card and Fed Details.



SEIDEL SCORES AGAIN WITH ANOTHER GREAT SALESCARD DEAL

A NATURAL FOR THE SPRING GIVE AWAY GENUINE

FUR CAPES

BIG SPREAD — SMALL CARD — SMALL TAKE UPL SE WHO ES SPIECE OF THE CAPE OF THE CA

Retail Value

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Retail Value

Special Va

ACE DISTRIBUTORS, 1125 Broad St., Newark, N. J. High Tax-Low Revenue NEW YORK, March &-Liquor taxes in

the various States have tended to demon-strate once more that high taxes produce leasteremus than moderate or low Hoeney

Tabulation of the liquor tax in 1881 states by the Distilled Spirite Institute shows that Nevada with a tax of 30 compor gallon has a higher per copile revenue return than New York, which has a tax of II per gallon.
Colorado, the State with the lightest liquor tax, shows much less per capita

revenue than Nevada or New York. The per capita in Colorado drops to almost half of what it is in Nevada,



AMAZING New COUNTER MACHIN

money-makers ever deviced. Up to 500 plays per hour. No coin chute! No cash bout No Rettila! First cost is last cost! Player merely pushes a plunger and a plain or colored ball is dropped into a ruled window compartment. After mercharif checks halls in window for award, he turns key in rear to clear. Number of colored balls can be varied. Accurately elected plays and winners. Pench-A-Ball is two machines in one, because it can also be had with baseball glass showing rewards in either eiganeties or batchangeable with standard glass. When codering specify which doubted. Size 12" high, 7" wido, 4" deep."

Selance C. O. D.

We will take your old Counter Game in trade. Here is your opporfunity to dispose of old equipment for NEW. What have you?

1731 West Belmont Aven



MONARCH COIN MACHINE CO. CHICAGO, ILLINOIS



GLOBE 1939 SPECIAL HOLES PLENTY OF ACTION & CENTS

BARREL STYLE TICKETS

Each Combination repeals 12 times. Field Rows contain 100 Tlekets; 1 Each \$15, \$12, \$30, \$9, \$8, \$7, \$6, \$5, \$4, \$3, \$2, and 87 \$1.00.

Agina Zows contain 15 Tickets; 2 \$25.00, 1 \$10, and 12 \$5.00.

Takes iin \$126.00. Average Payout, \$84.00.

Price \$4.90 Eas

GLOBE PRINTING CO.

1023-27 Race Street, PHILADELPHIA, PA.

myleted locations available in your Territory for this counter type MON-EY-MAKERS Pays for Riself in less Than an hour's time, Operators report \$15 to \$25 a day. Me Bleet'in your terelhory.

Wire-Write Would Order Today.

STONE BROS. BER So. ADA ST., Dept. K



MORRIS NOVELTY COMPANY, INC., | Frenchis 0787. | 4565 Marchester Ave.

GERBER & GI

914 DIVERSEY, GHICAGO

Bally Has New Multiple Reserve

CHICAGO, March 4—"Now it can be told!" exclaimed Jim Buckley, general sales manager of Bolly Mig. Co., releasing first general announcement on Pacemaker, Bally's newest multiple one-shot. We began shipping Pacemaker several weeks ago. But we gurposely held back goneral announcement until we had obtained enough collection reports to justify the enthusiasm we believe this great game deserves. Every report received so far—and we've received plenty with the repeat-orders we've been getting—proves that Pacemaker is, beyond question, the fastest money-maker ever built in the multiple class.

"Pecemaker has every feature operators

The multiple class.

The emaker has every feature operators have always stanted in a pay table—all combined in one great game! All the proven play appeal of mystery selections, changing odds, win-place-show-purse swards. The multiplied carnings guaranted by multiplied payoilts. The combon and keep on of a sweepstakly reserve that climbs up, up, up to a very juley top. And new flash and action features galors—including a new adjustable sweepstakes light which purmits greater operating flentbility; new projector-type reserve register; new illuminated plastic inght-boar molding; new illuminated plastics on the playfield; a new de june richly grained cabinet. Pacemaker he a machine which will rank in payout history with such historic games as Bally's original Multiple and the famous Pair Grounds."

Order New Runs On Pot Shot

CHICAGO, March 4.— They have cleaned us out of our current runs of all three models of our new Pot Shot," stated J. H. Keeney, head of the company of the same name, "and we have recently put thru additional releases on the four-coin multiple payout model, as well as on both the three-coin multiple and single-coin free game.

"Fot Shot introduces a new all-shift play principle — reby the player's ability to secure a winning its entirely dependent upon the skillfulness of his shot. There



HARRY STONER takes over the role of m. c. at the Stoner-Employees' Annual Barty held recently in Aurora. III. & pola time was had by all.

We stand behind Keeney's Spinner-Winner console-action, counter game

MARION CO. "Save with Dave" 564 W. DOUGLAS WICHITA, KANSAS

Will buy Bally Lucky Strikes. Quote Lowest Price.

Wire

MANN NOVELTY CO.

4815 Cottage Grove, Chicago.

MILLS VEST POCKET BELL



1/3 Deposit, Balance C. O. O. Conta 46-IDEAL NOVELTY CO, TOTAL

are but air boles across the short playing field without a single pin, apring or bumper to interfere with the shot.

"Another popular mature is not shot accumulative award for accumulative award for accumulative winners; likewise the consolation award on the cut hole. The payout and multiple-play free game models come in a console cabinet. The single-coin free game comes in a table-type cabinet.

Exhibit Speedily Turns Out Speedy

CHICAGO, March 4.—With production as full-capacity on its big variety of mentions. Exhibit Supply Co. is also speed by turning out the news pinball game called Speedy.

"Speed is the watchword in production." officials state, "and also we attailing operators that the way to make speedy money is to use the speedy some it has an appear to the player which or vinces him that it is a game easy to player there are only 10 bumpers to his."

Player shoots to put out the humps lights which are turned on with the mount of coin. It is aftered in 5-5st model and also a free play model.

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AT THE TOP IN APPEAL

. . EARNINGS POPULARITY. ... SALES

VOLUME

With a Silent operating original mechanism that makes all other counter machines. Buggy Days".

Distributors-Jobbers Write, Wire, Phone for Prices.



Product of J. M. SANDERS MFG. CO. 5453 W. Lake, Chicago



TRADES!

Chas. Casmus, Mint Vending Company, 211 N. 17th St. Birmings ham. Als. Phone: 7-5072.

G. & G. Biz Runs Without Bosses

CHICAGO, March 4.—Max Glass; of Gerber & Glass, ta expected home from an extended trip thru the South and East within the next few days. Obase, who is accompanied by Mrs. Glass, has been absent from the city for the past three weeks. The lengthy trip was a combination business and vacation interner.

combination business and journey.

Paul Gerber, Glass' partners, who has also been absent from the city for a similar reason, was en hand recently to welcome the Chicago Cibs to Catalina Island upon their arrival for spring training. Gerber declares he has been looking the boys over, especially the rookies, during practice periods.

October expects to spend a few days at the San Francisco World's Fair before ruturning to Chicago.

Philly Ops Mark Assn. 10th Birthday

PHILADELPHIA March & Philadelphia Coin Machine Operators' Association will body a celebration at Benny the Bun's place to mark the 10th birthday of its organization, according to Prank P. Engle, vice-president of the organization

of its erganization, according to Frank F. Engle, vice-president of the organization.

"We have completed many successful years of operation," said Engle, "during which time we have wedded our membership into an organization of which we are proud. The majority of the coin machine operators are already within our ranki and more are-coming in daily, "We are pressed with the spirit of co-operation among our membership and feel that it is a privilege to celebrate in so harmonious a spirit. There have been no legal entanglements in our arganization because our members operate within the letter of the law.

Alt our last membership meeting we voted to affiliate with the Amusement Machine Operators' Association of Permaylvania. We feel this is a forward step, since co-operation with the State association will, be beneficial to coin machine operators through year to be bigged and better than ever. Business in those purts is generally good, with operators reporting an increase both in locations are number of machines. Advance indications are that we will have the biggest turnout in our history for the banquet."

All the officers of the organization were re-elected at the last meeting. In addition William Rothstein was added as a member of the board of directors. The officers are Martin Mitnick, president; Prank F. Engle, vice-president; Jack Branct, secretary; Mortis Stein, treasurer; Ben Hankin, financial secretary. In addition to Rothstein the other members of the board are Louis Susaman and Samuel Pinkowitz.

Fort Worth

PT. WORTH, Tex., March 4.—Howard Demard, well-known Texas operator of Mincola and Henderson, Tex., was a Pt. Worth visitor last week. Demard was Worth visitor last week. Dennard was in quest of good used equipment. He separation all sorts of thed nicket games on ponny chutes and stringing them over a wast area of Essar Texas. He also operates a large string of phonographs, that is the son of that Texas ploneer music operator. A. L. Dennard, who started in the business during the days of the old orchestra pisnos—those music boxes that had sometimes 50-cent coin chutes on ten. It is said that many of these pianos, in superspots, even had dollar chutes.

Most every operator in Pt. Worth knows Tony Leis. He is a location owner who operates an Italian restaurant. A few months ago ise closed his place on Jones street and many sights went up from those who frequented his place and enjoyed his delucious Italian spagnetti. But Tony has come back and is again doing business at the Jones can est their spagnetti whilesthey listen to Music Goes Round and Around. The restaurant recently reopened was started by his father 40 years ago. Just to

SPECIAL

SLOTS Shill's Melon Baffa, B. 62000 op. 548.50 op. 620000 op. 548.50 op. 62.50 op. 62.50

IL F. MOSELET, Pres.-Tress 2 Mills Dive Front Van., 10c GA, No. 374478-382516 20 CA, No. 3250 205743-34424 4 CA, No. 3250

10c Mills Cherry Ball, No. 37716. 52.50 10c Mills Regular Ball, GA, No. 308, 450

1 Do Milly Reporter Best, CA. No. 308, 27.50
255 Mills Misley Best, No. 420000 ab. 57.30
4 to Pasce Santam, PV7 Not. 1712010 Date-Seed-Seed Communication of the Communication

THISTIGGORD PAYOUTS

Mills Flashers (Herons)
Mills Plashers (Herons)
Mills Plashers (Herons)
Paddle Whete
10 Days
Mothemat Ratio

10 Western Bandedi with limiting Used
10 Buys
1 Methywood River and 10 Buys
1 Tom Mix
2 Jennings Liberty Beet, Film Trou
30.00
3 Jennings Liberty Beet, Film Trou
10 Jennings Bominion, Cabines Black,
Censciping, News 1821-1048.
2 Jennings Bominion, Cabines Black,
Censciping, News 1821-1048.
2 Jennings Troubles, F. S. 178-00
2 Haven Troubles, F. S. 178-00
2 Haven Troubles, F. S. 178-00
2 Based Tell, New 829
2 Califoring Dominions, Light Chaffres.
Cash Naced Transported States are offered subject to price and

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375384

2 Mills Wer Eshles, 100

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| Castering Gottlier Bedalt NOVELTY

Gottlier Repeter

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Gaytina
F Koney Big Tun, Free Stot, F S.
Exhbit Baskshall
Helly Booster
Stoney
Stoney
Chubble
2 Trouby, F. B.
3 L. Mortta, F. S.
Belly Paramount, Model C. New 20 Gettlinb Simple Grant Calling
20 Gettlinb Simple Grant Course
20 Tallyn, Numbered, Bottl, 10 or Gr.
3 Limity Profit
1 Pilprin Gland Machina, Drand Mov.
1 Rech-Ola Imperial 20

Stew Children decement, Breed New (S.Ht. 540-50)
1 Rock-Ols Bloke George, Breed New (S.Ht. 540-50)
1 Rock-Ols Bloke Steeder, 19, MP Twel-Sect Observertster which little at \$179.50

Cosh Nickel Transport of the State of the St

MOSELEY VENDING MACHINE EX. Inc.,

00 BROAD ST. Richmond, Va. Night Phone 5-6328



OVER 100 STYLES

ORIGINAL RED-WHITE & BLUE

THE LEADER OF ALL JAR DEALS.

Each \$110 S1.00

WIS. DELUXE CORP.

1900-12 Marsh 3rd Street, Milwaukes, Wis.

make sure that good luck would follow his reopening Teny ordered Music Goes 'Sound and Around for the automatic phonograph in his case. Tony has wern out 100 platters of Music Goes 'Round and Around Muce the tune first struck pay dirit back in 1936. Tony is superstitious and says he'll always have that record on the phono in his place.

The hillibilly records by W. Lee O'Danieb and his Hillibilly Boys are not going so good as they were before O'Daniel offered his transaction lar plan to the State Legislatura. Ops report that his records have fallen off in play very noticeably of late.

Doop Purple, that new music hit, is really showing some big earnings on phonographs in and around Ft. Worth. Ops say the platter will be another season hit.

Kidd of the Ridd Sales Co. Wallas, was a Ft. Worth visitor a few days ago. Ridd was showing the one along the row seminor his latest salesboards.



No Clased Territory Profit Maker

Self and operate Trading Post, the 100% legal salesboard deal houstiens, 180 cortiso of green variety. Varee et Stalot, Spons et Stalot, Stones et Stalot, S

WRITE --- WIRE TODAY.

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217-223 W. Madison St., Chicago, Ill.

11/6/1/1/ TOKEN PAYOUT



MERCURY is the classiest counter game over builft elegance never graced a location before.

No side himdle. Bakelite Ball releases mechanism on the downward stroke. On wrinning combinations an Award Token is vended automatically.

MERCURY Discreet Model shown above displays Award Token behind window, plunger deposits token in cash box after award

has been paid.

MERCURY will open your territory for you. Usualizating power

NOW ON DISPLAY AT ALL JOBBERS

GROETCHEN TOOL GO. - 130 N. Union - CHICAGO



SALESBOARD OPERATORS!

CET ACQUAINTED WITH ACME!

25 YEARS EXPERIENCE

MANUFACTURING BOARDS OUR SLOT SYMBOLS GET ALL THE PLAY ILLUSTRATED IS 2400-HOLE LIBERTY BELL

Takes \$120.00. Av. Profit \$44.32.
Price \$5.30.

Write for 4-Color Circular of New Books

ACME F.& M. CO., CHICAGO, ILL.

NATCHEZ.

Natchez, Miss.

Miss. March

NATCHEZ, Miss. March 4-maiarch becought new business and better business to operators of this section. There are several new locations, the newest being the new Kit Kat Cafe, operated by Gens Porbish, Jako Sanguinetti and John Modivaron. Machines installed are owned by Seramae Novelty Co. Operators say business is much, improved and all look forward, to more and better bix.

new Wurlitzer machine has been installed at the Burton Eat Shop by Den Tucker, owner of the La-Ark-Trace.

Co. Burton's also has a number of Therefore pin games. Cafe is owned by

OPERATORS CARDED COUPON GAMES
A DIFFERENT GAME FOR EVERY TYPE OF BUSINESS
BEST SELLERS --- SMALL SIZE --- QUICK TURNOVER
SEND FOR COMPLETE CATALOG TODAY.
MIDWEST MERCHANDISE COMPANY KANSAS CITY, MO.

truly amazing

SLUG REJECTOR

A. DALKIN CO.

Houston

HOUSTON, March 4,-With the admis-HOUSTON, harch 4.—With the numbers as the Provincy 23 special business meeting, the Music Operators' Association of Houston became literally a 100° per cent organization. Every music operator in the city and surrounding territory is now a member.

This meeting was aftended by more than 50 musts men, the largest number ever assembled in Terms for a business meeting. Working agreement with international Brotherhood of Electrical Workers was ratified.

A vote of thanks was extended to the board of directors for the conscientious and diligent manner in which it has labored she past several weaks in bringing about the affiliation of the local association with the international association and drawing up the working agreement with L.B. E. W. Board of directory are Pred McGlure, J. W. Williams, William Peacook, Lester Hearn, Jack Armstrong.

E. C. Staffens, of Chicago, president of International Association of Automatic Electric Phonograph Owners, spent almost a week in Houston. He was precent at the Pebruary 16 business mosting of Houston Music Operators. Association when the affiliation of that group with the international association was ratified, this rery excellent speech on that occasion will long be remembered by all those who heard him.

Why and Mrs. Staffens attended the

Mr. and Mrs. Steffens attended the Mardi Oras Sestivities at Calvesion and the National Plower Show at Houston

William H. Thilin Guy Neece and L. D. Phillips, of Beaumont, were visitors at the Pebruary 23 meeting of M. O. A.

M. R. James, of Mavigation Coin Mo-chine Sales Co. in planning an excursion into Old Meeted for his customers.

David Kapp, recording manager for Deces, spent several days recording in Houston. Among the numbers recorded are some with local atmosphere and played by local talent. This was the first event of its kind over held in the

L. P. Webb, official of Book-Ola phonographa division, and Pisher Brown, Southwestern distributor for Rock-Ola phonographa, apant a week in Houston making some changes in distribution for the Southwest, Due to heavily increased seles and in order to insure prompt delivery and efficient service to the operator, the following set-up was arranged: The State of Louisiana will be taken care of by Louisiana Amusement Co., managed by Meivin Malloly; Ken Wilkinson has, San Antonio and aurrounding territory; Fisher Brown will, of course, continue in Dallas, Pt. Worth and South Texas area.

Stelle & Horton have appointed Harold Dalley, owner of South Coast Amusement Co., as jobber for Book-Ola phonographs. It has also been arranged so that Malvin Malloly will spend more time on the road than in the past.

Mrs. Amelia Burton and managed by John E. Long.

Machines at the New Economy Drug Store owned by John Hodge and sup-plied by Seramac Co, report a good play, Other spots here also anticipating better business during annual Carden Pilgrim-age, which runs March 4 thru March 10, bringing approximately \$0,000 to city to see ante-bellum himes. New \$4,000,00 tire factory. Armstrong Tire and Rubber CO, will open here April 1. Work con-tingies on the Musicsiph River bridge creasing and other industries, giving operators new openings on new business establishments are opening on all sides.

Willie L. (Bill) Elds, owner of Wurlitzer machines and pin games, anys
business is good at his new Wind Mill
night diub. He had a capacity crowd
for annual Preman's Ball and week-end
dances. His machine business too, is
improving and the specord which gets
the biggest play in all kinits of places
is ff Makes No Difference Now,



THE MOST SENSATIONAL S-BALL NOVELTY GAME WE'VE EVER FEATURED HAS JUST ARRIVEDITS PLUS THE 3 GREATEST HITS IN NOVELTY GAME HISTORY! ACT QUICKI

> GEORGE PONSER 33 W. 60th St., New York

NEWARK, N. L.

1435 Bedford Avenue, BROOKLYH, N. YF

900 North Franklin, PHILADELPHIA, PA.





MILLS VEST POCKET

atto Bell Payout Oggatt Size \$1735", We now have in stack for immediate delivery conservation medical Bell Retise Conservation medical Bell Retise Conservation when ordering.

KEYSTONE NOV. & MFG. CO. 26th & Huntingdon Str. PHILADELPHIA, PA.

Each \$4.95

Mystic One Ball Pay-Out Tables

4 Ab Oney Bally Each \$6.95

All Manigri in sood condition, and reacy or Most boosted. Onthe with Order, P. O. B. Milania, Platter and Season and Condition of the Condition of the

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH

ATLAS VALUE BARADE

Attention! Foreign Buyers!

Hock-Ods: Winster (1038 Moost, 20 Reports) 1038 Moost, 20 Reports) 1038 Moost, 20 Reports) 1038 Moost, 20 Reports) 1038 Moost, 21 Records) 1038 Moost, 21 Records) 1038 Moost, 21 Records) 103.00 Records 103.00 Records

Write for Our Latest Price Bulletin, Lixing Our Cornsiste Lies of New and Used Phonographs, Payietiles, Cornoles, Stat Machines, Counter Cames and Norsity Machines 1/8 Deposit, Balance C O. D. Cable Address "ATNOVQO."

ATLAS NOVELTY CO.
2200 N. Western Are, GHIGAGO, B.L. (Main Office),
1001 Fifth Are, PITTABURGH.
Associate Office at Lab automatic music co.,
3181 Grand River Are, Defects, Mich.

AMERICA'S AMERICANT OF STRIBUTIONS

GRAND STANDS..., \$99.50 | WIMNING TICKETS.\$99.50 | SPORT PACES..... \$79.50 | KENTUCKY CLUBS... 89:50 | SKELL TIMES..... 99.50 | TRACK TIMES..... 69.50

35 Brand New Penny Three Real Cigarette Counter Games All in Original Cartons — GEMS, \$7.75 — PRINCE, \$8.75

ONEOLES

OSTOP Day. 1839.80

Palercered \$295.80

October 28.50

Palercered \$295.80

Chuckestis 28.50

Palercered \$25.80

Palerc Write-for Complete Like of New and Under and Partery Concerts at Bargain Prices.

TERMSE 1/3 Deputit Balance O. C. D. 2004-06 ARMITAGE.

GRAND NATIONAL SAMES CO. 2004-06 ARMITAGE.

LAMOITAM SUPER VALUES

GUARANTEED and RECONDITIONED!

CINA TO SA . BO Track Meet \$10.00 Neminy 2.00 Ohico Darby 0.00 Outhoard 0.00 Bally Bomper

Outposed 0.00
Sally Bornow 7.50
Cooking Manager 7.50
Cooking Manager 7.50
Cooking Manager 7.50
ABT Towner 15.50
ABT Towner 15.50
Draw Paker 15.60
Oraw 15.60
Gettino Dwo
Getti

Take Springs 20,00 lies 25,00 lies 25,00 lies 20,00 lies 20,00 lies 10,60 lies 19,50 ungle 19,50 June 15.50 Residence 15.50 Res

National Coin Machine Exchange DIVERSEY HLVO CHICAGO

GUARANTEED USED GAMES

NOVELTY, Baster Up. \$ 7.80 S Stars 4.80 Chico Derby 12.80 PAY-OUTS Re. Page SEE 50 Big Race . 39.50 Bills 1-2-3 37.50 Bit. Champs 44.50 Pates Races (Bloomn Gailest) , 125.00

ATTENTION:

See our ad its merchandis section for compate deals on rationally accretized Majorio Radiu, TERMS 9/3 with Opinio, Ida G.O.D.

E. BERMAN & CO.

123 N. W. Sth St., Example, Ind

OVERTISE IN THE BILLBOARD -RESULTS

Approval Given

Jennings' Ciga-Rola

CHICAGO, March 4.—Ciga-Rola, O. D.
Jenhings' cigaret merchandisor and eigstate stimulator, has been approved,
according to the firm, by lawyers because there is no gambling involved and,
"therefore, if a player can't lose, how can
it be considered gambling?"

The opinion, in part, read; "If the purchaser carries out instructions there is
no question or harard on his part, that
he will receive both eighter and amusement for the standard retail price of the
cigarets. On the other's hand, when the
purchaser deposits 5 dents in the vander
and sets the amusement feature in revolving motion and the vender releases
a package of cigarets, he would be purchasing cigarets and amusement for five
cents.

"In the current the nutrohaser devocated.

cents.

"In the event the purchaser deposited five cents in the machine and it did not micese a package of cigarets, upon deposit of an additional 10 cents the rends will rend a-package of cigarets for a total purchase price of 18 cents. "The purchaser nover takes a chance of losing. If he can't lose, how can it be considered gembling? All customers of the machine are benefited by patronizing this vonder for the reason that the average welling price of cigarets add thru this machine is less than the retail price of 15 cents per package."

Said firm officials, "As a stimulator of sales, the Ciga-Rola has increased cigaret

sales, the Ciga-Rola has increased cigaret

Spinner-Winner In 287 Cities

CHICAGO, March 4.—Never before have we made as many shipments to so made as many shipments to so made as number of cities as has been the case with our spinner-Winner counter game. An injust of the fact that the first spinner-Winners were shipped less than three weeks ago, 227 cities are already represented in shipping list to date. That," stated Ray Becker, Keeney stem manager, "to quite a record for a game so new and indicates its country-wide approval."

"We shalk seem be able to furnish spinner-Winners with a cigaret disk in a chute taking pennies, nickels, dimes or quarters; or a chute taking nickels only, "We must admit our inability too mil orders as spromptly as we would have liked," concluded Becker. Severtheless, we have, now been able to augment sources of hat we are now shipping spinner-Winners orders within 24 hours of their receipt."





CHUBBIE

IS STILL THE OPERATORS' BEST WATCH FOR STONER'S NEW LIDO NOVELTY GAME HARIOTALIA DE LA CONTRACTORIA DE L



SPECIALTIES, INC. 74 SO. PORTLAND AV BROOKLYN, N. Y. (Tel., Nevins 8-7528)



The Sensational Board

The Sensational Board

2560 INDOOR SPORTS Per Sale

YOU GET THE THRILL OF PLAYING HEAL POINTS.

Tackets division in Fell color an starting cares, and represent withings
and losing Poter Mands. Winners repeat \$2.00.48 times. 28

Winners. 12 ROYAL FLUENED and Last fale an Board, each

Winners. 12 ROYAL FLUENED and Last fale an Board, each

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Winners. 12 ROYAL FLUENED and Last fale an Board, each

Royal Color (Austrapo)

Prop. Dut. (Austrapo)

PRICE (Semi Thick S.43

AJAX MANUFACTURING CORP.
1104(25) ROPU 446 SUPER.
Write for 1908 Galades.

FREE! OWRATEST PULLY ILLUSTRAY.
ED ODIN MACHINE CAYALOO!
Prollund ET
OF 2 Weats:
Contains Num.
EXPORT

YOU CAN'T LOSS! EVERY NATIONAL MACHINE CUARANTEED PERFECT RECARDLESS OF PRICEIS

NATIONAL HOVELTY CO., MERRICK, LI. N.Y.

SPOTTEN

Biggest Bally Hit SINCE FAMOUS BALLY RESERVE

And actually carning more money on location than Bally Beserve ever earned! Not a reserve game-BUT bow it takes in the enald Clasfor SCORE BUILD UP and PREE NUM. BERS feature holds play by the bourl Try just one Sample and lot the cash-



FREE PLAY MODEC

(NOT BUILT IN RESOLUE OVELTY MODELS

Write for descriptive folders on Bally complete line.

2640 BELMONT AVENUE BALLY MFG. CO. CHICAGO, ILLINOIS

BALLY'S LATEST PACEMAKER

SPOTTEM MILLS VEST POCKET

Has Tras"—Conservative Madels—Automatic

Distributare for all leading manufacturers of

Immediate Delivery.

ENID MINT COMPANY

C, M, McDANELL,

Enid, Okla.

"Confact Us For a Better Deal."



3901-05 WAYNE - KANSAS CITY, MO.

William Young Dies DETROIT, March 4 - William Towns, ther of William Russell Youngs present dent of William Russell Young, pre-dent of the Pop Cern Robot Co. here based away February 28. Besides his widow, Carrie, he is also survived by two other sons, Stanley S. and P. Wade, and pop daughters.

San Francisco

San TRANCISCO, March 4.—Business has been steady this week in the bay arek with less appointular spurts of activity. Visiting operators were numerous, according to jobbers, but many of them caught the sight-seeing bug at the fair and carried it over to Celn Machine Bow. Bow.

Wolf Sales reports big doings with Bally's Spottem. Owner Relwitz says be had five ahipments this week and he could have used fire more; the operators can agent to put them, out fast enough.

Bost bots of the week at Advance Automatic, where Lou Woscher again reigns suprumis after his jaunting about the country, are Recept's Pot Shot and Genoo's Punch-a-Ball.

Bhar Wilsley, of Viking, Specialty, checks his business baromately and finds that his biggost sales are in charms and salted almonds. Four thousand grosp arrived, this week and he didn't bother to open the packing cases but sent them.

"ASKER"

BIGGEST LEGAL MONEY MAKING SENSATION IN ALL COIN MACHINE HISTORY !!!

100% ALL PROFIT NO FILLERS EVER NEEDED !

MO FILLERS EVER MEEDED I

MEED FOR STOCK RESTTER.
FLASHS APPEALS Mystery Coordated RePeal MEED FOR STOCK RESTTER.
FLASHS APPEALS Mystery Coordated RePeal METER OF FIRST COST IN TOO
COT ONLY COST AND METER TOOK TO THE
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JOBBERS WRITE IMMEDIATELY

Exclusive Distributors for New England, N. Y., N. J. and Pa.

MIKE MUNVES CORP.

593 TENTH AVE., NEW YORK (Cables "MUNMACHINE")

directly to a company in New York that had been on the waiting list for several months. He believes he's got a corner on the almond market for vending ma-chines in the State with his purchase this week of a \$40,000 crop. Operators who have tried them report that their sales have been greatly increased.

C. N. McCtelland to awinging into his stride this week at his new Rock-Ola headquarters with home powerful results from his "Buy Rock-Ola" theme, somethis arriving this week has already been sold down to the last packing case.

Dick Tyrrell's severtising campaign still brings him in new customers. He looks back on carefree days when he wan't leaded up with appointments to explain his easy road to millions.

Johany Resistero, of the Jack R. Moore catablishment, and his wife are enjoying a quiet vacation in the country. During his absence Struce Serievres is holding forth, and Spottem is still the operators' loye, in his estimation.

Wolf Sales is moving to a two-story building the first of next menth in order to relieve the crowded conditions of the present establishment. Shops, shipping department and show rooms will occupy the first floor, and the business office, conference rooms and storage quarters will be found on the second.

Art Brant will sail for Australia the middle of March. He has had an injerest in the exporting business for several years and his pet has always been the South Sea, Australia and New Zenland. At one time Brandt was in business in Australia His trip will be

KEENEY'S

100%

SKILL

4 - coin multiple **PAYOUT TABLE** 3-coin multiple

FREE GAME 1-coin Free Game

ATLAS NOVELTY CO. 2200 No. Western Ave.

of indefinite duration, but he plant to visit his customers and friends and lost the situation over with an eye to in-creasing this branch of the trade.

this Jensen, of Eureka, bought 83.00 worth of nut and almond wending methics while in town this week. And it wann't so very long ago that du thought he'd like to sell out his room and get a change of scenery. Spirit changes many a man's mind.

W. D. Tanner was a buyer from the week. He added peans machines to his pin table route. Simpson burchased several cigan candy and nut machines for his second tornitory, which he has decided to the complete the second to the se to Smlarge.

S. B. Anderson was spotted buying games for his Santa Rosa resits. It says business is always good up there

Ed Weater some from Klamath Palls to see the fair and to buy supplies in his nut machines. Clames looked pretty good to him, toor

Mr. and Mrs. Eidon Ramesy were hear purchasers this week. They took sirable orders of games and supplies of all kind for their candy, gum and nut machine.

S. Ence purchased several new gar-to make sure his locations were up the minute.

Heine Grusenmeyer, who has been holding the fort at Advance Automateuring the absence of Lou Wolcher restricted with a vacation on his return Grusenmeyer plans to spend it in the Sunny South.



MORTHWEST COINSEN gather in concluse at one of the meetings held at the recent Northwest Coin Show held in St. Paul. The show was held under the auspices of the Missesoia Games Association, with the co-operation of Twin Cities distributors.

SENSATIONAL NEW MACHINE FOR OPERATORS

EVERLASTING AUTOMATIC SALESBOARD

SNAP AND CLASS BEAUTIFUL APPEARANCE FASCINATING PLAYER APPEAL

LOWEST PRICED PUNCH-BALL GAME



IMPORTANT OUTSTANDING FEATURE IS THAT PLAYERS CANNOT SEE HOW MANY WIN-NERS HAVE BEEN PAID OUT.

> Push plunger here to drop attractive colored balks into ruled window which makes total sale easily counted.

Can be worked at any price per punch, Can be used over and over again. No refills; first low cost only cost. No servicing, just collections.

ACCURATE CHECK ON PAYOUT

Jobbers, Operators, write or wire for confidential price list.

\$1000.00 Reward to Anyone Who Can Prove We Are Not the Originators.

TENNYSON and COMPANY

179 N. Wells Street

Chicago, Ill.

Beware of Imitations! There is Only One Original PUNCH BALL The Sensation of the Country Game Industry

UNITED AMUSEMENT CO. Kandasi City, Mo. 1411 Main St.

SALESBOARD OPERATORS

Read

"DEALS"

decount about now salesboard desos, dealer and personalities. In the

Wholesale Morchandise Department

THIS WEEK and EVERY WEEK



EARN STS TO \$100 WEEKLY PROFIT

WITH ONLY 25

INGO and CRISS - CROSS
LEGAL EVERYWHER!
SAMPLE BINCO, \$17.50.
Quantity Prices on Request o

asbury Park, n. J.

ASBURY PARK. N. J., March 4.— Dwight Yellen, operator of one of Enton-town's most popular rendervous, has been ill, While he was confined to his bed he took the opportunity to get in touch with operators over the phone. We expect to see some new games in his place before long.

Intro. Schneider has opened his new tavern in Long Branch. Since the building and futures are modernistic and up to date, he felt that everything should be in the same motif. He has a new 20-record Seeburg and one of Chicago Coin's Majora, the free-play model. The machines were installed under the personal direction of Irv Kirsch, general manager of the Ring Amusement Co.

Mrs. Edna Leaver and her daughter. Elizabeth Layton, both employees of the

Casino Amusement Co., are spendings their vacations in Piorida.

Down at Lakewood the Shanty is doing an excellent job with a Section. This delicateseen-restaurant is one of the first in the area to install a music machine. Artic Blocky is reaping food returns from its. His brother, Milton. serves as host to the dancing public at that nearts.

Paramount Amusement Co. at Avon, Conover's bis, will soon have a startling and fascinating game on the market.

Art Soger is busy with his concessions at the world's Fair. If Seger goes to New York any more than he is now he'll have to join the commuters' club.

Irv Kirsch has about the nontest idea are kirsch has about the meatest idea out for convincing prospective customers as to the tonal quality of his music matchines. He is an antique esthumant and has acquired a feries music box. The music maker is oriental in design and his prize of the collection.

What he does is to let the customer listen to the deep and distinct tone of his music box, then turn on a Secourg. By comparison the quality and depth of tone of the modern box are immediately recognized.

Willard Ashmore has a problem on life mind, now. He recently purchased a new bonne in Asbury Park. The Ashmores are trying to get straight in the new location, and Willard admits it is one more job.

However, he is unticipating the fishing weasen, but hasn't had much time to do his planning. He has a houseboat tied up at North Poin.

boat tied up at North Point,

Capitol Lunch at Lakewood has re-cently had installed by King Amuze-ment a Side Kick, one of Daval's reserve moodels. The spot is operated by Loc and Al Waller.

The boys at King go in for bobbies. Mac Levine has a fine collection of boat models. He recently secured a intrinsure vessel in a bottle which was the gift of an old sea captain from Norway. He met the skipper while he was checking over some wanding machines of the company's at Thompson Bar and Grill down on Shark Hiver.

Thomas B. Jackson, service man, goes in for boots, but in a larger way. He spends quits a bit of time down at Seaside Park on a houseboat. He enfoya lishing and is reported as a good angler.

Reuben Lewis, who has charge of the record distribution for the J. & A. Mukie Co. is an oil painter of much ability. His landscapes, the specialty, are hanging in the homes of agene of his best friends.

A recent check of the county revealed one of the best locations of a music machine is at Farmingialo. Walter's American House has a Seeburg which is turning in record business. The spot is in the center of a fertile agricultural

Louis Costa, of the Keyport Amuse-ment Co., returned recently from a trip thru his territory. He reported hiz good, with the outlook like the silver cloud were heard so much about.



A POT-LUCK" AFFAIR is the way directors of the Minnesote Games association termed the recent Northwest Coin Show taken they enounced. They referred toothe fact that there were no booths and that the different types of equipment terrelations in groups as pictured above.





LITTLE POKER FACE!



LATEST & CREATEST' OF THEM ALL.
6 New Features. Shipped on 10 Days'
FREE TRIAL MONEY-BACK GUARANTEE.

Order Your Sample NOW. \$1 95
1/3 Deposit. Bal. C.O.D \$2 EA.

Jobbers and Distributors, Write Nor Set Up.

TORR 2047A-50, 68

Ohio Notes

SANDUSKY2 O. March 4.—Harry Suhren, of pumy arcade fame, is building a new de lure portable arcade, which he will have on the J. R. Edwards Shows this season. Suhren for soveral years has had his arcade on the midway of this abow. He will have a more claborate front, and lighting will include much need, he said.

He also plans to play his usual fairs and celebrations, starting late in the summer, he reports.

COSHOUTON, O., March 4. — Dick. Johns, well-known Eastern Ohio pency arcade operator, has returned here after a several week? sejouring in Plorida. With Mrs. Johns and her mother, the

Southern trip was made in their nestrater. Johns reports he will star immediately to ready his pranty area here, a midway feature on Lake Pan which amusement apot he has operate for several years. He also plans to improve his tent penny arcade and will add several new types of machines for the new parents.

canton. O., March 4.—Olen Marafor many years a coin machine operator
here, will sent have the penny area
on the midway at Meyers Lake Park. I
has announced. Last spring and
juvenated the areade building at
pork, moderatized it and installed a nfront. He said, he would add seven
which will give the would add seven
which will give the areade one of the
most variet collections of machines in
this distret.

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES (F-5075)

You'll Never Regret Investing In

BARREL OF ACES (F-5075)

The results are AMAZING. The barrel is everilousing with hister and the helpy once choose the cases they want.

2295 Holes and the Top Payout is \$25,00.

Price \$3.71 each

CHAS. A. BREWER & SONS

Bargest Board and Card House in the World. 6320 MARVARD AVENUE, CHICAGO, U. S. A.





MARL HOELZEL United Assusement Co., Konres City, No., and C. M. Manantel, East Mart Co., Enit. Okla, study their favorite one-shot Bally Mis-

THE THE ADVANTURE DE THE BILLHOARD WHERE TOO GOT HIS ABBRIDE

NOW READY FOR DELIVERY!

GREATEST FREE PLAY GAME OF THEM ALL!

D. GOTTLIEB & CO. 2736-42 N. Paulina St. CHICAGO

IMMEDIATE DELIVERIES

because of volume order placed at early date

GEO. PONSER CO. II W COTH STREET, NEW YORK CITY WAS E RUNYON, HEWARK, NEW JERSEY DO R. FRANKLIN, PHILADELPHIA, PA

MUSIC MACHINE **OPERATORS**

To Supply Us With Their Discarded USED RECORDS

Weekly or Sami-Monthly.

WE PAY HIGHEST PRICES

the Country and Contract To Take Ali Records as They Come off the Machines.

WILL PAY CASH

For All Shipments, Deposit on Request, Write Us for Our Prices. Advise How Many You Can Supply Us With Meathly. To make Correspondence How May Quote Us Adver Price and Quantifies. If Saturfactory We Will Send You a Deposit With Shipping Instructions.

USE US AS YOUR DIRECT OUTLET AND CEY TOP PRICES.

LONG ISLAND RECORD EXCHANGE

41 Cortlandt St. New York City

| 1-1938 SI | itt Time. | 595.00 |
|-------------------------|-----------|--------|
| 1-1937 SI | | |
| 1-1938 PI | | 55.00 |
| 1-Fairgroun | | |
| 1-Ak-Sar-I | | |
| 2—Sport Pa 1—Mills 1 | | |
| | \$29.00. | |

Preakness, at \$20.00 Each Derby Day (Cottlinb Mystery) \$20.00.

-Long Champs, at \$59.00 Each 2-Daily Races (newest mystery slide), at \$10.00 Each. Tanforan\$17.50

ACME PHONOGRAPH COMPANY

6210 Eudld Ave. Cleveland, O.

Stoner Employees Swing It at Party

AURORA. III. March & Fun and frolic were rampant at the Stoner Co. Employees Association annual party held meently at the Women's Club Building in Aurora. A crowd of 500 happy fevelurs composed of Stoner employees and their immediate families attended. Harry Stoner, an official of the company, gassified as emise and from all reports did a masterful job. The festivities were started by everybody playing bingo. To the winners went liberal cash awards.

Next came dancing to the tunes of Leonard's Blue Rhythm Boys. Afteny a wife was quite surprised at her hus-band's agility at the Susie Q and Lam-beth Walk.

beth Walk.

Promptly at midnight a typical Manhaging floor show was presented. The feature of iterature was Mary Murphy, 12 years old, with a series of iscrebatio dances. Her performance was greated with wild and softhusiastic applause. (Producers, please note.)

Following the extravaganze somebody mentioned food and then it was everybody for himself, after the refreshments dancing was resumed and continued until the small hours of the morning.

morning.

Operating Progress

PHILADELPHIA, Manch 4.—The policy soon to be adopted by the Amissment Machine Operators' Association of Pennsylvania will bring the organization in closer combact with its individual members. Accredited representatives of the association will white the various parts of the State and will co-operate with the operators in working towards a solution of their local problems. These and other facts were revealed at recent association meetings:

As far as specially, the regular meetings of the group will be held only when an emergency arises because of the difficulty in assembling representatives of local associations at one central point.

point.

The association at this time is seeking legislation that will result in the repeal of the present \$20 annual assessment now levied against coin machines. This tax, they dealare, is confiscatory and in many cases prevents profitable operation. Difficulties arising from the edict of the Pennsylvania Liquor Control Board about machines in licensed cares of many towns are now in the process of settlement.

Another machines news committee the

settlement.

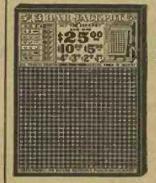
Another problem new occupying the attention of the association is exemption from the mercapitio tax levy, the constitutionality of which was upheld by Judge Gerald Plood. Briefs for an appeal are new being prepared by Lemuel B. Schoffeld, former director of the Department of Public Safety of Philadelphia, and Bernard Cohen, attorneys for the group.

group.
Harry H. Wexalblatt, assentive ascrotary of the association, made it clear that it does not oppose fair and equitable taxes that will allow a legitimate roturn for members! investment. However, he added, they will oppose any unfair levy placed egainst them.



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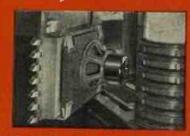
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