

# The Billboard

The World's Foremost Amusement Weekly

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SIDNEY  
WALTON  
Commentator

"Newsreels Before  
Networks"

JOE DAVIS  
President



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Vice-President and General Manager

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Musical Editor

# A FEW TIMELY QUESTIONS ADDRESSED TO WRITERS OF SONGS

1. Have you ever thought you could write a lyric, melody or complete song suitable for publication?
2. Have you ever submitted your song or songs to a publisher only to receive a rejection?
3. Have you ever wondered what your song lacked in merit, construction, form of technique that caused its rejection for publication and commercial use?
4. Have you ever desired (without receiving) a competent, honest and constructive criticism of your song from the publisher's (or commercial) point of view?
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While we must realize at the outset that there are no magic formulas or shortcuts in the writing of "hit" songs (some of our greatest writers toiled hard and long before attaining success), we also know that there is a "RIGHT" and "WRONG" way of doing everything—whether it be building a house or creating music. And this self-evident truth is applicable particularly to the writing of music for publication and commercial use.

In recognition of the song writers' long-sought need for aid and assistance in the construction of songs commercially acceptable, MUSIC FRIENDS SERVICE, INC., was founded by JOE DAVIS, its president. Mr. Davis is also president and owner of JOE DAVIS, INC., one of America's foremost music publishers and a member of the AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS. Publisher of over one thousand important musical compositions, JOE DAVIS for a great number of years has encouraged and developed "unknown" talent. He is responsible for giving many outstanding composers and artists their first "break" by issuing their first copyrighted musical publication. Included among them are:

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JIMMIE DURANTE, writer of

PAUL DENNIKER, writer of  
FRANK WELDON, writer of  
J. FRED COOTS, writer of  
FLETCHER HENDERSON, writer of

"My Reverie"; "Dipsy Doodle"; "Shades of Hades," etc.  
"Soliloquy"; "Spring Fever"; "Serenata," etc.  
"Grand Canyon Suite"; "Suez," etc.  
"Please Be Kind"; "Until the Real Thing Comes Along";  
"Bei Mir Bist Du Schoen"; "Darkies Have Music in Their Souls."  
"Christopher Columbus"; "Queen Isabella," etc.  
"My Blue Ridge Mountain Home"; "Little Green Valley";  
"Barnacle Bill the Sailor," etc.

"It Don't Do Nothin' But Rain," etc.  
"Rosetta"; "Deep Forest," etc.  
"Serenade to a Wealthy Widow"; "Deep Forest," etc.  
"Honeymoon Waltz," etc.  
"I Would Do Anything for You," etc.  
"Stormy Weather"; "Minor Gaff," etc.  
"Casa Loma Stomp"; "Smoke Rings," etc.  
"Daddy, Your Mama Is Lonesome for You" (He is the famous radio,  
picture and stage star).

"S'posin'"; "Beside an Open Fireplace," etc.  
"I Like Mountain Music"; "Breakin' the Ice," etc.  
"You Go to My Head"; "Santa Claus Is Comin' to Town," etc.  
"Dynamite," etc.

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# The Billboard

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## LEAN CROP OF NEW NAMES

### Wage Claim Assignments Revealed In McCoy Wild West Bankruptcy; Guilty Are Asked To "Come Clean"

WASHINGTON, Jan. 28.—As a result of the communication from L. B. Greenhaw, of La Fayette, Ind., in *Hartman's Broadcast of The Billboard*, January 28 issue, Richard A. Harman, attorney for many wage claims now pending against the defunct McCoy Wild West Show, today said that he had received a long-distance call from an Annapolis lawyer inquiring into Harman's experience in pressing his wage claims at Wilmington, Del. Thru contact with this lawyer and from other sources Harman has received reliable information that some of the wage claimants have "sold" their claims, or assigned them, in some cases as many as three different persons, and that such claims have been filed as many as three times.

"Of course such tricks can't get by a bankruptcy court," Harman said, "and it would be very advisable for those who did try this stunt to come clean now and to write to their attorney in each case and tell the facts."

This might expedite settling of the claims, Harman said, as settlement will inevitably be delayed if hearings are ordered in disputed cases as to who should get the money.

"Another thing is the charges of 'padding,'" the Washington attorney declared. "It is claimed that numerous claims have been filed for wages in greater amount than actually due. If any claimant has done this he should immediately advise his attorney and thus help himself get the money that really is due him. We do not contend that the audit of the books or the amounts shown by the schedules filed by the McCoy outfit are correct, but if claimants have alleged greater amounts than due them the best thing they can do is to admit it now before much more delay."

"We had a couple of pipe lines while the show's affairs were before the Washington courts. We learned about accusations of claim solicitation and about attempts to split the workers to prevent effective efforts in behalf of the claimants."

#### Urges Working Together

Harman suggested that "if the attorneys representing claimants can get together or communicate with each other it might be possible to weed out the duplicated claims and it might also be possible to work together in order to facilitate settlement."

Referring to the first days the show was stranded in the capital, Harman

plainly stated that his office "bore the brunt" of helping the workers when legal battles were taking place over classification of the case as either equity or bankruptcy. "We do not propose to carry the entire burden in Wilmington, but we will be glad to correspond with attorneys representing other wage claimants," Harman stated.

He pointed out that it will take considerable time now in order to check and double-check the claims, but he believes that a large part of the work should have been done by now. "We (See WAGE CLAIM on page 60)

### SLA Willing To Co-Operate On Home Project--McCaffery

CHICAGO, Jan. 28.—The Showmen's League of America is ready and willing to co-operate with those interested in the proposed Showmen's Home. League representatives have never refused to confer with those of similar organizations and have had the idea in mind that at some time it would be advisable that all showmen's organizations get together for a practical nationalization of the project.

These are points in a statement by President J. C. McCaffery of the SLA in commenting upon an editorial in *The Billboard* regarding apparent division of opinion in outdoor show ranks as to feasibility of the present set-up.

"The editorial in *The Billboard* of January 21 entitled 'A Home for Troupers' has excited a great deal of attention among show people, particularly the members of the Showmen's League of America, the organization that has taken what might be termed the first practicable step toward the realization of a home for the aged or indigent showmen," said President McCaffery. "The feasibility of a project of this type is always the cause for argument pro and con. The originators of the undertaking welcome all constructive suggestions and only by such argument and criticism can the rough spots of the plan be sanded out."

"True, the Circus Saints and Sinners Club of America, formed for the purpose of building a home for old troupers, fathered a plan, but thru the years nothing has come of it. The Showmen's League, having been on the side lines

Hence an advance guard consulted with the police for a determination of the law of assault. Mere resistance, they were advised, was not subject to penalty. Thus, when the guards attempted to oust them, the strikers clung to each other and to near-by posts. Shouting seemed to be equally legal, so women screamed to their hearts' content.

Despite care of guards to prevent charges of assault being levied against them too, several persons were scratched and clothes were torn in the process of carrying the strikers out bodily. Six received medical care. Previous strikes were at the Adelphia Theater and at headquarters of the National Service Bureau, but at these the strikers dispersed under their own power.

### Too Few Orks Developed Into Top Timber in the Past Year

Radio remotes have lost their magic—bookers much concerned—offices single out promising bands for special bally—1938 gave less than 10 new names

NEW YORK, Jan. 28.—It wasn't so many years ago that all a band leader needed was 13 weeks of sustaining dance remotes on the networks and he was ripe to cash in as a national name. In fact, he didn't even have to drag his original band along for that trek thru the hinterlands where the gelt is gravy for the traveling tooters. It was enough to plunk down your dollar at the ballroom gate just to see your unseen maestro "in person," even if his pick-up band sounded as tho every instrumentalist resented the presence of the others under the same shell. But as the dance followers grew up in the ensuing years, especially since swing became a scientific study, the band boys and their bookers stunted self-growth and continued milking the moneyed well until it ran dry.

True, there are more names of national prominence in the ork world today than in any other decade. And the competition among them for top kale is almost lethal. However, it's these same names and familiar faces that have come down thru the years, with the ranks of newcomers diminishing to almost a nil point as we approach the present year. In fact, as the industry takes stock of the past year, it becomes alarming to face the fact that all too few new names have been added to the top drawer during those 12 months.

Basing judgment strictly on box-office values, an unofficial survey of opinions among the industry's leading bookers reveals that fewer than 10 bands stepped into the "real money" name class during 1938. Singing out the chosen few, the golden rings go to Larry Clinton, Artie Shaw, Blue Barron, Gene Krupa, Skinnay Ennis, Sammy Kaye and there you about have it, with opinion divided as to Count Basie belonging to that select circle. While there are undoubtedly dozens of others who "feel" they belong, the basis of selection was strictly the

(See DEBUNKING RADIO on page 13)

### Dance Teachers Organize Union

NEW YORK, Jan. 28.—With vehement opposition from the dance school owners, dance teachers this week proceeded to organize themselves with intentions of applying for an American Federation of Labor charter in the near future.

Movement, started by ballroom teachers to curb growing practice of free lessons from senior pupils and "grateful alumni," also has the support of many assistants who help compose membership in the many dance teacher associations. Their rallying to the cause is viewed as a schism in the ranks, leaving the teacher associations to become outright employer groups.

Locally the Dancing School Board of Trade at a meeting of its own Monday night resolved to buck any unionization which attempted to establish minimum salaries for teachers or to force the employment on anything but the hourly basis. Owners also homed in on the meeting called to organize the teachers.

New group, to be known temporarily as the Dancing Teachers' Local, has elected the following officers: James Forlenza, president; Thomas Walters, vice-president; Samuel Pollack, secretary-treasurer; W. J. Weeks, recording secretary; George Tabatchnick, Larry Autorino and Paul Klein, trustees.

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### Pink-Slippers Demonstrate-- But First They Ask the Cops

NEW YORK, Jan. 28.—After first seeking police advice on what constitutes assault and battery, 80 pink-slipped WPA-ers staged a sitdown strike in the balcony of the Federal Music Theater to "arouse sympathy" for renewed WPA appropriation. The strike, third abortive attempt in recent weeks, lasted about half an hour, until Paul Edwards, administrator, directed 50 WPA guards to evict the strikers following his warning that such violent devices would nullify the effect of their appeals. Two sitters were arrested when they refused to refrain from picketing.

The anxious to create a big enough disturbance to get their plight publicized in the newspapers, the WPA-ers were also concerned with keeping within the law.

# Opera-on-Tour Decision Clears Vode-Visions' Path

NEW YORK, Jan. 28.—Supreme Court's order enjoining the American Federation of Musicians and the International Alliance of Theatrical Stage Employees from interfering with the productions of Opera-on-Tour, Inc., has given Horn & Blyth Enterprises, promoters of the Vode-Visions plan, new impetus and hope. Resumption of negotiations with the AFM are scheduled for next week despite the AFM's intention to appeal the decision in the Appellate Division of the Supreme Court. Union officials look upon the court ruling with worry, fearing the wedge may encourage other units of the same type to buck the dictates of the unions. Theater owners feel the decision may bring the unions more in line and willing to meet terms of the employers.

The musicians' union argued that the mechanical music seriously affected the welfare of its members thruout the country. Justice Kenneth O'Brien held there was "no existing labor dispute between the parties," and that the unions were not justified in combining to prevent the plaintiff from conducting its business. Suit was instituted by Mrs.

Harold M. Lehman, treasurer and sponsor of the opera productions, when the presentation of *Faust* was disturbed in Birmingham, Ala., November 15 by a stagehand strike called in compliance with international agreement between the AFM and the IA.TSE.

Vode-Visions interpreted the Justice's remarks as being in its favor. Since the court approved operas using recordings which were not made by union musicians, Horn feels that he, too, would be upheld by the courts in employment of non-union hands if the AFM persisted in withholding use of its own members for the purposes of making the music tracks. By the same token the other unions would be obliged to either offer their services or desist from picketing.

During trial it was borne out that the IA had no grievance against Opera-on-Tour, that there was no hesitancy on the part of Local 1 to provide the company with a crew when it had started its tour. Men quit work only upon order of the International, in compliance with its reciprocal theater agreement with the musicians. Stagehands look upon both the opera and Vode-Visions projects as grand employment opportunities.

Operating against the defense of the AFM, too, was Mrs. Lehman's offer to carry a stand-by orchestra equal to that used by the San Carlo and Gallo opera companies. Joe Weber, president of the AFM, turned down the compromise, however, fearing further legal entanglements which may have charged his union with "shaking down" the opera company and accepting salaries for men who were not performing services.

Vode-Visions has been dormant since the summer, when Weber forbade AFM members from making the necessary recordings. Vode-Visions has appealed to the departments of Labor and Justice, charging the musicians with monopoly and restraint. That disposition is still pending. Horn expects, too, that his project will get under way without Washington's decision on the strength of the O'Brien ruling. Union officials privately admit that the way appears clear for him now.

## Portland Aud Rate-Change

PORTLAND, Ore., Jan. 28.—The city council recently adopted an ordinance increasing minimum rental of the Civic Auditorium to \$112.50. It also provides for the city to share in gate receipts when such minimum rental is permitted. In the past, favored groups were allowed to rent the building for \$87.50, the actual operating cost.

Of the 185 shows there last year, 12 were given the so-called "free rental" of \$87.50. The new scale will increase the auditorium's revenues \$1,200 to \$1,500 a year. It will not affect dates already scheduled.

## No Changes in Syracuse Licenses Recommended

SYRACUSE, Jan. 28.—Circus, theater and pinball licenses in Syracuse will be exempt from increases this year if recommendation of the license committee of the city council is accepted.

Pinball machines will be continued at \$25 each, having earned \$20,000 in 11 months at that rate. Legitimate theaters will pay \$150, and movies are graded from \$25 to \$150. Circuses run from \$100 to \$300 a day, and floor shows from \$50 to \$125 a year.

## Hospital Bookings

BUFFALO, Jan. 28.—Ray S. Kneeland, Buffalo talent and music booker, was severely injured when his automobile skidded on an icy highway near Lockport, N. Y., and turned over twice. He is in Buffalo General Hospital with double fracture of the leg and contusions and lacerations. Even tho he will be confined to the hospital for about four weeks, he intends to go on with his bookings for the coming month, including the Firemen's Golden Jubilee Ball, starring Henry Busse; Austin Wiley for the D'Youville College prom; Reggie Childs for St. Bonaventure prom, Olean, N. Y., and the Shriners' Dance.

# Possibilities

## CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For FILMS

FRANCES ANDERSON—young and attractive legit actress caught recently in the Brattleboro Theater's production *Shakespeare's Merchant 1939*, in Brooklyn. In a freak production, and with brutally ineffective direction, she still established herself as a young player with great insight and emotional sensitivity. Also, she has a beautiful speaking voice. Definitely rates a test for the screen.

## For VAUDE

RUTH WENTON—singer caught at Marie's Crisis Cafe, New York. An attractive Viennese, she is a coloratura soprano who sings in Italian, French, Spanish, German and, of course, English. She is obviously okeh for vaude as a single or as featured singer in a larger act. Also would be worth a try in a revue in a singing and dialect-speaking part.

## For NIGHT CLUBS

HELEN WARE—blond and attractive member of the vaude act of Earl LaVerre and Helen Ware, caught displaying an impressive lyric soprano voice and a refreshing personality at the Oriental Theater, Chicago. She should do well in night spots, particularly the smarter and more intimate rooms, for she makes a fine appearance and delivers pop tunes with magnificent taste.

## AFA's 1st Meeting Of Branch Managers

NEW YORK, Jan. 28.—American Federation of Actors during April will hold its first meeting of branch representatives. Question of local autonomy will be chief topic of discussion—one branch of the membership leaning toward the belief that the AFA can best function under such a set-up.

Local autonomy would necessitate self-support by the locals and payment of a per capita tax to the parent organization.

## Stage Friends Elect

CHICAGO, Jan. 28.—Stage Friends' Club, Inc., local theatrical charity org. elected Sophia Schaefer Carlo for its new president, succeeding Edith Carpenter. Other officers include Evelyn Simmons, vice-president; Nene Henric, treasurer; Caroline Sples, secretary, and Margaret Moore Webb, financial secretary.

## Tess Gardella May Sue

NEW YORK, Jan. 28.—Tess Gardella, known as Aunt Jimima, says she may institute legal proceedings against a Negro actress using her name. Alleged impostor played Christmas week at the Auditorium, St. Louis. Miss Gardella was notified by friends that they had read in newspapers that she was appearing at the St. Louis spot.

## TMAT in Philly Drive

PHILADELPHIA, Jan. 28.—Theatrical Managers, Agents and Treasurers' union local has launched a drive to organize employees of sports promoters here. The union is also trying to get closed-shop contracts with the management of the Shubert Theater, a burly house, and the Academy of Music, home of the Philadelphia Symphony Orchestra.

# Thru Sugar's Domino

BECAUSE this is a week in which matters of immediate import do not plead for attention, the opportunity is an ideal one in which to rid our system of certain thoughts on talking comedians that have long been accumulating. At the outset we acknowledge our thanks to Westbrook Pegler, the Scripps-Howard columnist, who in a remarkably keen column several weeks ago delivered some pertinent remarks on the comedy situation and by these remarks set us thinking more deeply about today's sermon. Pegler's piece deserves reprinting in full but space is not available for that. To quote Pegler in spasms is not possible because the gentlemen who guard his copyright portals insist that one must serve Pegler whole or not at all. So our readers shall be pleased only with a casual mention of an outstanding thought that appeared in the column we liked so well.

In effect, Pegler stated that one of the deplorable traits of the composite talking comedian of today—and we assume he means as we would like him to: the highly successful funny man—is that he strikes the attitude invariably that he is honoring an audience by his august presence; that the audience had better listen carefully to everything and watch every gesture because it might never again have an opportunity to see him at the same level of prices. Of course, that's not exactly what Pegler wrote, but the thought is the same and we concur wholeheartedly.

There is, indeed, something basically wrong with most of our comedians of the gabbing genre. That something is plural but, grammatical or no, it consists of many items diverse in character but all adding up to the general condition of smugness and condescension. Most assuredly there is something wrong if such be the case—and it is. In the school of criticism that we attended it was taught that a comedian should be the humblest of beings. He should, like Chaplin and the most famous clowns of history, make himself the butt of jokes; the gloomy, bewildered merry andrew who figuratively and even literally is the target for a kick in the pants. But most of our present-day rib ticklers have abandoned what has served as a tradition for hundreds of years. Some of them hire a stooge or a company of stooges to take the whacks. Others don't even bother. They depend on their charm of manner and ease in delivery to put over gags fabricated by gents who have better card files than gag-writing talent. The result is favorable; otherwise our top-rank comedians would be walking the streets or picketing WPA headquarters to restore them to the rolls. Of course the public enjoys them but not as it used to enjoy the zanies who were funny because God endowed them with a precious gift of clowning.

The funny man of another day didn't know where his money for next week's meal and board was coming from, but he was half fed by the belly laughs of appreciative audiences and he would forego a night's lodging for a chance to bowl them over at the Palace, the Bijou or Kronkheit's Opera House. Of course he was a foolish, impractical guy. He went to one extreme—fanatic devotion to what was truly an art form. He didn't give a hang about storing away the shekels for rainy days. He lived only in the present. His offspring—the rich, neurotic, pampered darling of today's high-pressure show business—has about as much love for the theater as a prostitute for her trade. With him it's How much? and How sure am I of getting it?

A smart code it is and thankful should we be that the actor has at last reached the stage where he places a high value on his services; where he prepares for tomorrow by striking good bargains for his services today. But we wonder whether the theater is being helped by this streamlining of our comedians. We wonder only for rhetoric's sake. Actually, we are convinced that the theater has lost something that it will take long to regain—within our times if ever.

One suave comedian started the vogue of looking and appearing to think over the heads of the audience. He was a standout way back when he started because his work was so different. He was accepted by audiences as the Peck's Bad Boy of vaudeville and revue. He was indeed different and most charming. He still is today—and makes today just (See SUGAR'S DOMINO on page 62)

## SIDNEY WALTON

(This Week's Cover Subject)

SIDNEY WALTON first saw the light of day in Washington May 30, 1913, but his schooling took place all up and down the Atlantic seaboard, in Boston, West New York, Atlantic City, Baltimore and his home town. He ultimately left school to go in for acting and trained with the famous Vagabond Players of Baltimore and at the Johns Hopkins University Playshop, during which time he acted in over 100 productions. He also sang in the Baltimore Civic Opera Co., studied music afterwards, and then went to New York for a session of summer stock.

His radio start occurred in Baltimore, at WBAL, and he remained there for three years as announcer, movie commentator, emcee, news editor-commentator and finally dramatic director. Returning to New York, he went with WHN as sports commentator and a year later was writing his own news commentary. He left the station to free-lance and did commercials on WEVD, WMCA and WNEW, was Paramount News commentator for a while, joined Pathe as featured narrator on foreign events and eventually wound up in radio again, on WOR and the Mutual network. He still narrates Paramount Pictorials, the latest release of which is "Night in Paris."

February 5 is his first anniversary at WOR, and during the past year he has distinguished himself on such network commercials as "The Voice of Experience," the Bromo Seltzer-Stoopnagle show, "Famous Fortunes" and the Mennen's People's Rally; special events such as the Howard Hughes round-the-world flight and sustainers like "Jazz Nocturne" have also made his name well known to dialers.

Walton holds a speed record for making spot transcriptions. He turned out 114 of them in three hours, and his transcribed narrations are currently heard daily for different products on eight New York stations 24 hours a day. He is married to Rosalie London, actress, and has a 14-month-old daughter. The Waltons live in Forest Hills, L. I.

Sidney's hobby is current events. He wouldn't go back to the stage if they gave him the Theater Guild on a platter. Last year he was asked to direct a Broadway production; he read the script, held one rehearsal and handed it back to the producer.

## SUCCESS on the Stage

is more often the result of proper inflection and modulation than of any other factor. Let me read your lines with you. If my criticism is not valid, I will take no fee. If I can improve your delivery, we can agree on the fee. Write BOX 930, The Billboard, New York City.

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# Broadway Beat

By GEORGE SPELVIN

THE new Yacht Club show has one of the girls rushing across the floor carrying a shotgun. "Where are you going?" asks Lester Allen—and the gal answers, "Going to audition for NTG." . . . King Features Syndicate, which has bought Len Lyons' column, will send it around the country as *Broadway Medley* instead of *The Lyons Den*. . . The Angostura Bitters people (the company is owned by Frank Morgan and family) publish a recipe book for drinks which also includes tips to the barman; one of them is: "The taproom clock should be a few minutes fast to facilitate closing at the curfew hour." . . . So the next time you're kicked out of a saloon look at your own watch instead of the clock in the place. . . . Guy Palmerton is out of the hospital after a serious bronchial infection siege and is going to Florida to convalesce. . . . Kathryn Kuhn, the costumer and stylist, says that she weighs performers before measuring them for gowns—because they often take on weight very quickly and then blame the gown for being too tight. . . . But it's even tougher to alter suits than dresses, and so there are tailors around town who also find it necessary to weigh customers before fittings—especially drinkers, who take on moisture weight overnight.

Latest example of that rarity, a female songwriting team, is Florence Tarr and Fay Poster, whose new song, *My Journey's End*, goes on the Ford program February 26, with John Charles Thomas singing it. . . . Leon & Eddie's is building a



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## One Iowa Is Enough

WATERLOO, Ia., Jan. 28.—Two Iowa theaters in a city of 50,000 are one too many, a District Court judge here decided January 20. He sustained the contention of Rosenthal brothers that the use of the name Iowa for the Mort H. Singer theater "constitutes unfair competition" and temporarily enjoined the Singer management "from any further use or display of the name."  
John Dostal, manager of Singer's Iowa, announced the verdict would be appealed to the Supreme Court.

new dance floor which will be raised 21 inches from the regular floor to take care of the floor show. . . . Bill Shilling says that it's not true what you hear about Orientals—they don't always pay their debts. . . . Lee Frederick, a chorus girl at Jack Lynch's roof garden in Philadelphia, is a Monday morning commuter to New York for her dramatic role in Anne Hirst's sketches, *My Daughter and I*, on WHN. . . . The Marla Karson Trio, instrumental act, is trying novelty ideas—such as hanging peaches on the bull fiddle when playing *Pealin' the Peach*. . . . It ought to suggest hundreds of variations for those ambitious enough to think them up. . . . In one of the ads for Universal's *Son of Frankenstein*, the drawing of the monster makes him look positively cute. . . . Could it be that they've filmed the Ritz Brothers' skit about Dr. Jekyll and Mr. Hyde?

Legit production is at the worst standstill for this time of year that even the oldest inhabitant can remember; not only are no new productions being announced, but even a large slice of previous announcements is being withdrawn. . . . Optimists have hit on a theory that everyone is waiting to see what happens after the start of the fair; if the big clamor on the mud flats falls to hype the business of those shows running, the boys will stay cagey and figure they've saved some dough, but if the fair brings customers to Broadway playhouses, then the dammed-up production schedules will be released in a flood. . . . Anyway, that's the theory—but it doesn't do much to help the pitiful little ingenues and juveniles who hang around the Stem drug stores praying for work. . . . The Palace Theater Building, which bans pianos, ought to ban radios, too—or else ban *The Billboard's* radio department. . . . If you ever want a really good time, try writing a column with a sappy daytime serial running full blast next door. . . . There were plenty of kids who went with *The American Way* as extras, just so they'd get what they figured would be an "in" with the Harris office; the gals all wore their brightest dresses during rehearsals—so that "maybe Mr. Kaufman will notice me." . . . Questions brought up by an event of the week: How can you tell when an FTP-er is on a sit-down strike and when he isn't? And how many of the 80 sit-downers had any experience in professional show business?

## Pitt Legit Famine Aids Little Theaters

PITTSBURGH, Jan. 28.—With lightest schedule in months at Nixon, legit fans are turning to semi-pro and little theaters for fare, finding new plays on average of one a month. Newest will be *Dynamite*, social shouter about bootleg coal mining by Louis Kolakosy, to be produced by Eda Toldi for Laboratory Theater. Author is head of State justice department's parole office.  
Other premieres in past few months, none yet rushed for by Hollywood or Broadway, have been at Kilbuck, Catholic Guild and Playhouse. Top-money grosser in amateur circles, envy at times of pro managers, is *Y Playhouse*, averaging \$1,200 for two-night performances. Latest, directed by S. Don Moll, was *Dead End*, 50th production since group was organized 13 years ago.

## St. Paul IA Elects

ST. PAUL, Jan. 28.—Local No. 20 of the International Alliance of Theatrical Stage Employees elected the following officers recently for 1939: John MacArthur, president; George Chater, vice-president; Benjamin Miller, financial secretary and treasurer; Thomas North, corresponding and recording secretary; William P. Kradler, business agent; Harry Nelson, assistant business agent; Ralph

# Windy City Seen as Swellish Tee-Off for Tyro Tunersmiths

CHICAGO, Jan. 28.—This burg has been the jumping-off place for more songwriters than any hamlet west of the Hudson and is still the ace proving ground for the neophyte. "Tune scribblers have a better chance to get those first few ditties off the presses in Chi than in New York, thus making a "sample case" for themselves before trying to crash the big time.  
Number of legit song publishers here can be counted off on one hand, but every one of them is anxious to give the beginner a lift, and if the finished product catches on here over a radio station or with a traveling band or act the apprentice has about 50 per cent more on the ball when he tries to pitch in New York's Tin Pan Alley league. Trouble is, the guy who thinks he is another Gershwin hasn't got the patience for anything less than the Main Stem, with the result that he can waste away a "career" waiting for the break in New York. And as most of 'em seem to figure this way, there's just no reason for any more than the handful of publishers already here.

Present crop of songwriters in Chi has narrowed down to a few oldtimers like Will Rossiter (also a veteran publisher), Bill Harris, Egbert Van Alstyne, Charlie Harris and a few moderns headed by Joe DuMont, Allen Grant, Nelson Shawn, Sylvia Clark, Ruth Frank, Larry Shay; Lou Holzer, Charles Kalen, Paul Fogerty and Harry Kogan, not to mention several

## Miss Skinner Debuts With Co. in "Candida"

CHICAGO, Jan. 28.—Cornelia Otis Skinner, in her local debut with other actors on the same stage, made a poor choice in George Bernard Shaw's moth-eaten *Candida*. Not only is she at a disadvantage in that she has difficulty in acclimating herself to company but also has to put up with a lifeless characterization in a play that has long had its day. She moved into the Grand for a couple of weeks prior to its New York presentation, but here's hoping that this is left somewhere on the road and the Main Stem will see her in something fresher and in something of more concern.

Most of the *Candida* leads, as a matter of fact, seem as if they have lived ages ago, or better still, have never existed. It is only the sincere efforts of the performers that give the vehicle any credence and some reason to the customers to be patient to the end.

Miss Skinner labored thru the titular role and lacked ease in some of the important scenes. She will require a few weeks, undoubtedly, to polish up in this new experiment, a departure from her one-woman triumphs. Dorothy Sands contributed a creditable job as Miss Garnett, Rev. Morell's secretary, secretly in love with her stuff-shirted employer. She had most of the laughs and they were sorely needed.

Onslow Stevens was not too impressive in Morell's role, but the stiltedly written character is more to blame than the man attempting its characterization. John Cromwell enacted the rather silly role of Marchbanks, the 18-year-old poet and Candida's outspoken lover. A few of the speeches ring true and that is to Cromwell's credit. Stanley Harrison made an amusing caricature of Candida's father, while Philip Favensham appeared acceptably in the minor role of Alexander Mill, a curate.

(Before press time Harry M. Forwood, of Miss Skinner's press department, informed that A. P. Kaye, who played Candida's father with Katharine Cornell's company in 1937, replaced Stanley Harrison, who took that role temporarily.)  
*Sam Honigberg.*

Marshall, Thomas Mackin, Nicholas Bleyker, trustees; Jake Haesly, sergeant at arms.

one-shot writers and ghosters. Then, of course, there's the usual bunch of near big shots who for some reason or other have their moniker tagged on to a new song. "When friends pin 'em down and ask, "Did you really write that song," their answer is "No, not exactly, but I poured the coffee."

Another angle which has grown into a healthy racket and also helped to cause songwriters to steer clear of the Windy City is the "publishing school for beginners" game, which gets the novice to send his note formulas to the "publisher" along with a sum of lucre to cover the costs. Song never appears, nor does the "angel." Recent case of this was Daryl C. Doran, a local song promoter, who was sent up to the clink for two years for defrauding the malls.

So the present set-up doesn't leave much for songwriters here if it's the fame and fortune trail they're after, but it's a good place to get a start if you can cold-shoulder the glamour for a while. Ta-Ra-Ra-Boom-De—?

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# Radio Survey of Mason City, Iowa

## LOCAL STATION MAKES VERY STRONG SHOWING IN STUDY OF FARM CENTER LISTENING... STATION WHO, DES MOINES, TOPS WEB STATIONS; WCCO NEXT . . . CHASE & SANBORN, BENNY, VALLEE LEADERS

By JERRY FRANKEN

CONTINUING the series of radio program surveys, The Billboard presents in this issue the first portion of a survey of Mason City, Ia. Subject of this part of the survey is evening farm listening in a representative farm city location.

One high spot of the survey, prepared by Market Research Corp. of America, is the proof it offers of the power of radio in such a center as Mason City. Of 1,104 residents queried on evening listening during the week the survey was made (January 5 to January 11, inclusive), 694 said they had used their radios. This is slightly more than 62 per cent, an unusually high listening percentage. A study of the various programs heard shows that there were no special event broadcasts of outstanding nature which might, perhaps, have had a tendency to increase use of radios during the survey period.

More interesting than this high per-

centage of radio use in Mason City is a comparison of radio use in a previous farm location surveyed by Market Research Corp. for The Billboard. This was Watertown, S. D., where the evening use of radios came to only 35 per cent. However, the Watertown survey was made in May.

Another highlight is the showing made by Mason City's independent station, KGLO (a CBS Northwestern group and North Central Broadcasting System affiliate). Owned and operated by the local Mason City daily, The Globe-Gazette, this station evidences, by the programs reported in this survey, good local area showmanship ability—local area meaning its service area, not the limits of the city alone.

The Watertown survey showed that listeners reported hearing 18 stations. Mason City listeners showed their program service came from 13 different stations. However, most of these stations were reported but once or twice, this going for XEPN, Mexico; WLW, Cincinnati, and several Chicago sta-

tions. Listening seems to be divided between WHO, NBC Basic Red outlet for Des Moines, and KGLO. To a lesser extent, WCCO figures.

### WHO Tops in Web Shows

KGLO's strength shows up in the half-hour programs. In the hour programs, WHO dominates, with the rest of the results divided among WCCO, (See RADIO SURVEY on page 10)

### Details on Leading Local Shows in M. C.

In answer to two telegrams sent KGLO, Mason City, Ia., only sketchy information was obtained regarding the various outstanding local programs on that outlet. Information follows:

'SPORTS CAMERA' with Jim Woods. On the air two years for Schmidt Brewing Co. Direct.  
EMIL AND COMMANDERS, WALLY WALLACE and HUCK SHAFFER orchestras, and BETTY

## Use of Radios Over 50% Every Day of Mason City Study

Figures showing daily listening habits, as reflected in use and non-use of receivers in Mason City, Ia., proves the amazing fact that on every day of the survey more than half of the Mason City residents queried had listened to the radio. This is on nighttime listening only. Thursday, Wednesday and Friday were the first three. While Thursday is usually a good day, Wednesday is not so well entrenched. That Sunday is fifth on the list is also surprising, usually figuring in the first three nights of the week on radio use. Figures for all days:

Day	Listening	Not Listening	Total	Pct.
Thursday..	114	48	162	70%
Wednesday.	105	55	160	65%
Friday....	103	56	159	65%
Monday....	98	60	158	62%
Sunday....	96	59	155	62%
Tuesday...	93	60	153	61%
Saturday..	85	72	157	54%

SENEFF, all on one year sustaining. NBC Thesaurus programs include "Concert Hall of the Air," on two years; "Musical Workshop," "Old Refrains," "Music Graphs," one year, all sustaining. (See DETAILS ON on page 10)

## Leading Programs in Mason City

(Mason City, Ia.)

### EVENING PROGRAMS TWO HOURS AND 15 MINUTES' SHOW

(Reported Heard Once Weekly)

Iowa Barn Dance Frolic.....	L	WHO-28	28
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### HOOR SHOWS

(Reported Heard Once Weekly)

Chase & Sanborn.....	N	WHO-67; DK-2	69
Kraft Music Hall.....	N	WHO-66	66
Rudy Vallee Variety Hour.....	N	WHO-59	59
Good News of 1939.....	N	WHO-58	58
Town Hall Tonight.....	N	WHO-45	45
Kay Kyser.....	N	WHO-39	39
Major Bowes' Amateur Hour.....	N	KRNT-12	12
Texaco Star Theater.....	N	KGLO-12	12
Cities Service Concert.....	N	WHO-11	11
Lux Radio Theater.....	N	WCCO-6; DK-1	7
Campbell's Playhouse—Orson Welles.....	N	WCCO-1; DK-4	5

### HALF-HOUR SHOWS

(Reported Heard Three Times Weekly)

Lone Ranger.....	S	KGLO-33; DK-1;	35
" ".....	N	WGN-1	

(Reported Heard Twice Weekly)

Johnny Presents (Russ Morgan).....	N	WHO-25; WCCO-1; DK-1	27
Concert Hall of the Air.....	L	6:30-7 (Thurs.) KGLO-7	
" ".....	L	6:35-7 (Tues.) KGLO-4	11
Junior Music Hall.....	L	5:30-6:00 (Thurs.) KGLO-7	
" ".....	L	5:30-5:45 (Tues.) KGLO-4	11
Cab Calloway's Orchestra.....	N	KGLO-5; DK-1	6

(Reported Heard Once Weekly)

Jack Benny.....	N	WHO-63; DK-1	64
Fibber McGee and Co.....	N	WHO-43	43
One Man's Family.....	N	WHO-42	42
Battle of Sexes.....	N	WHO-36	36
Fitch's Bandwagon.....	N	WHO-31; DK-1	32
Hour of Charm.....	N	WHO-30; DK-1	31
Al Pearce and His Gang.....	N	WHO-25	25
Carnation Contented Program.....	N	WHO-23	23
For Men Only.....	N	WHO-23	23
Pall Mall Program.....	N	WHO-22	22
Manhattan Merry-Go-Round.....	N	WHO-19	19
Death Valley Days.....	N	WHO-19	19
Your Hit Parade.....	N	KGLO-17	17
The Wonder Show—Jack Haley.....	N	KGLO-12; DK-4	16
Eddie Cantor's Camel Caravan.....	N	KGLO-14; WCCO-1	15
Camel Caravan—Benny Goodman.....	N	WHO-14	14
American Album of Familiar Music.....	N	WHO-13	13
Lady Esther Serenade (Guy Lombardo).....	N	KGLO-13	13
Melody and Madness (Robert Benchley).....	N	KGLO-9	9
Joe E. Brown.....	N	WHO-8	8
Farmers' Forum.....	N	KGO-8	8
Vincent Lopez.....	N	WHO-8	8
Quaker Party.....	N	WHO-8	8
Vox Pop.....	N	WHO-8	8
Campana's First Nighter.....	N	WCCO-7	7
Emil and His Commanders.....	L	KGLO-7	7
Buddy Clark's Musical Weekly.....	N	KGLO-6	6
Cosmopolitans.....	L	WHO-6	6
Father Robert A. Walsh.....	L	WHO-5	5
Pepsodent Program—Bob Hope.....	N	WHO-4; DK-1	5
Huck Shaffer's Orchestra.....	L	KGLO-5	5

### 15-MINUTE SHOWS

(Reported Heard Seven Times Weekly)

Sports Camera.....	L	KGLO-32	32
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(Reported Heard Five Times Weekly)

Amos 'n' Andy (10:00-10:15).....	N	(5 times) WHO-121; DK-3	131
" " (6:00-6:15).....	N	(3 times) WLW-6; DK-1	45
Jack Armstrong.....	S	WHO-44; DK-1	33
Captain Midnight.....	L	WHO-33	33
Singin' Sam.....	S	KGLO-33	33

(Reported Heard Four Times Weekly)

Little Orphan Annie.....	S	WHO-30; DK-1	31
Town Crier.....	L	KGLO-13	13

(Reported Heard Three Times Weekly)

Music by Cugat.....	N	KGLO-20	20
Dick Tracy.....	S	WHO-14	14
Dance Hour.....	L	KGLO-11	11

(Reported Heard Twice Weekly)

Golden Gloves Program.....	N	WHO-15	15
Barry Woods.....	N	KGLO-13	13
Musical Workshop.....	L	KGLO-11	11
The Old Refrains.....	L	KGLO-11	11
Sammy Kaye's Orchestra.....	N	KGLO-5; DK-1	6
Music Graphs.....	L	KGLO-6	6

(Reported Heard Once Weekly)

Uncle Ezra.....	N	WHO-16	16
Betty Seneff.....	L	KGLO-11	11
American Viewpoints.....	N	KGLO-7	7
Song Fellows.....	L	WHO-7	7
National Radio Revival.....	N	WHO-6	6
Organ Reveries.....	L	KGLO-5	5
Wally Wallace's Orchestra.....	L	KGLO-5	5

### 10-MINUTE SHOW

(Reported Heard Six Times Weekly)

North Iowa Forum.....	L	KGLO-45	45
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### NEWS PROGRAMS

News (10:15-10:30).....	L	WHO-129	(7 times) 129
News (6:30-6:45).....	L	WHO-90	(6 times) 90
News (6:00-6:05).....	L	KGLO-80	(6 times) 80
News (10:00-10:15).....	L	KGLO-48	(7 times) 48
News (7:00-7:05).....	L	KGLO-45	(6 times) 45
News (8:00-8:15).....	L	KGLO-34	(5 times) 34
Human Side of the News—Edwin C. Hill (6:15-6:30).....	N	WHO-11	(2 times) 11
News (DK).....	N	WHO-8	(4 times) 8
Headlines of the Air (5:45-6).....	L	WHO-6	(once) 6
News (9:15).....	L	KGLO-6	(once) 6
News (DK).....	N	KGLO-5	(2 times) 5
Sports News (6:45-7).....	L	WHO-5	(2 times) 5

### MISCELLANEOUS

Music (DK).....	N	WGN-6	(6 times) 6
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### SPECIAL EVENTS

Jackson Day Dinner—President Roosevelt (8:30-9).....	N	KGLO-26; DK-1	27
Basket Ball Game (7:30-8:30).....	L	KGLO-15	15
(Austin Vs. Mason City Hi)			
Madison Square Garden Boxing Bout (9-10).....	N	WMT-5	5

# EVENING PROGRAMS HEARD IN MASON CITY, IA.

FROM JANUARY 5 TO JANUARY 11, 1939

Hour Listening	Programs Heard	Program Origin	Station	Number Listening	Hour Listening	Programs Heard	Program Origin	Station	Number Listening
5:00-5:15	The Voice of North Iowa Press	L	KGLO	1	8:00-8:30	Vox Pop	N	WMAQ	1
5:00-5:15	Captain Midnight	L	WHO	33	8:00-8:30	Battle of Sexes	N	WHO	38
5:10-5:15	Barney Barnard's Band	L	WHO	4	8:00-8:30	We, the People	N	KRNT	2
5:00-5:30	Silver Theater	N	WCCO	1	8:00-9:00	Texaco Star Theater	N	KGLO	12
5:05-5:30	Leighton Noble's Orchestra	N	KGLO	1	8:00-9:00	Major Bowes' Amateur Hour	N	KRNT	12
5:15-5:30	Singin' Sam	S	KGLO	33	8:00-9:00	Good News of 1939	N	WHO	53
5:15-5:30	Mystery Play	L	WMT	1	8:00-9:00	Campbell's Playhouse (Orson Welles)	N	WCCO	1
5:15-5:30	Dick Tracy	S	WHO	14	8:00-9:00	Campbell's Playhouse (Orson Welles)	N	DK	4
5:15-5:30	The Madrigal Singers (WPA)	L	KGLO	2	8:00-9:00	Alka-Seltzer National Barn Dance	N	WMT	1
5:15-5:45	Vox Pop	L	WHO	8	8:00-9:00	Ford Sunday Evening Hour	N	WCCO	1
5:30-5:45	Jack Armstrong	S	WHO	44	8:00-9:00	Ford Sunday Evening Hour	N	DK	2
5:30-5:45	Jack Armstrong	S	DK	1	8:00-9:00	Lux Radio Theater	N	WCCO	6
5:30-5:45	Jr. Music Hall	L	KGLO	4	8:00-9:00	Lux Radio Theater	N	DK	1
5:30-5:55	Melody Parade	L	KGLO	2	8:00-9:00	Town Hall Tonight	N	WHO	45
5:30-6:00	Jr. Music Hall	L	KGLO	7	8:00-10:15	Iowa Barn Dance Frolic	L	WHO	28
5:30-6:00	The Lone Ranger	S	KGLO	33	8:15-8:30	George E. Sokolsky	L	KGLO	3
5:30-6:00	The Lone Ranger	S	DK	1	8:15-8:30	Music by Cugat	L	KGLO	12
5:30-6:00	Nighttime on the Trail	N	KGLO	2	8:15-8:30	Music Graphs	L	KGLO	9
5:45-6:00	Little Orphan Annie	S	WHO	30	8:30-8:45	Aloha Land	L	KGLO	2
5:45-6:00	Little Orphan Annie	S	DK	1	8:30-8:45	Walter Winchell	N	WMT	4
5:45-6:00	Headlines of the Week	L	WHO	6	8:30-8:45	Talk—W. B. Danforth	L	KGLO	2
5:45-6:00	Father Maurice Sheehy	N	KGLO	3	8:30-8:45	Master Singer	L	KGLO	1
5:55-6:00	News	L	KGLO	2	8:30-9:00	Camel Caravan—Benny Goodman Ork	N	KGLO	14
6:00-6:05	News	L	KGLO	80	8:30-9:00	Camel Caravan—Benny Goodman Ork	N	WCCO	1
6:00-6:05	News	L	DK	1	8:30-9:00	Huck Shaffer's Orchestra	L	KGLO	5
6:00-6:15	Amos 'n' Andy	N	WLW	6	8:30-9:00	The Pall Mall Program	N	WHO	23
6:00-6:15	Amos 'n' Andy	N	DK	1	8:30-9:00	American Album of Familiar Music	N	WHO	14
6:00-6:15	Easy Aces	N	WMT	1	8:30-9:00	Death Valley Days	N	WHO	19
6:00-6:15	Keystone Song Fellows	L	WHO	8	8:30-9:00	Jackson Day Dinner—Pres. Roosevelt	N	KGLO	28
6:00-6:30	Saturday Night Swing Club	L	WBMN	1	8:30-9:00	Jackson Day Dinner—Pres. Roosevelt	N	DK	1
6:00-6:30	Avolon Time	N	WHO	1	8:30-9:00	Fiber McGee and Co.	N	WHO	43
6:00-6:30	Jailo Program—Jack Benny	N	WHO	63	8:30-9:00	Information Please	N	WMT	1
6:00-6:30	Jailo Program	N	DK	1	8:45-9:00	Irene Rich for Welch	N	DK	2
6:00-6:30	The People's Platform	N	KGLO	3	8:45-9:00	Irene Rich for Welch	N	DK	2
6:05-6:15	Hits and Bits	L	KGLO	4	8:45-9:00	Dance Hour	L	KGLO	11
6:15-6:30	Mr. Keen, Tracer of Lost Persons	N	WMT	1	9:00-9:15	Musical Workshop	L	KGLO	11
6:15-6:30	Vocal Varieties	N	WHO	2	9:00-9:15	Organ Reveries	L	KGLO	5
6:15-6:30	Sports Camera	L	KGLO	30	9:00-9:15	The Old Refrains	L	KGLO	11
6:15-6:30	Human Side of News—Edwin C. Hill	N	WHO	11	9:00-9:15	News	L	KGLO	6
6:30-6:35	Navy News	L	KGLO	4	9:00-9:30	Famous Jury Trials	N	WMT	1
6:30-6:45	Musiegraphs	L	KGLO	3	9:00-9:30	Pepsodent Program—Bob Hope	N	WHO	4
6:30-6:45	Horace Heidt's Orchestra	N	WMT	1	9:00-9:30	Pepsodent Program—Bob Hope	N	DK	1
6:30-6:45	News	L	WHO	90	9:00-9:30	Columbia Workshop	N	KGLO	2
6:30-6:45	Sports Camera	L	KGLO	2	9:00-9:30	Guy Lombardo's Orchestra	N	WCCO	4
6:30-7:00	The Chicagoans	N	KGLO	4	9:00-9:30	Lady Esther Serenade (Guy Lombardo)	N	WHO	13
6:30-7:00	Concert Hall of the Air	L	KGLO	7	9:00-9:30	Grand Central Station	N	WJR	1
6:30-7:00	The Wonder Show—Jack Haley	N	KGLO	17	9:00-9:30	Melody and Madness (Robert Benchley)	N	KGLO	13
6:30-7:00	Joe E. Brown	N	KGLO	9	9:00-9:30	Melody and Madness (Robert Benchley)	N	KRNT	1
6:30-7:00	Uncle Jim's Question Box	N	WMAQ	1	9:00-9:30	Cosmopolitans	L	WHO	6
6:30-7:00	Fitch's Bandwagon	N	WHO	31	9:00-9:30	Carnation Contented Program	N	WHO	28
6:30-7:00	Fitch's Bandwagon	N	DK	1	9:00-9:30	True or False	N	WMT	2
6:30-7:00	Seth Parker	N	WMT	3	9:00-9:30	True or False	N	DK	1
6:35-7:00	Concert Hall of the Air	L	KGLO	4	9:00-9:45	Your Hit Parade	N	KGLO	18
6:45-7:00	Betty Bennet	L	KGLO	11	9:00-9:45	Your Hit Parade	N	DK	1
6:45-7:00	Songfellows	L	WHO	7	9:00-10:00	Kay Kyser's Kollege of Musical Knowledge	N	WHO	39
6:45-7:00	Opportunity Knocks	L	WMT	2	9:00-10:00	Kraft Music Hall	N	WHO	68
6:45-7:00	Golden Gloves Program	L	WHO	6	9:00-10:00	Madison Square Garden Boxing Bout	N	WMT	5
6:45-7:00	This Business Week	L	WHO	1	9:15-9:30	Dance Hour	L	KGLO	11
6:45-7:00	North Iowa Forum	L	KGLO	2	9:15-9:45	Emil and His Commanders	L	KGLO	7
6:45-7:00	Sports News	L	WHO	5	9:30-9:45	Uncle Ezra's Radio Station E-Z-R-A	N	WHO	16
6:55-7:00	News	L	KGLO	2	9:30-9:45	Barry Woods	N	KGLO	5
7:00-7:05	News	L	KGLO	45	9:30-9:45	Music by Cugat	L	KGLO	8
7:00-7:30	Johnny Presents (Russ Morgan)	N	WHO	25	9:30-10:00	Buddy's Clark's Musical Weekly	N	KGLO	6
7:00-7:30	Johnny Presents (Russ Morgan)	N	WCCO	1	9:30-10:00	Americans at Work	N	KGLO	2
7:00-7:30	Johnny Presents (Russ Morgan)	N	DK	1	9:30-10:00	Farmer's Forum	N	WHO	8
7:00-7:30	The Green Hornet	N	WMT	3	9:30-10:00	Headlines and By-Lines	N	WCCO	2
7:00-7:30	The Green Hornet	N	DK	1	9:30-10:00	Father Robert A. Walsh	L	WHO	5
7:00-7:30	Campana's First Nighter	N	WCCO	7	9:30-10:00	Eddie Cantor's Camel Caravan	N	KGLO	12
7:00-7:30	Warden L. E. Lawes	N	WMT	1	9:30-10:00	Eddie Cantor's Camel Caravan	N	DK	4
7:00-7:30	The Quaker Party	N	WHO	8	9:45-10:00	American Viewpoints	N	KGLO	7
7:00-7:30	Al Pearce and His Gang	N	WHO	25	9:45-10:00	Capitol Opinions	N	KGLO	3
7:00-7:30	One Man's Family	N	WHO	42	9:45-10:00	Barry Woods	N	KGLO	8
7:00-7:30	Gang Busters	N	WCCO	3	9:45-10:00	Golden Glove Program	L	WHO	9
7:00-8:00	Rudy Vallee Variety Hour	N	WHO	58	10:00-10:15	Amos 'n' Andy	N	WHO	121
7:00-8:00	Cities Service Concert	N	WHO	11	10:00-10:15	Amos 'n' Andy	N	DK	3
7:00-8:00	Chase & Sanborn Program	N	WHO	67	10:00-10:15	News	L	KGLO	48
7:00-8:00	Chase & Sanborn Program	N	DK	2	10:00-10:15	News	L	WMT	4
7:00-8:00	Kate Smith Hour	N	KRNT	1	10:00-10:15	News	L	WGN	1
7:00-8:00	This Is New York	N	KGLO	4	10:15-10:30	Red Norvo With Mildred Bailey & Ork	N	KGLO	2
7:05-7:15	North Iowa Forum	L	KGLO	45	10:15-10:30	Jack Crawford's Orchestra	L	KGLO	4
7:15-7:30	The Town Crier	L	KGLO	13	10:15-10:30	News	L	WHO	129
7:30-7:45	Musical Workshop	L	KGLO	3	10:15-10:30	Wally Wallace's Orchestra	L	KGLO	5
7:30-7:45	George Hall's Music Hall	L	KGLO	2	10:15-10:30	Hai Leonard's Orchestra	L	KGLO	1
7:30-8:00	For Men Only	N	WHO	23	10:15-10:30	Sammy Kaye's Orchestra	N	KGLO	5
7:30-8:00	American Legion Hour	L	KGLO	3	10:15-10:30	Sammy Kaye's Orchestra	N	DK	1
7:30-8:00	Burns and Allen	N	WCCO	1	10:15-10:30	National Radio Revival	L	WHO	6
7:30-8:00	Eddy Duchin	N	WMT	1	10:30-10:45	Sports Headlines	L	WHO	2
7:30-8:00	The Lone Ranger	N	WGN	1	10:30-10:45	Back to the Bible	L	WHO	2
7:30-8:00	Professor Quiz	N	WCCO	2	10:30-11:00	WHO Band on Parade	L	WHO	2
7:30-8:00	Professor Quiz	N	DK	1	10:30-11:00	Charles Baum's Orchestra	N	KGLO	4
7:30-8:00	KGLO Studio Party	L	KGLO	3	10:30-11:00	Gab Galloway's Orchestra	N	KGLO	5
7:30-8:00	Voice of Firestone	N	WHO	1	10:30-11:00	Gab Galloway's Orchestra	N	DK	1
7:30-8:00	Voice of Firestone	N	DK	2	10:30-11:00	Tommy Dorsey and His Orchestra	N	WMT	2
7:30-8:00	Hobby Lobby	N	WMT	1	10:30-11:00	Vincent Lopez's Orchestra	N	KGLO	8
7:30-8:00	Tommy Dorsey—His Trombone and His Orchestra	N	WHO	1	10:45-11:00	Herbie Holmes' Orchestra	N	KGLO	2
7:30-8:30	Basket Ball Game—Austin Vs. Mason City	L	KGLO	15	10:45-11:00	Lou Brees's Orchestra	N	WHO	2
7:45-8:00	Tropical Moods	L	KGLO	2	11:00-11:15	Ray Kinney's Band	N	WHO	2
7:45-8:00	Ranch Boys	L	KGLO	1	11:00-11:30	American Legion Dance	L	WHO	2
7:45-8:00	News	L	KGLO	2	11:00-11:30	Kay Kyser's Orchestra	N	KGLO	8
8:00-8:15	News	L	KGLO	34	11:00-11:30	Sammy Kaye's Orchestra	N	KGLO	1
8:00-8:15	Band Wagon	L	WMT	1	11:00-11:30	Benny Goodman	N	KGO	1
8:00-8:30	Hour of Charm	N	WHO	30	11:00-11:30	Bud Fisher's Band	N	WHO	1
8:00-8:30	Hour of Charm	N	DK	1	11:30-11:45	Glen Gray's Casa Loma Orchestra	N	KGLO	1
8:00-8:30	Hollywood Playhouse	N	WMT	2	11:30-12:00	Joe Reisman's Band	N	WHO	1
8:00-8:30	Hollywood Playhouse	N	DK	2	11:30-12:00	Paul Pendarvis' Orchestra	N	KGLO	1
8:00-8:30	Hollywood Playhouse	N	DK	2	11:55-12:10	Henry King's Orchestra	N	KGLO	1
8:00-8:30	Manhattan Merry-Go-Round	N	WHO	22		Missing Persons' Bureau	L	WHO	1

(Continued on page 8)

# AFRA'S STRONG POSITION

## Union Enters Peace Meeting With Most Odds Favoring It

NEW YORK, Jan. 30.—Meetings opening today between the American Federation of Radio Artists and a newly created committee representing advertisers and advertising agencies find the union in an unusually strong position. When it was agreed late Friday night to hold the meetings, a general impression in the trade was that AFRA would negotiate, but union spokesmen state this is entirely out of the question and that the only reason they are meeting is to establish a system whereby the ad agencies can sign the AFRA Fair Trade Code. The meeting averted a strike called for Sunday morning.

The Columbia and NBC networks were instrumental in getting the two groups, AFRA and the agency committee, together. Chains asked the union to agree to a request made by Chester LaRoche, of Young & Rubicam, agency committee chairman, to meet. It was said that the conference would continue until the problem had been settled.

The new agency committee has power to act for both agencies and their clients. To the claim that clients had been kept in the dark on the 10-month AFRA negotiations the answer is made that most clients regarded the actors' deal, according to one agency executive, as a comparatively minor problem and did not realize until the past two weeks that AFRA really meant business.

It was learned last week that one of counsel for the American Association of Advertising Agencies, which had been conferring with AFRA for some time, was also counsel and general United States director for the International Budeaux Co. This group is regarded by labor as one of its "arch foes." Labor protests last year caused cancellation of plans for the former King of England, the Duke of Windsor, to visit this country when labor learned that Budeaux was in charge of plans. Budeaux and Four A counsel is George Link. It is indicated that AFRA felt this was one of the reasons no progress had been made after all the meetings. It is also a reason the strike call was decided on for January 29.

From the union standpoint, either Sunday or Thursday, preferably Sunday, was the best day to strike. Radio receivers are not only in use on this day, but Jack Benny, Chase & Sanborn, Screen Actors' Guild and other leading shows broadcast that day. A sudden Sunday strike would have hit the networks quite a blow, placing on them the onus of getting the schedules completed. The networks' attitude is that they would not have lost money, other than on increased talent costs, by a strike, since time contracts provide no emergency strike clause.

Indications are that Monday's conference will start off with two major bones of contention. One is the AFRA scale, the other the demand for an AFRA shop. Thruout the week, when agencies and advertisers were meeting, it was constantly stated that they would not accede to an AFRA shop. This talk superseded the previous insistence that the scale was too high and that it would make radio costs prohibitive. Union's answer to these arguments is that its committee, Mrs. Emily Holt, national executive secretary, and George Heller, assistant secretary and treasurer, has no right to take any action which would countermand the desires of the membership. AFRA membership, they point out, voted the scale and conditions now sought, and they will not be changed.

Other than the one advertiser and agency, the William Wrigley Co. and Neisser-Meyerhoff, AFRA has no contracts. But the union's strength, it appears, has been sharply brought home to agencies and advertisers in the announced support of Equity, SAG, Screen Actors' Guild, Guild of Musical Artists, American Federation of Actors, the American Communications Commission, CIO Technicians' Union and the Newspaper Guild. Active support was voted by the performer unions. The Guild is

CIO, while AFRA and the other talent unions are AFL unions.

The new agency committee, in addition to LaRoche, includes John Reber, J. Walter Thompson Co.; J. G. Sample, Blackett - Sample - Hummert; Chester Bowles, Benton & Bowles; Leonard Bush, Compton Agency; W. B. Ruthrauff, Ruthrauff & Ryan, Don Francisco, Lord & Thomas. The most impartial observers feel that this committee will meet with a union in an impregnable position, considered even more remarkable since the union is not yet two years old.

CHICAGO, Jan. 28.—At press time here Friday agencies, with few exceptions, were holding up their signing of AFRA's fair code contract, majority of them stating they would make no move until the New York bunch made a decision. Neisser-Meyerhoff, P. K. Wrigley and a couple of small independents were the only signers here so far. One agency called AFRA after receiving the code Tuesday and asked if it took effect immediately after affixing a signature. When told it did agency retorted that it could see no reason to start paying the scale before the others did and would hold out till the mass went in.

After stating in an interview with *The Billboard* last Friday that the Blackett-Sample-Hummert agency here could not negotiate with AFRA without sanction of its clients, J. G. Sample, president of the firm, met the next day with AFRA's national secretary, George Heller, and during the confab offered a counterproposal which Heller turned down. This was the first direct meeting AFRA had had with the Chi B-S-H exec, result of which came to nil and with no word forthcoming after B-S-H received a copy of the code Tuesday.

Agencies here having New York headquarters definitely state that acceptance of the code will have to come from that end. Whether they would then sign as a natural consequence was not learned. Meanwhile the Chi local was ready to walk out when and if national board set a deadline.

### NBC Signs June Travis

CHICAGO, Jan. 28. — June Travis, movie gal and daughter of Harry Grabner, vice-prez of the Chi White Sox, signed a contract here Friday with NBC, according to C. L. Menser, program manager. Altho Miss Travis has not been assigned to any particular program as yet, it is expected that a new dramatic sustainer here will be framed around the actress.

### "Hair of Dog"

JEFFERSON CITY, Mo., Jan. 28.—A Jefferson City radio announcer showed up for a broadcast recently with a dog of uncertain parentage trotting along rather abjectly at his heels. Asked for an explanation, he gave the following:

He dropped into Columbia, Mo., home of the State university, for an evening, had a "whale of a date" and visited members of his fraternity. A little hazy about details, he admits to having come out of the general melee with \$11, a pint of whisky, the dog and a headache.

When last seen he had managed to lose the bucks, the pint and the cerebral buzz, but the dog was still trotting along dejectedly at his heels.

### WGN Announcers Signed by AFRA

CHICAGO, Jan. 28.—Present activity and display of strength put up by American Federation of Radio Artists with the ad agencies has proved to be a general hypo for the union in enrolling radio workers heretofore undecided as to what course they should take regarding organization. Indication of this was seen here this week by announcement that all announcers and sound men at WGN-Mutual have joined AFRA. Move was doubly significant since this is the first major MBS station which AFRA has even partially organized, plus the fact that it is generally supposed that the Mutual net will be AFRA's next step for negotiation of contracts.

AFRA announced some time ago that due to the peculiar set-up of MBS compared with NBC and CBS, the union would probably deal separately with the stations comprising the MBS web, and with the present development at WGN it is expected that this outlet will be negotiated with first. Nearly all the actors and singers at WGN are already on the AFRA rolls and now with the addition of sound men and announcers the union will no doubt begin bargaining very soon with WGN and probably for all departments at the same time.

WGN is owned by Col. Robert R. McCormick's *Chicago Tribune*, which, incidentally, has been the only Chi newspaper giving no space in its news columns or otherwise to the present AFRA-agency strike situation.

### FCC Hearing Reveals CBS's Net Workings

WASHINGTON, Jan. 28.—Appearance of Columbia Broadcasting System execs before the Federal Communications Commission this week was dimmed by political efforts to change FCC's set-up. Appearing for CBS were W. B. Lewis, Fred E. Willis, Paul Kesten, Arthur Jordan and Arthur S. Padgett. Lewis spent first day on CBS programs; Willis revealed inner working of International Broadcasts, and Kesten testified on CBS policies and sales, rates and other commercial phases of net operation.

Jordan and Padgett were questioned at length on operations of Columbia Concerts Corp. and community concerts, with FCC counsel George Porter cross-examining and trying to bring out the vast scope of CBS and NBC concert bureaus when considered together. Point indicated was that the two nets controlled available talent and dates. Next week CBS case will be presented by Lawrence W. Lowman, W. B. Lodge and Frank Stanton, who will present testimony with special emphasis on lack of service duplication.

### "One Man's Family" To Grow Older

HOLLYWOOD, Jan. 28.—What is believed to be one of the longest contracts ever inked in the history of radio was announced here today upon the signing of the staff of *One Man's Family* to a new seven-year ticket. New contract took care of the entire staff of the show out of KFI-NBC for Standard Brands, Inc. Show first started ballyhooping Tender Leaf Tea February, 1935.

Show is scripted by Carlton E. Morse. J. Anthony Smythe, Minetta Ellen, Michael Raffetto, Bernice Berwin, Kathleen Wilson, Page Gilman and Barton Yarborough were among those getting the nod from sponsor execs.

### Patsy Kelly Set On Bob Hope Show

NEW YORK, Jan. 28. — James L. Saphier, who returned to New York this week after a six-month stay in Hollywood, set Patsy Kelly as a regular on the Bob Hope Pepsodent show. Starts February 7, with Pat Wilder, playing Honey Chile, leaving the week before. Miss Kelly guest-starred on the show a fortnight ago.

Saphier also brought Julian Blaustein, former Universal story editor, back with him as a new member of his organization. Blaustein will work in the East. Saphier returning to Hollywood at the end of January.

### ACC, WBNX Set New Pact

NEW YORK, Jan. 28.—American Communications Commission, CIO radio technicians' union, and WBNX, Bronx station, have set a new contract replacing the one expiring Wednesday (1). Agreement, to hold until October 1, 1940. Gives wage increases to about 20 per cent. Contract affects six men.

ACC has negotiated agreement with WQXB providing for increases of more than 50 per cent, effective between now and the first of the year. No contract inked yet, held up pending settlement of a minor point, according to the ACC.

### Fred Allen Renewed

NEW YORK, Jan. 28.—Fred Allen has been signed for two more years on the *Town Hall Tonight* series. New contract with Bristol-Myers goes into effect in fall of 1939 and runs until June, 1941. Program to continue as full hour Wednesday at 9 p.m. over the NBC-Red. Allen will take his usual three-month summer vacations. Young & Rubicam are the agency.

INSTITUTE LIFE INSURANCE, formed this week at a meeting of a group representing 76 legal reserve life insurance companies of the United States and Canada, named J. Walter Thompson its advertising agency.

## Evening Programs Heard in Mason City, Ia.

FROM JANUARY 5 TO JANUARY 11, 1939

(Continued from page 7)

Hour Listening	Programs Heard	Program Origin	Station	Number Listening
12:30-1:00	Sammy Kaye's Orchestra	N	KGLO	1
1:00-2:00	Rhythm Club	L	KGLO	1
DK	Short Wave		DK	1
DK	Singing Cowboy		WLS	1
DK	Spanish Music		XEPN	1
DK	Music		WMAQ	1
DK	Music		WLW	1
DK	Music		WCCO	1
DK	Music		WGN	6
DK	Paul Sullivan		WLW	1
DK	Football Game		DK	1
DK	Old-Time Songs		WENR	1
DK	News		KGIO	5
DK	News		WHO	8
DK	News		WCCO	1

Key—"N" Network Programs  
 "L" Local Programs  
 "S" Spot Programs

This survey prepared for *The Billboard* by Market Research Corp. of America.

**For World Fair News**  
 Complete news of the World Fairs (New York and San Francisco) will be found on page 31.



# FCC Revision Figures as Long-Drawn Political Football Game

WASHINGTON, Jan. 28. — Events moved fast this week after Chairman McNinch revealed, despite his earlier denials, that thru a triple-play from Tommy Corcoran to Roosevelt to McNinch the Administration was planning to revamp the Communications Commission. Under pressure from Congressman Wiglesworth (Mass.), Dirksen (Ill.) and Case (S. D.), McNinch revealed that the President had addressed a letter to Senator Burton K. Wheeler and to Representative Clarence F. Lea asking for a reshuffle in the FCC.

Next day Senator Wheeler made public the President's letter, which said:

"My dear Senator:  
"Although considerable progress has been made as a result of the efforts to reorganize the work of the Federal Communications Commission under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that new legislation is necessary to effectuate a satisfactory reorganization of the Commission.

"New legislation is also needed to lay down clear Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them.

"I very much hope that your committee will consider the advisability of such new legislation.

"I have sent a duplicate of this letter to Chairman Lea of the House Committee on Interstate and Foreign Commerce, and I have asked Chairman McNinch of the Commission to discuss this problem with you and give you his recommendations.

"Very sincerely yours,  
(signed) "Franklin D. Roosevelt."  
Immediate reaction was a catching of breath by trade men in the capital, especially with a second reading that Chairman McNinch would be in on the recommendations for change.

The chairman himself hurriedly issued his own statement, which declared that he was whole-heartedly in favor of President Roosevelt's suggestions and even went so far to state that he had recommended the changes "some time ago." The "some time ago" did not wash down so well, since the chairman himself had denied knowledge or the intention of recommending changes suggested in news story which appeared

more than a month ago.

Senator Wheeler disclosed he believed the FCC could do with fewer commissioners and that hearings on a change in the Communications Act would get under way very soon. The Senator's emphasis, however, was upon the shortcomings of the American system of radio—namely the question of newspaper ownership, super-power, trading of licenses and amount of advertising continuity.

Little argument has been raised over the need for formulating a policy on broadcast radio and other communications, but the manner of its administration has left many minds in question especially by those who have reviewed the "progress" of the McNinch regime. Prognostication of outcome by those who privately indulge in the sport has been that "this purge will not wash down as easy as the others." Long and painful hearings are expected, with McNinch policies headed for considerable question. "Misuse of public power" has been mentioned by Representative Lawrence J. Connery, who this week revived his late brother's radio investigation resolution.

A bill is expected next week for the Senate consideration. It is expected to suggest a three-man Authority. More funds for a bigger staff will be included. Ultimately Chairman McNinch will retire gracefully to the Federal Power Commission, it is figured.

Observers after weighing possibilities in both directions see the situation in this manner:

The Administration has weight to its argument that a change is needed because of the FCC's past record—that policies are needed after the Commission has been vacillating in its execution. But on the other hand the Corcoran-McNinch background of the suggested change increases the amount of opposition which the bill will face. Patronage and other inducements may help the measure pass, but it won't be without a strong tussle. There are too many in Washington who want to get a few flicks at the Administration, Corcoran and McNinch.

SARATOGA SPRINGS, N. Y., Jan. 28.—This resort town may soon have a radio station of its own. Establishment of one, proposed by Frank Levine, local radio store owner, is being considered by the Chamber of Commerce.

# Debate Centers on "Excessive" Costs of N. Y. Baseball Deals

NEW YORK, Jan. 28.—Completion of the sale of broadcast rights of the home games of the New York Giants and Yankees last week to three sponsors created considerable talk in radio circles. Question was whether General Mills, Socony Vacuum and Procter & Gamble, the three bank-rollers, had made a deal which would be profitable to them. Main point, because the two New York clubs sold home games only, without Sunday games, is whether the advertisers will find the commercial time each will get sufficient to make a profit or at least break even. General Mills and Socony stand a better chance, it is claimed, because they are also sharing the broadcasts of the Brooklyn Dodgers, while P. & G. has only its share of the home New York contests.

Each club plays 77 home games, for a total of 154 games, less the Sunday attractions. There are usually about 24 Sundays in the season. This leaves 130 games. Rain may—and usually does—lower this total. On this basis, radio men figure each sponsor will average from 35 to 45 broadcast games. No exact figure can be given because of the weather and double-header uncertainties.

The rights to the New York clubs went in the neighborhood of \$125,000 each, or \$250,000. To this must be added broadcast time cost, announcer and production fees and a final hunk for considerable exploitation and promotion to be done. On the basis that each sponsor is sharing costs and games evenly, the argument is advanced that the costs per game make it too tough to sell enough of each product for a return. Since the sponsors will rotate games, there is also lost some of the cumulative value of

steady broadcasting and the repetition of product names stemming from it.

Reason that Socony and General Mills are regarded in a better position is because of their deal with the Dodgers, rights of which went for a shade less than \$80,000. However, another claim is that since the Dodgers and Giants are always home together the broadcasts are in competition to themselves, except when the Dodgers and Giants are opponents at either home field.

Figuring all angles, New York baseball broadcasts are expected to run to nearly \$1,000,000. There are options for future seasons. Clubs can cancel at the end of season if the gate is hurt too much; sponsors can if the return is too low. A final factor in favor of the sponsors is the expected publicity and good will they'll get.

A scramble is now on for the announcing jobs. Red Barber, General Mills' staff man, is figured for the Giant-Yank games, altho nothing's set. Others mentioned are Waite Hoyt, former big-league pitcher who built up a rep last year thru local broadcasts. John O'Hare, Arch McDonald, Earl Harper, Mel Allen and Joe Bolton.

Another angle which may crop up will be the re-enactment of the games of team that is away. Kellogg cereals, which have been trying to get into baseball, may re-enact the away games.

CHICAGO, Jan. 28. — P. Lorillard, maker of Old Gold ciggies, will sponsor WGN's Cubs and Sox home ball games this year for the third consecutive season, according to Quin Ryan, WGN's general manager. Deal was set by Lenzen & Mitchell, Inc., Bob Elson will announce.

# Radio Talent

By JERRY LESSER

SOME TIME ago I columned that if you wanted to meet your friends try the 18th floor of CBS any Monday afternoon. Well, this must have started something. Anyhow CBS has instituted a new stringent rule, to wit, Margie Morrow will no longer give audience to actors and Earl McGill will handle all casting. This is being done in fairness to both CBS and to the actor. It will enable the office force to get its work out without interruption and allow more time for selection of casts. This will give opportunity for many actors to work who have not in the past because of the limited time for casting. This seems fair. Actors will gain by helping McGill and Miss Morrow in this decision. . . . Mrs. Earl McGill, who is known to Broadway as Constance Brown, is making rapid recovery from an appendectomy performed last week at St. Luke's Hospital. . . . Jack Rubin, of the Ed Wolfe agency, recently returned from a cruise to South America. He is counting the day and says it's just 330 more days until he sets on another cruise.

The following radio artists performed at a benefit for the Blessed Sacrament Church in Jackson Heights the other night: Uncle Jim Harkins and Dinty Doyle acted as masters of ceremony, and introduced Fred Waring and his aggregation, the Merry Macs, Senator Ford, Tim and Irene; Felix Adler, the clown; Murray Silver, Ford Bond, Harry Von Zell, Harry MacNaughton and Pat Barnes. . . . Sydney Smith opens soon with Maurice Evans in "Henry IV." . . . Gov. W. Lee O'Daniels of Texas has just made a Vocalion record of High Falutin' Newton, a novelty comedy song written by Grace and Scotty, NBC artists. . . . Betty Garde doubles between her Kate Smith and Broadway shows. . . . NBC is starring Richard Gordon in a dramatic serial to compete with CBS's starring Ray Collins. . . . Edith Hazen, radio actress, will marry Alfred Fox, Los Angeles barrister, this week. She is continuing her radio work after the splicing.

# Advertisers and Agencies

By PAUL ACKERMAN

JOHN U. REBER, J. Walter Thompson Radio head, due back from Coast next week. Stan Quinn to Coast to work on Chase & Sanborn show. Agency's Ed Rice comes east for a stint on a new daytime program. . . . Brooke Temple, announcer, has resigned from WHN and is working for Harry S. Goodman, radio producer. Goodman trekked to Baltimore and Washington last week on business. . . . Ruth Thayer advanced to the copy department in Compton Agency. . . . Mary Martin program pulling a lot of mail inquiring for the name of the theme song used as program intro. It's *Clair de Lune*.

March of Time set for a February 3 start on NBC Blue. . . . Nehi switching to Columbia. . . . Barbara Weeks new to "Howie Wing" cast. . . . Lawrence Tibbett back on the Circle Sunday (5). . . . Hal Kemp, of Stack-Goble, ailing. . . . Charles Anderson recently returned from London, where he had been pursuing studies with BBC under a Rockefeller Foundation fellowship.

left Thursday (26) for KOA, Denver, to resume his position as announcer. . . . West End Brewing Co. has appointed Compton to handle its advertising.

RASH of World's Fair coin banks breaking out, with Esso offering one for 35 cents. . . . Harry Goodman working on one for American Oil, to be distributed at filling stations for 10 gallons of gas. . . . NBC notes: H. Weston Conant, sound effects man, has a new daughter. Norman Ward resigned from electrical transcription department this week, to go with RCA Mfg. Co., New York. Randal MacDougall, formerly in transcription division, now working on scripts. Replaces James H. Hill, resigned. Marek Weber's option has been taken up on Carnation program.

Sherman K. Ellis appointed advertising agency, beginning April, for Burnham & Morrill, Portland, Me., packers of bread and canned goods. . . . Irving Landis has quit the sales staff of Atlas Radio.

# Chicago Air Briefs

By HAROLD HUMPHREY

HAROLD TRUE, chief news announcer for WXYZ, Detroit, was appointed studio manager this week to succeed Russell H. Neff, who resigned for an exec job with Knox-Reeves agency in Minneapolis. . . . Arthur Harre, commercial manager at WAAF, denied the rumor that there was to be a staff shake-up at that outlet. . . . Patricia Clayton, one of the Three Graces warblers, and Gail Watts, member of the Four Grenadiers, plan to wed soon. . . . Jack Fulton has evidently forsaken radio for keeps, reporting he will front his own band soon. . . . Aubrey Moore & Wallace agency contracted a half-hour on the WLS National Barn Dance for Edward J. Funk & Sons, growers of a new hybrid seed corn. . . . Radio Sales, Inc., WBBM's sales section, opened a branch in Milwaukee this week, appointing Martin J. McGeehan as account exec.

Becker was absent from his "Chats About Dogs" show Sunday, Capt. Will Judy, publisher of dog books, pinching it.

RUTHRAUFF & RYAN agency framing another *Rhythm* at Noon show for Dodge, to start Sunday if everything goes thru. Outlet will be WBBM and cast will include Forrest Lewis and John Hearn, who will team up as "Two Dark Knights," a black-face duo. Hearn used to work with Charlie Mack, of Moran and Mack (Two Black Crows), before Mack died. . . . John McCormick and Carl Burkland, of WCCO, Minneapolis, were in town this week for a visit. . . . This department received a hurry-up call this week from Julian Bentley, news editor at WLS, asking if we knew anyone who would want to book a two-year-old freak heifer. Seems a *Prairie Farmer* listener has one and figured it should make him eligible for the show biz. . . . Marge Kerr leaves the NBC press department this week to rejoin the Tom Fitzdale publicity firm in the New York office. Edith Perron, of the Howard G. Mayer p.-a. office, will take her place.

## What's in a Name

ST. LOUIS, Jan. 28.—Roy Shaffer, WEW's Lone Star Cowboy, claims a record on the number of aliases he has used. Just a few are Rambling Yodeler, Tennessee Kid, Mississippi Tadpole, Louisiana Bullfrog and Reckless Red. Despite strong tendency toward Aquaria, Shaffer claims Lone Star Cowboy is final.

Those are very enticing spot announcements ailing from WLS this week, beckoning anyone who has \$147 to take an all-expense trip to the New Orleans Mardi Gras—it's a "Prairie Farmer" promotion. . . . Paul Luther has joined up with "Don Winslow of the Navy." . . . P. K. Wrigley will sponsor a series of varied dramatizations of the lives of the present Cub players some time next summer. They'll be 15-minute shots spotted over several outlets thru the country by the Neisser-Meyerhof agency. . . . NBC actress Mercedes McCambridge embarks on a South American cruise Wednesday. . . . Sickening siege has hit WIND's staff, with Stella White, Lucille Whittall, Nancy Galloway and Rita Clifford all out recuperating. . . . Bob

## "Federal Theater Project of the Air"

Reviewed Thursday, 9-9:45 p.m. Style—Dramatic. Station—Sustaining on WEVD (New York).

one-third of a nation, presented Thursday by the FTP Radio Division, is, of course, an adaptation from the FTP's successful play, first presented over one year ago by the Living Newspaper unit. The radio version is a good one, representing a successful condensation. While script had to be pruned to radio time limits, it came over with much of its original quality of intermingled terse drama and narration.

Stage presentation had a socko stage setting showing a cross-section of tenement dwelling. Production over WEVD naturally had no such visual aid, but for those who had seen the play it is quite likely that the original drama was reconstructed with full effect. Even for listeners not familiar with the stage production, the job done by the FTP Radio Division was adequate—the presentation retaining much of the technique first brought to the theater by the Living Newspaper. Adaptation, a good one, was done by Sylvia Altman. Webb Lawrence directed.

Yarn, which will soon be released as a pic, is an indictment of slum conditions throughout the country. Situations portray ineffectual attempts at legislative reform and show slums as breeding grounds of crime, juvenile delinquency, etc. Ackerman.

## "Bill Pitts Passes By"

Reviewed Wednesday, 12:35-12:45 p.m. Style—Narrative, comment. Sponsor—Manhattan Soap Co. Agency—Franklin Bruck, New York. Station—WBN (Buffalo).

Informal comment and human interest stories are the chief subject of Bill Pitts' spot, which is heard tri-weekly for 10 minutes and on Sunday evening for a quarter hour. Pitts, who possesses a pleasing voice and impressive manner of presenting his short tales, selected his narratives from all spots of the globe when reviewed. Subjects were refreshingly unusual and not of the current-event or political-comment variety. He talked of rich men in Russia and explained how they acquire their possessions and how little they can do with them once accumulated. Also touched on the status of art and music in the Soviet Republic of today. A South Sea missionary and his plight comprised another short subject. Human interest was aplenty and other little incidents, some of humorous nature, were well presented and selected.

Pitts, who recently changed sponsors, ought to do all right for his new boss. Commercials, given by Al Taylor, studio announcer, were short and well worded. Warner.

## "We, the Jury"

Reviewed Monday, 10:30-10:45 p.m. Style—Drama. Sponsor—Spear's Men's Clothing Store. Station—WJAS (Pittsburgh).

Twice-a-week quarter hour aims for masculine audience by dramatizing fictional court cases, then awarding prize hat to listener who writes in best verdict, as judged by Allegheny County District Attorney Andrew Park. Production combines studio staff for two long merchandising plugs with transcription acting, in see-saw formula that keeps one wondering when record leaves off and announcer begins.

Show is welded fairly smoothly, but

**BILLY SWANSON**  
and his MUSIC

ON TOUR

Mgt. CONSOLIDATED RADIO ARTISTS.

**RAY KINNEY**

and his Native HAWAIIAN ORCHESTRA

NOW APPEARING

Nightly at the Hawaiian Room.

**HOTEL LEXINGTON**

New York.

And on the Air via NBC Saturday, 1:30 P.M.—Sunday, 11:30 P.M.

# Program Reviews

EST Unless Otherwise Indicated

content seems somewhat pulp-style for credit clothing house trying to dignify installment buying. Drama uses flashback narrative to reveal witness' story, ends asking listeners their opinions on guilt or innocence of accused parties. Tie-in of D. A. lends prestige note and credibility than can possibly counterbalance caliber of dramatization. Frank.

## "Meet the Club Women"

Reviewed Tuesday, 12:15-12:30 p.m. Style—Interviews. Sponsor—Lang's Creamery, Inc. Agency—Addison Vars, Inc. Station—WGR (Buffalo).

Even tho this is another program of the question and answer variety, this new twice-weekly spot merits some attention. It brings the listener in direct contact with the different local women's clubs, their ideas and reactions to modern problems.

Sig Smith writes the questions and conducts the interviews himself. He creates an informal and interesting atmosphere. When caught the interviewing came from the Summit Park unit of the Buffalo Home Bureau, a good-sized organization with 234 women members. Average housewives called up on for interviews (six in all) voiced unexpectedly worldly and generally well-posted explanations and opinions on such current questions as housing problems, education, vocational opportunities, criminology and family budgeting. Some of the interviews are recorded and then transcribed when club meetings and broadcasts don't coincide.

Commercial object of the program is to introduce and promote sales for Lang's Milk, now obtainable in throwaway paper cartons. Warner.

## "Zany Family"

Reviewed Wednesday, 4:15-4:45 p.m. Style—Variety-crazy show. Sustaining—WABC (CBS network), New York.

At times the Zany family is screwy enough to be funny and call up a hefty guffaw. For the most part, tho, this half hour of comedy is labored, weighted by a few Zanies who are too self-conscious and material old enough to talk.

If treated individually, some of the Zanies earn praise. The cleverest bit in the show is both the name and dialectics of Tosca Zany, the show's maestro. Charles Cantor really goes to town as the Italian orchestra leader with a fast and furious spiel. Delivery is effective. A second highlight is the take-off on a commercial plug. It had substance. Beyond these two, the Zanies don't give much. As Romeo, Barry Wood's crooning leaves much to be desired. Ruth (Tetra) Carhart's sopranoing butchered *Smoke Gets in Your Eyes*. The sketch, staged as the finale, was hopeless.

Charlie Zany (Charles Martin) heads the family, but isn't outstanding. Still to be heard from is Ima Zany, who is scheduled to join the crew in the near future. Weiss.

## "March of Games"

Reviewed Wednesday, 5:15-5:30 p.m. Style—Juvenile quiz. Sustaining—WABC (CBS network), New York.

The specifically described as a program for young people up to the age of 16, this quiz has an appeal which knows no age limit. For the school-going audience it is a chocolate-coated examination in mental alertness. Rather than a series of pedagogical text-book sticklers, author Natalie Purvin Prager has framed questions which are everyday-like and fascinating for Junior because they are within his average experience, and for adults because the subjects are recurring or current.

More direct bid for a young audience, is made thru the presentation of a juvenile cast. At 14 Arthur Ross is an apt Professor Quiz, natural and in complete command of the situation. The

contestants similarly possess the right proportions of timidity, decorum and enthusiasm.

Audience participation is encouraged via tune teasers, with offers of prizes for correct replies. Weiss.

## "Swing to Chiclets"

Reviewed Thursday, 7:30-8 p.m. Style—Musical. Sponsor—American Chiclet Co. Station—WJZ (NBC-Blue network).

Low budget program sponsored by the manufacturer of Chiclet chewing gum, with the Adrian Rollini trio; Bob Carroll, baritone, and an unbilled gal singer called Miss Chiclet. Rather than handle the show on a straight announcement basis, attempt is made to use light and airy dialogue, a la the Crosby cheese show. It doesn't quite come off, but script improvements shouldn't be too hard to make. Even tho the various numbers are introduced as described, they are also introed as tho the selection to be heard, whether vocal or instrumental, was the greatest thing that ever came out of a loudspeaker.

Rollini trio is a standard act, with vibes, bull fiddle and guitar. A small outfit that makes big music, altho the accent on Rollini, banging on his bells or chimes, seems too much. The dog house and the git player should be allowed the lead once in a while. Rollini's swinging on chimes is introduced as new and is an okeh novelty.

Carroll, singer, was described as the "baritone find of the year." Might be so, since only three weeks of the year have past. But if Carroll is the best bary 1939 produces it'll be a tough winter, lads. Voice is adequate on swing, weak on ballad and no good for lines, of which he had quite a few. Did three numbers, with Miss Chiclet doing one, *A-Ticket A-Ticket*. I thought that one had been well interred. However, she did it quite nicely and could take another tune.

Commercials seemed quite self-conscious. John Bates produces. Franken.

## RADIO SURVEY

(Continued from page 6)

KGLO and KRNT, CBS Des Moines station. In the hour shows, Mason City's tastes are orthodox, with Chase & Sanborn, Bing Crosby, Rudy Vallee and "Good News" the first four ranking shows, fairly well lumped together as far as total mentions are concerned. Fred Allen's "Town Hall Tonight" is a strong fifth, as is Kay Kyser's Lucky Strike show in sixth, but Major Bowes and the Texaco variety show, tied at seventh with 12 votes, do not maintain standings reported in other cities surveyed. It should be noted that only those programs reported heard by five or more listeners are included in the category of "Leading Programs," the full list of which is shown on this page.

Four half-hour programs were reported heard twice weekly. Two of these were chain shows, the other two KGLO shows; namely, "Concert Hall of the Air" and "Junior Music Hall." Philp Morris program leads this twice-a-week group, with Cab Calloway's dance remote the other entry.

Network programs on WHO again take over the dominance in the half-hour programs, with Jack Benny the leader by a comfortable margin. Fibber McGee is second; "One Man's Family," third, and "Battle of the Sexes," fourth. Oddly enough, Camel cigarettes' two programs were only one mention apart, Eddie Cantor with 16 and Benny Goodman with 15, bringing them in 13th and 14th. First local program in the half-hour bracket is WHO's "Farmers' Forum." Another is KGLO's "Emil and his Commanders."

Local shows also fare well in the quarter-hour grouping. As to be expected, "Amos 'n' Andy" are far and away in the lead, and other network favorites also come in for a good deal of listening strength, but there are several WHO and more than half a dozen KGLO shows in this group. They

## Program Note

Information coming to the New York office of *The Billboard* indicates ski programs are clicking well. A number of stations have started various types of the snow shows within the past month or so and audience reaction is good.

Most shows give tips on how to ski and then weather and snow reports.

are shown in the "Leading Programs" box.

As a final word on the KGLO showing, it should be noted that previous surveys have shown that most local stations have greater audience strength during the day, when network competition is not as strong as it is at night.

KGLO's daytime status will be shown in next week's issue of *The Billboard*, which will present an analysis of daytime listening.

## DETAILS ON

(Continued from page 6)

"JUNIOR MUSIC HALL," with kid talent, two years.

"TOWN CRIER," co-operative commercial. Transcribed music. On the air two years.

Details on the leading local shows on WHO follows:

"IOWA BARN DANCE FROLIC" has been on the air since 1931. A live talent show, running two and a quarter hours from October thru April and one and a half hours other months. Program features American folk music and is sold on participation basis in half-hour periods. Sponsors and agencies include Mantel Lamp thru Presba, Fellers & Presba; International Harvester thru Aubrey, Moore & Wallace; Murphy Products thru Wade Advertising Agency; Geppert Studios thru Codigge Advertising; Flex-o-Glass thru Presba, Fellers & Presba; Smith Brothers Mfg. Co. thru R. J. Potts Co. Featured acts are Pete Angel and his Mountaineers; Tillie Boggs and Cliff Carl, comedy team; Lem and Martha, comedy team; Faye and Cleo, vocalists; Jerry Smith, the Yodeling Cowboy; Louisiana Lou, vocalist; with average supporting cast of 60 entertainers.

"CAPTAIN MIDNIGHT" is a dramatic transcribed program for children, on five 15-minute periods per week and produced by Blackett-Sample-Hummert. Show started October 10, 1938, for Skelly Oil thru B-S-H.

"FARMERS FORUM" is an off-the-line transcription from WLS, Chicago, and features Sam Guard, editor of *Breeders' Gazette*, and music. Program on WHO one-half hour each Friday night since September 2, 1938. Client is Hess & Clark; agency, N. W. Ayer & Son.

"SONGFELLOWS," quarter-hour show, formerly with NBC in Chicago. Talent composed of Carlos Fessler, baritone; Richard Neher, bass; Kenneth Black, second tenor; Stuart Steelman, first tenor, and William Austin, accompanist. It has had numerous sponsors during four years with WHO. Longest schedule was five 15-minute broadcasts per week for five months in 1937 for Curtiss Candy, thru E. W. Hellwig. Present sponsor is Keystone Steel and Wire Co., on for two 15-minute periods per week. Started October 26, 1938, thru Mace Advertising Agency.

## AUDITIONS

Present your best efforts on the best recordings made. We will take your program off the air from any station in the country, or you can make your recordings in our studios when you are in New York.

Write today for rate card!  
**A. A. RECORDING COMPANY**  
"The best in off-the-air recordings."  
3543 Broadway, New York City.  
Edgecombe 4-7600.

## RADIO SCRIPTS AND CONTINUITIES

Radio Versions of Standard Plays, also Juvenile Serials with casts from one to six voices.

JOHN LAWRENCE, Worthington, Ind.

# UTOPIA IN BALLROOM FIELD

## Chi Niteries Give Nod to Rumba Orks

CHICAGO, Jan. 28.—Popularity of Latin orchestras and music has reached new heights on night club row in the near North Side. Tested in a couple of rooms and netting successful results, others have followed suit. Sonny Goldstone and Nick Dean were among the first to ballyhoo this type of music a few months ago when they reopened the Colony Club and attracted a good class of trade with Jose Manzanera's outfit. Similar atmosphere prevails in the Monte Cristo Restaurant, where Juan Pineda and his Latin American ensemble furnished the entertainment.

Following suit, Joe Miller, of the 885 Club, changed his band-stand policy and ushered in Eddie Varzos to feature tangos and rumbas. Similar dances get headline spot in the Pump Room of the Ambassador East, dished out by Howard McCreery and his band. Added competition entered the field this week with the reopening of the Miami Club by Nate Belgrade. Music is dispensed by Ramon Arias and his La Conga Ork, and the budget calls for an increase in advertising to sell this new policy.

Among other spots tinged with Latin atmosphere during dance sessions are the Chez Paree, which offers Don Orlando's combination during intermissions of Lou Brees's Band, and the Blackhawk Cafe, which features Don Pedro's outfit Tuesday nights.

## Martone Swell at \$250

CANTON, O., Jan. 28.—On his way to a location at Lantz's Merry-Go-Round, Dayton, O., Johnny Martone proved a profitable attraction for Moonlight Ballroom at near-by Meyers Lake Park last Sunday. In the face of near-zero weather band brought out 1,000 dancers at a 25-cent ducat sale to make a \$250 intake and gave the ballroom one of the best Sunday night grosses of the winter. Band opened the following day in Dayton, set by Lew Platt for three weeks.

## Artie Shaw to West Coast

HOLLYWOOD, Jan. 28.—With Robert Benchley answering the studio call, Artie Shaw heads for the West Coast March 13 to continue his swing stints on the Old Gold airshow. Possibility that the show will be picked up in the towns Shaw takes in on his tour, providing, however, the line charges are not too high. Else, another maestro will fill in for four weeks until Shaw arrives here, Lud Gluskin having the in for the subbing. Deal is also on fire to have Shaw fill in the other days of the week at Palomar Ballroom in Los Angeles, the booking, depending on the purchase price, since Shaw will be nicked by the L. A. musicians' union for stand-by men.

## Thompson to FBMC Roster

CHICAGO, Jan. 28.—Consolidated Radio Artists here released Lang Thompson this week, and band immediately joined the ranks of Frederick Bros.' Music Corp. Outfit, personally managed by Bert Geravis, is currently filling an engagement at Schroeder Hotel, Milwaukee.

PHIL CUSICK was elected president of the Wilkes-Barre, Pa., musicians' local, succeeding Frank Magalski. Vice-president post goes to Myron Rhell; Charles E. Tite, recording secretary; Pompilio Forlano, financial secretary, and Peter J. Kleinkauf, treasurer.

## Doubling in Brass

SEATTLE, Jan. 28.—Now that the State Legislature is in session, Vic Meyers is doing double duty for his bread and butter. He works with his gavel all day, presiding over the State Senate in his capacity of Lieutenant Governor, and swings the stick at night as director of his own band at Trianon Ballroom here. Gavel or stick, it's all the same thing to Meyers, since he's the harmony leader for politicians and pipers alike.

## Pardon, Please

NEW YORK, Jan. 28.—Oscar Levant, one of the prize pupils on the *Information, Please* airshow last Tuesday, called the card on composers borrowing musical ideas in composition from fellow composers. Asked to identify several songs by name, Levant picked out the Rogers and Hart *My Heart Stood Still*, musical comedy song success, as a Tschalkowsky compo. Apologetically, to cover his fellow Tin Pan Alleyites, Levant said that the similarity in songs on part of present-day songwriters may be explained as "an unconscious influence."

## Basie Assured 26C Gate At Canadian Campus Trot

KINGSTON, Ont., Jan. 28.—When Count Basie comes to Queen's University here February 17 for the Science Formal, the sponsoring Engineering Society is virtually assured a gross of over \$2,600 for the dance. Attendance, on the basis of advance reservations, will include at least 375 couples, with ducats going at \$7 for each boy-belle combination. Recent appearances of Earl Hines and Claude Hopkins have made colored bands popular on the campus.

Campus clubs are making much ado over American name bands for their dances. Last Friday Bunny Berigan bagged \$800 as his share for playing at the annual At Home of the Arts Society: The Levana Society, women's undergrad org, had Henry King for its two formals yesterday and the day before.

## Himber Socko at \$1,755

BUFFALO, Jan. 28.—Richard Himber, making his first appearance in this city, grossed a swells \$1,755 for his one-night stand at Hotel Fillmore-Ballroom last Saturday. Dance was promoted by Bennie Kerner. At 85 cents in advance, almost half the crowd buying ducats the cheaper way, and \$1.10 at the door, Himber attracted 1,800 dancers. One-night stand was highly exploited and band went over neatly, both musically and financially.

## Neat \$750 for Osborne

BRIDGEPORT, Conn., Jan. 28.—Will Osborne, playing at Ritz Ballroom last Sunday, did a mighty nice business, drawing 1,000 dancers. Ducats were upped for the date, box office scaled at 75 cents for both sexes bringing in \$750. Not bad at all.

NEW ORLEANS Local 174 of the American Federation of Musicians has elected the following officers for 1939: G. Pipitone, president and business representative; Dave Winsteln, vice-president; Robert Aguilera, recording secretary; R. L. Chabao, financial secretary, and W. B. Miller, sergeant at arms.

## Clarification Sought on 5-Day Scale on Out-of-Town Tourings

NEW YORK, Jan. 28.—Test case involving scale paid by Paul Whiteman to his musicians while playing out-of-town bookings is expected to result in a general clarification of traveling band situation. Local 802, American Federation of Musicians, brought the case to the attention of the executive board of the American Federation of Musicians—Jack Rosenberg and Max Arons, president and chairman of the 802 trial board, respectively—making the trip to Florida last week for the express purpose. AFM execs had made no decision at time of going to press.

Whiteman jam hinges on the AFM ruling stating that when a New York band plays a series of engagements out of town for less than five days, the leader must pay pro rata on New York scale in the event New York scale is higher than the out-of-town local price. Whiteman, according to union execs, has

## Iowa Ops Call for Ballroom Associations in Each State

Annual convention a fond dream—would provide for protection against unscrupulous bands and bookers—operation advantages in group action

DES MOINES, Jan. 28.—Their first annual convention this past week now past and glorious history, many members of the Iowa Ballroom Operators' Association, comprising ballroom proprietors and managers and dance promoters, are entertaining fond hopes that the industry throughout the United States will show equal initiative in organizing similar State associations. It is only in a nation-wide network of State organizations, they believe, that the ballroom field will find its basic foundation as an important industry. A united organization, they claim, will be able to eliminate chronic evils and ailments that have beset the field since the days when a horse and buggy first brought a band out of Chicago into the hinterlands for a dance promotion. Their fondest hope is that the new year will bring together other State associations when convention time rolls around again.

## Music in Person Is Returning to Favor

NORFOLK, Va., Jan. 28.—The increasing desire of American audiences to hear their music "in person" provided a pleasant topic for the annual banquet of the local musicians' union at the Fairfax Hotel last Sunday. That music in the flesh is returning to popular favor augurs increased employment opportunities for the tooters. The interest in music aroused by the radio forms the basis for the desire of the public to hear personal performances, said C. Wiley Grandy, prez of the Norfolk Orchestral Association.

Because of the high standards set by the radio, bringing the best orchestras and musicians into every home, members were warned that they must work diligently to make their performances better. The outlook for more jobs is better than at any time since the advent of "canned" music, opined Ralph Ricardo, attorney for the union.

## Johnson-Foster Bookings

DALLAS, Jan. 28.—With unfavorable conditions facing Southwestern ballrooms and niteries, Johnson-Foster Agency reports booking commitments for big name bands are slowing down. Call is for territorial names, especially those that can also put on floor diversifications. Office has Johnny Randolph at Southern Supper Club, Houston; Wilson Humber at Casino Park Ballroom, Ft. Worth, Tex.; Chan Chandler, Aragon Ballroom, Houston; Layton Bailey at The Grove, Baton Rouge, La.; Billy Yates, Chez Ami, Buffalo; Marshall Van Pool at the 400 Club, and The Debonaires at the Glass Hat, both in Shreveport, La., and touring in Texas and Oklahoma, Bert Masingale and Jerry Johnson. Agency has also been submitting Emery Deutsch for one-nighters in this territory, a William Morris Agency band.

With a web of State associations seen as the only solution to their booking and operation problems, an exchange of ideas is the least of advantages offered. The Iowa ops point out that a national body could and would provide for legislative protection, group insurance rates, negotiate with ASCAP, offer legal and tax advice and, thru a clearing house, regulate band routings and asking prices, at the same time warding off unscrupulous bands and bookers.

Altho inclement weather held down attendance to 40, conclave here at Ft. Des Moines Hotel was a huge success. Vic Schroeder, widely known Midwest band booker from Milwaukee, discussed "How To Get Most Out of Territory Bands." Russell Facchine, who heads the one-night department for Music Corp. of America in Chicago and is rated as one of the leading authorities in the field, analyzed the band booker's problems and his relationship with band managers. His spiel explained why operators cannot buy name bands excepting at certain times. Pointed out that a good location job takes first preference in bookings in order to promote commercial radio contracts; then theaters, with one-nighters in ballrooms to follow. The IBOA attorney, speaking on "Social Security and Excise Taxes," revealed that a ruling as applied to ballroom operators is expected within 30 days. The Iowa rep for ASCAP explained the functions and operations of that performance rights society. Final speaker, Omar Kenyon, of Toronto, well-known Midwest operator, discussed the importance of show business practices in the ballroom business.

Howard Turnley officiated as presiding officer. Tom Archer, IBOA prexy, was voted to continue in that post. It was also decided to publish a monthly house organ for the membership and out-of-State operators as well. Lynn Gell will be in charge of the publication.

## R-O'K Lawyer Emphatically Denies CRA Merger Talks

NEW YORK, Jan. 28.—Bernard L. Miller, attorney for Rockwell-O'Keefe, denied most emphatically that there is any foundation to the story given to a reporter of *The Billboard* by Harry Berman, attorney for Consolidated Radio Artists, that he was discussing or considering a merger of his client with Consolidated. Berman's statement that the merger was "on again" was published on this page last week.

"Mr. Berman had called me by telephone one day and discussed most informally with me the possibility of reviving our negotiations of a year ago on the merger of both offices," said Miller. "It wasn't even in the embryonic stage, and I hadn't even spoken to my client about it." Miller further added that Berman would enter into a joint denial with him on the published story and its ramifications as given by Berman to *The Billboard* reporter. Berman had been closeted with Charlie Green, Consolidated prexy, and could not be reached at press time.

# Orchestra Notes

By M. H. ORODENKER

### Observations

AT THIS rate, it looks like one Carnegie Hall in New York City isn't going to be enough for all the swingeoos clamoring for admittance on the concert stage . . . now it's DUKE ELLINGTON who has leased the lair of long hairs for an April 12 performance which will be highlighted by Otto Cessana's *Swing Symphony*, excerpts from Duke's own Negro opera, and for the occasion, Ellington is writing a special alto sax concerto for Johnny Hodges, his star pupil . . . deal is also on fire for the Arthur Judson concert bureau to tour Ellington next season in classic halls . . . since so many of his former side-kicks in the Benny Goodman Band have blossomed out for singular careers in orkdom, BUD FREEMAN, top tenor sax tootler, has been bitten by the batonitis bug and is hounding the booking offices for someone to build a band around him . . . after occupying the same band stand at Hotel New Yorker and the same radio studio for the Kool commercial, the DORSEY BROTHERS are squaring off into separate corners that'll put their box-office value to the real test . . . Jimmy has been set to open March 31 at the Strand Theater, New York, and now comes word that Tommy opens that week, on a Wednesday, further down the street at the Paramount Theater . . . a bit of news that ENOCH LIGHT has been signed for Vocalion records calls to mind that it won't be surprising to this corner to find that many, many best sellers on other labels will be moving over to the Brunswick - Vocalion labels mighty, mighty soon . . . switch for COUNT BASIE, among the first, is about set . . . W. Winchell made much ado over the fact that KAY KYSER is grabbing off \$12,000 a week for his showing at the Strand Theater, New York . . . it is not known whether the CBS Swing Show is preparing a reprisal against WW for calling Kyser a swing band, but if it is top salaries that make horn-blowings, the very same Kay did much better for himself earlier this season . . . for his week at the Stanley Theater, Pittsburgh, the mighty Kyser walked out with \$13,700 and regardless of all the puns pointed at vaudeville, it is an interesting commentary to note that the calls for Kyser total 40 consecutive weeks of theaters, although previous bookings do not permit him to accept even 10 weeks.

### Down South

Rice Hotel, Houston, gets RUSS MORGAN for the summer instead of the spring season . . . slated to start May 25 for an indef stay . . . RAY ALEXANDER and his Dixieland Band locate at Pony Club, Ft. Lauderdale, Fla., for the remainder of the season and then back to Minneapolis, the hub for their one-nighting . . . always harboring a warm spot for Fort Worth, PAUL WHITEMAN returns to that Texas town for the Southwest Exposition and Pat-Stock Show, March 10 to 19 . . . DAVE RUBINOFF has his fiddle under the chin again, concertizing on the 12th at Arlington Armory, Mobile, Ala., along with the Jacques Fray-Mario Braggiotti piano twosome . . . Shrine Club in Birmingham resumes the Saturday dance series at Highland Park Country Club with PAUL SMITH, who turned his Pickwick Club cove over to OLIVER NAYLOR, who moved over from the town's Club Rex danceery, where COLEMAN SACHS moves in . . . BENNY STRONG draws a hold-over thru the winter at Bluegrass Room of Brown Hotel, Louisville. . . EDDIE CAMDEN plays the Driving Club, Atlanta, the 11th, en route to the Southern Mansions, Kansas City, Mo., where he opens the 16th for a month . . . KING'S JESTERS open this week at Claridge Hotel, Memphis . . . EMERY DEUTSCH opens this week at Adolphus Hotel, Dallas, marking the first for a William Morris band to play the hotel's Century Room . . . Deutsch replaces FRANK DAILEY, who goes to Cincinnati to start a four-weeker on the 7th at Netherland Plaza Hotel . . . following their Adolphus stand, Deutsch goes to Nicollet Hotel, Minneapolis, opening March 10.

### Culled From the Coast

AL KECK returns to Matteoni's Restaurant, Stockton, Calif. . . . final

of Metro's *Broadway Serenade* flicker was rewritten to provide a spot for LOUIS PRIMA, his trumpet and his swing gang . . . DIXIE FRANCES is back home in Los Angeles, having parted company with the Biltmore Boys, for whom she warbled the ditties at Carlton Hotel, Washington . . . RAY NOBLE and JOHN SCOTT TROTTER, *Kraft Music Hall* maestro, set to play for the opening events of the San Francisco Fair, which bows on the 18th . . . CARLOS MOLINA comes to San Francisco on the 16th to replace Joe Sudy at Sir Francis Drake Hotel . . . band remains on the Coast till June, when Molina returns to Chicago to summer at Frank Hutchins' Villa Moderne.

### Western Bandstands

Chase Hotel, St. Louis, gets BLUE BARRON for 10 days, starting March 10 . . . EMERSON GILL opens an indef stay this week at Van Cleve Hotel, Dayton, O. . . TOMMY CHATFIELD, a new R-O-K property, starts this week at Century Club, Tulsa, Okla. . . BERT D'ORSAY takes in a fortnight, starting the 5th, at Westwood Club, Little Rock, Ark., Blue Steele bowing out . . . it's an indef engagement for CHARLES COSTELLO at Detroit's Commodore Club . . . BUDDY FISHER draws an early summer booking, opening June 2 at Buckeye Lake (O.) Park dansant . . . JACK FULTON and the Southern Gentlemen in for a monther at Nicollet Hotel, Minneapolis . . . RUDY KEEBLER fortnights it at St. Nicholas Hotel, Decatur, Ill. . . 16th brings CHAUNCEY CROMWELL for a six-week stretch at Paxton Hotel, Omaha . . . originally set for a fortnight, HAL MUNRO finishes a third month and still hangs on at Milwaukee Athletic Club . . . JERRY FODOR starts his second half year at Front St. Gardens, Toledo . . . LANI MCINTIRE opens the 3d at Muehlebach Hotel, Kansas City, Mo. . . JOE VETO starts an indef stay this week at Congress Hotel, Chicago . . . Music Box Ballroom, Omaha, has RUDY BUNDY for the February 3 week, and brings in CARL (DEACON) MOORE on the 28th for a fortnight . . . BUNDY also takes in three days at Turnpike Casino, Lincoln, Neb., on the 24th, with Moore for a similar stretch on March 17 . . . DEAN HUDSON one-nights it to Chicago from a Florida vacash via the college campuses . . . plays the Aragon and Trianon ballrooms, respectively, on the 18th and 19th.

### New York News

IT'S JAN GARBER, rather than Kay Kyser, who gets the Hotel New Yorker call to usher in the summer . . . Jan opens late in April, at which time he starts a cigar commercial airshow . . . looks like LOUIS ARMSTRONG goes into the Cotton Club in March . . . EDDIE PROVOST takes over the stand at Murray's in Tuckahoe, Mitchell Ayres bowing out . . . BUSTER HARDING is the new swing-out at the Onyx Club . . . VAN ALEXANDER preems his band at Chez Firehouse, where the MILT HERTH TRIO are just as important an item . . . HAL KEMP starts a two-weeker at the Paramount Theater, thereafter locating at Waldorf-Astoria Hotel . . . WILL OSBORNE takes in two weeks at the Strand Theater, starting March 3 . . . JEAN DARLING, former *Our Gang* comedy fave, is Paul Martell's new chattress at the Arcadia Ballroom.

### Notes Off the Cuff

MIKE NIDORF, R-O-K exec, goes Florida vacationing this week, as does LOU MARTIN, maestro at Leon & Eddie's, New York . . . LARRY CLINTON and the MILT HERTH TRIO have Warner movie short assignments, while ARTIE SHAW is doing a briefie for Paramount . . . after two years at Manoa Inn, Philadelphia, JACK ADCOCK moves over to Bill Black's Club Parakeet . . . RUBY NEWMAN sails Saturday (4) with his band for a 24-day cruise on the Normandie to Rio de Janeiro, going into Rainbow Room, New York, on their return . . . GEORGE COLSON, former nitery scribe for *The Billboard*, handling the publicity for Jimmy Dorsey, with MAURICE ZOLOTOV, another ex-staffer, taking on Count Basie for the publicizing . . . and so we send our cuffs to the cleaners.

## Sheet-Music Leaders

(For Week Ending January 28)

Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Last Wk.	This Wk.
1	1.	Umbrella Man
2	2.	Deep in a Dream
3	3.	Jeepers Creepers
4	4.	You Must Have Been a Beautiful Baby
7	5.	F. D. R. Jones
8	6.	This Can't Be Love
9	7.	They Say
6	8.	Two Sleepy People
10	9.	I Must See Annie Tonight
3	10.	My Reverie
13	11.	Thanks for Everything
11	12.	All Ashore
15	13.	Hurry Home
—	14.	You're a Sweet Little Headache
—	15.	I Have Eyes

## Spencer Opens Pub House

NEW YORK, Jan. 28.—Norman Spencer, one-time musical director with Warner flicker factory, opened his own music publishing firm here under name of Norman Spencer & Son. House's first black and white is *The Things That You Promised To Do*, collaborating of George A. Gibbs Jr. for the music and Johnny Santos with Spencer for the wordage.

## Letter Wrinkle for Plugs

NEW YORK, Jan. 28.—In line with music pubs' growing interest in direct mail exploitation of new songs is David Gornton's idea for pushing *Kiss the Girl Friend*, written by Arthur Jones and Gornton and published by the latter. Pub is sending a letter around on which is pasted a small copy of the lead line and lyric of the number. Miniature professional copy bears authors' and publisher's credits and copyright data as well.

## Headlines Inspire Songs

PHILADELPHIA, Jan. 28. — Dr. Billy Richter, local dentist, and Billy Hays, ork leader, penned a tune called *Refugee*. Ten per cent of their royalties will go for German exiles. Cashing in on other headlines, Bobby Lyons, pianist at Eddie Harris' Tavern here, clefted *Glamour Girl No. 1*.

## WALLY STOEFLER and his Orchestra

On Tour  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## RAY HERBECK and his

MUSIC WITH ROMANCE  
THE BILTMORE, Dayton, Ohio  
BRUNSWICK-VOCALION Records,  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## "SONGS FOR ALL" by EDDIE PAUL

AND HIS ORCHESTRA  
Held Over Indefinitely  
Broadcasting  
WGAR  
COLUMBIA BALLROOM, Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## The Champagne Music of LAWRENCE WELK

Currently CHASE HOTEL, St. Louis, Mo. KWK and MUTUAL.  
BRUNSWICK-VOCALION RECORDS  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## MUSIC by GOLLY

and his  
GEGIL GOLLY ORCHESTRA  
CLUB GREYHOUND, Jeffersonville, Ind.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

"Music Played Smart"—Styled by

## Little JOE HART and his ORCHESTRA

On Tour  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## HERBIE HOLMES and his ORCHESTRA

Currently Featured  
EDGEWATER BEACH HOTEL,  
Chicago, Ill.  
WBBM and CBS.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## HOWARD BECKER and his Orchestra

currently featured  
LANTZ MERRY-GO-ROUND, Dayton, O.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## RALPH WEBSTER Musical Patterns Designed for Dancing

FLORENCE DAVIS Electronic Piano  
TANTILLA GARDENS, Richmond, Va.  
RUSSELL BODINE  
Currently  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## JACK TRACY and his

"BOULEVARDIERS"  
Now Touring the South,  
CEDAR LANE CLUB, OPELOUSAS, LA.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## JIMMY BARNETT and his ORCHESTRA

"New Moods in Music" featuring ESTHER TODD  
On Tour  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

# DEBUNKING RADIO REMOTES

## Chi Inns Still Nix C-Note Wire Charge

CHICAGO, Jan. 28.—Local Loop hotels passed their first anniversary without radio remotes very quietly and also without changing their status, thus spiking the hopes of song pluggers, ork leaders and radio stations that at the year-end period wires would go back.

Hostelry managers are still sticking by their ultimatum that a C note a week is too much coin for air time, and stations are just as adamant about reducing the figure, claiming that this charge no more than covers their expenses on installation and maintenance.

Only hotel on the air (WBEM) now is Edgewater Beach on Chi's swank North Shore drive, returning several weeks ago, but without a murmur from the others, who evidently do not feel \$100 worth of envy. Opinions vary on what the outcome will finally be, some feeling the sitush will crack open before spring on account of the pressure being brought by bands and bookers. However, with few exceptions thru 1938 the inns were able to get all the names they wanted in the ork field and evidently still figure that advertising gained thru use of a radio outlet is not worth what is asked.

This attitude is a puzzle to radio men tho, because they are deluged with calls from small joints that are more than willing to pay the bill but whose orks are too small or too bad. Example is the Town Club in Cicero, which got a WBEM wire last week with only a small Negro combo to offer. Smaller ballrooms, too,

## Swinging in the Cradles

PITTSBURGH, Jan. 28.—Swing has swayed into the public school curriculum. Beginning next fall, Mt. Lebanon High School will teach jazz in the instrumental music department, also organize a dance band aimed to please jitterbug tempos.

Course in sending jive will be taught by A. S. Miescer, first prexy of the Pennsylvania School Music Association. Radical innovation to curriculum is reported based on students' desires for music training that will help them earn a living in college and after, on school board's intention to train a number of young amateur bands now organized in the community, and "because it's time we did something that had life and pep in it around here." Town is white-collar suburb, home of high income earners.

are shelling down, i. e., the Merry Garden and Melody Mill. Others on the air locally include Colosimo's, Yar Restaurant, Chez Paree, Old Heidelberg, the Blackhawk and Grand Terrace.

## Music Items

### Songs and Such:

Ken Hecht and Sid Bass have a new one called *You're Something New Under the Sun*, which Charlie Barnet, current maestro at the Famous Door, New York, is going to introduce. Barnet himself turned songwriter with *Knocking at the Famous Door*, dedicated to that famed 52d street swing emporium.

You Asked For It—*You Got It*, latest creation of Abel Baer and Charlie Teitel, is set for a plug from E. B. Marks Music. Firm is also issuing a special *Hellzapoppin* edition of *The Cockeyed Mayor of Kaunakakai* as featured in the musical

## Air-Lanes Built Only Handful Of Big-Money Names Last Yr.

Band booking agencies alarmed—select names from rolls for special builder-uppers—recordings seen as important as wires—box-office value counts

(Continued from page 3)  
box office. As a classic example, there is the meteoric rise of Barron from a \$600-\$800 a week attraction to a \$4,500 draw in theaters in less than 12 months; or the case of Basie from a catch-as-catch-can attraction for colored dance promotions at \$200 (more or less) a stand to a position where his market price, during the same year, boomed to \$750 and more a night for private parties and colleges.

While radio remotes played a prominent part in the nourishment of these names, especially in the case of Barron and Basie, the almighty network wire isn't as mighty any more. As one up-

and-comer put it, "From 10 to 1 o'clock each night people have a choice of 20 or 30 orchestras on the radio. That's competition. You've got to work hard to cut yourself a chunk of listening audience." But the band bookers can't understand why the band boys yelp their heads off for a wire, and when they do it proceed to do nothing about it—giving out stock standard stuff on their half-hour periods when the listener can so easily twist the dial. And then blame the booker when their standing in the band mart fails to rise.

The realization is being brought home that phonograph records give just as much impetus in developing a name, especially when a single recording can do the trick. Larry Clinton, they opine, can definitely mark his ascending to *The Dipsy Doodle*, and with all due credit to all other factors, the fact remains that Artie Shaw's recorded version of *Begin the Beguine* is the most requested number when his band takes to the stand. And even looking back a few years, it is impossible to overlook the Marie episode in the career of Tommy Dorsey. It is also significant that two of this crop stepped out of other bands onto the top of the ladder—Krupa out of Benny Goodman and Ennis out of Hal Kemp.

Looking forward and hoping for what the new year may bring, the band booking agencies are no longer content to let nature takes its own course. Names are valuable properties, and valuable properties mean higher asking prices, and higher asking prices mean bigger and more frequent commissions—to which principle the booking office dedicates itself.

Not to be construed as meaning that all the other bands on their rolls will be relegated to secondary consideration nor that opportunities will be limited to a chosen few, the leading band booking agencies have singled out the more promising names from their lists in the hopes of adding them to the big-money class this year. Even if only one or two make the grade, it will be worth the extra-added that will go into all of them. At Consolidated Radio Artists shining stars are being polished for seven hopefuls. Among swingers, the nod goes to Les Brown, Jan Savitt and Charles Barnet. On the sweeter side, the potential faves are Al Kavelin, Gray Gordon, Joe Sudy and Paul Martin. It is understood that the George Lottman office here will be retained to handle the special publicity in connection with the building-up process.

Frederick Bros. Music Corp. enters the field with three sleepers that show promise of grabbing off a prize bag—Lawrence Welk, Ray Herbeck and Herbie Holmes, all devoted to the cheek-to-cheek inspired syncos. At Rockwell-O'Keefe, with the Hanson-Williams agency here playing no little part in the publicizing, a watchful eye will be kept out for Glenn Miller, Jimmy Dorsey, Red Nichols, Little Jack Little, Will Osborne and Joe Venuti.

Even at Music Corp. of America, which undoubtedly harbors the greatest collection of names on its rolls, the machinery for building new box-office names this year will get into motion as soon as Willard Alexander, who is huddled with the other execs, completes the selection of the more promising prospects.

by Ray Kinney and the Aloha Maids.

Larry Clinton's newest adventure in swinging the classics is a streamlined version of *Poor Little Buttercup*, to be followed by another Gilbert and Sullivan favorite, *I've Got Them on My List*.

### Music Men and Matters:

Martin Block, creator of the *Make Believe Ballroom* on WNEW, New York, is the newest recruit to tunesmithing ranks. This week he signed a long-term contract with Irving Berlin, Inc.

Jimmy McHugh is in New York after several years of slaving in the Hollywood picture mills. He's set to do the music for a new Shubert show, still untitled.

## Songs With Most Radio Plugs

# "Eyes" Best in Air Derby; "Jeepers" Still Up There

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, January 26. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
8	1. I Have Eyes (F)	Famous	34 24
3	2. Jeepers Creepers (F)	Witmark	28 24
4	3. Thanks for Everything (F)	Robbins	26 24
2	3. You Must Have Been a Beautiful Baby (F)	Remick	26 13
1	4. This Can't Be Love (M)	Chappell	25 27
7	5. Deep in a Dream	Harms	23 25
7	6. Hurry Home	Spier	21 16
13	7. F. D. R. Jones (M)	Chappell	20 29
6	7. Get Out of Town (M)	Chappell	20 18
5	7. Two Sleepy People (F)	Famous	20 13
9	8. I Go for That (F)	Famous	19 8
11	9. Could Be	Santly	18 17
7	9. Between a Kiss and a Sigh	Santly	18 15
10	10. Umbrella Man	Harms	17 18
13	10. Room With a View	Bregman	17 16
16	10. It's a Lonely Trail	Berlin	17 10
12	11. They Say	Witmark	16 24
9	12. I Must See Annie Tonight	Bregman	15 11
12	13. My Reverie	Robbins	14 12
21	13. Singin' in the Saddle	Powell	14 3
13	13. I Long To Belong to You	Red Star	14 2
14	14. Swingin' the Nursery Rhymes (F)	Miller	13 0
20	15. From Now On (M)	Chappell	11 12
—	15. Let's Stop the Clock	Remick	11 9
—	15. I Promise You	ABC	11 5
20	15. Penny Serenade	Shapiro	11 4
—	16. You Look Good to Me	Bregman	10 6

## ECHO MUSIC A New Style in Dance Music

Conceived and Played by PAUL MARTELL

in all his dance arrangements over Station WOR

Just released, "ECHO TANGO," composed by Paul Martell and now being used as his theme song.

Published by E. B. Marks

## Kyser Folio Released

NEW YORK, Jan. 28.—Miller Music is releasing a folio *Kay Kyser's Musical Class*, containing 15 hits of yesteryear, Kyser's biography, pictures of his band, anecdotes about famous songs and questions in the *Kollege of Musical Knowledge* vein. Book was compiled and edited by Irving Lehrer, Kyser's press agent.



The Jovial Host of Captivating Rhythms,  
**JACK GILLETTE**  
and His Famous NBC ORCHESTRA  
Featuring GRACIE WHITE Lady of Swing  
ON TOUR.  
Mgt. CONSOLIDATED RADIO ARTISTS.



**JACK WARDLAW** AND HIS **Castleberry's ORCHESTRA**  
"Rolling Rhythm" PERSONAL APPEARANCE TOUR  
YOUR DIRECTION—SOUTHEASTERN ORCHESTRA SERVICE—COLUMBIA S.C.

The  
**BILTMORE BOYS** and their ORCHESTRA  
Now Playing  
CARLTON HOTEL, Washington.  
Mgt. CONSOLIDATED RADIO ARTISTS, INC.

For a very pleasant engagement at the  
**SAINT PAUL HOTEL**  
St. Paul, Minn.  
Many thanks to  
**MR. BYRON CALHOUN**  
Manager  
and thanks to  
**URIEL DAVIS**  
(Meyer Davis Music)  
in making this engagement possible.

Frankie and  
Johnnie  
and Their Orchestra

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

# Orchestra Routes

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

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

**A**  
Ackley, Carleton: (Rancho San Pablo) El Cerro, Calif., nc.  
Alexander, Russ: (Pony Club) Ft. Lauderdale, Fla., nc.  
Alexanderson, Van: (Chez Firehouse) NYC, nc.  
Almona, Harold: (City Dump) NYC, nc.  
Ambassadors, Four: (Congress) Chi, h.  
Americans, Four: (Hill) Omaha, h.  
Angelo: (Bertolotti) NYC, nc.  
Apollon, Al: (Onondaga) Syracuse, h.  
Axtell, Billy: (Gold Front) Cheboygan, Mich., re.  
**B**  
Baffa, Emil: (Florentine Gardens) Hollywood, nc.  
Baker, Ken: (Roseland) NYC, b.  
Barnet, Charlie: (Famous Door) NYC, nc.  
Barrie, Dick: (Brown Palace) Denver, h.  
Barrett, Hughie: (Sagamore) Rochester, N. Y., h.  
Barry, Blue: (Loew's Broad) Columbus, O., t.  
Barrows, Charlie: (Stockholm) Somerville, N. J., re.  
Bartal, Jeno: (Piccadilly) NYC, h.  
Barnes, Charles: (St. Regis) NYC, h.  
Becker, Bubbies: (Westwood Supper Club) Richmond, Va., nc.  
Benson, Ray: (Surfside Club) Miami Beach, Fla., nc.  
Berger, Carl: (Mecca) Guyandotte, W. Va., 3-C Feb. 1.  
Berk, Joe: (Riviera) Pittsburgh, nc.  
Bernie, Ben: (Pennsylvania) NYC, h.  
Bonick, Lewis: (Dempsey-Vanderbilt) Miami, h.  
Bono, Americo: (Chez Ami) Buffalo, nc.  
Brandwynne, Nat: (Essex House) NYC, h.  
Bragali, Vincent: (Ambassador) NYC, h.  
Brandt, Eddy: (Stevens) Chi, h.  
Bridlow, Irving: (Jack Stamp's) Phila., nc.  
Brigode, Ace: (Aragon) Cleveland, h.  
Brooks, Fats: (Maple Grove) Huntsville, Ala., nc.  
Brooks, Billy: (Queen's Terrace) Woodside, L. I., nc.  
Brown, Rudy: (Log Cabin) Atlanta, nc.  
Brown, Red: (Pordson) Dearborn, Mich., h.  
Byron, Jack: (Taft) New Haven, Conn., h.  
Bush, Eddie: (7 Seas) Hollywood, nc.  
**C**  
Calloway, Cab: (Cotton Club) NYC, nc.  
Camden, Eddie: (Henry Grady) Atlanta, h.  
Campbell, Jan: (Riverside Club) Uca, N. Y., nc.  
Candullo, Harry: (Atlanta Biltmore) Atlanta, h.  
Candullo, Joe: (Versailles) Hollywood, Fla., nc.  
Canova, Vic: (El Dumpe) Chi, nc.  
Carr, Frankie: (Seven Gables) Milford, Conn., re.  
Carlson, Bill: (Trianon) Chi, b.  
Causar, Bob: (Syracuse) Syracuse, h.  
Chatfield, Tommy: (Century Club) Tulsa, Okla., nc.  
Clinton, Larry: (Meadowbrook) Cedar Brook, N. J., cc.  
Coe, Jay: (Governor Clinton) NYC, h.  
Collins, Bernice: (Ansley) Atlanta, h.  
Contras, Manuel: (Henry) Pittsburgh, h.  
Coquette Band: (Paramount) Springfield, Mass., t.  
Cornwall, Joe: (Newhouse) Salt Lake City, h.  
Costello, Charles: (Commodore Club) Detroit, nc.  
Costello, Diosa: (Road to Mandalay) NYC, nc.  
Courtney, Del: (Rainbow Room, New Kenmore) Albany, N. Y., h.  
Crosby, Mel: (Richmond) Lexington, Ky., h.  
Cromwell, Chauncey: (Club Delevan) Buffalo, nc.  
Crosby, Bob: (Paramount) NYC, t.  
Crosby, June: (Community Coffee Shop) Binghamton, N. Y., c.  
Cummins, Bernice: (William Penn) Pittsburgh, h.  
Cutler, Ben: (Rainbow Room) NYC, nc.  
**D**  
Daley, Jack: (Corktown Tavern) Detroit, nc.  
Davies, Al: (Clarendon) Dayton Beach, Fla., h.  
Davis, Eddie: (Larus) NYC, re.  
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.  
Davis, Paul: (Bide-a-Wee Club) Muncie, Ind., nc.  
Davis, Milton: (Hamilton) Washington, D. C., h.  
De Angelis, Harry: (Copley-Square) Boston, h.  
Deas, Eddie: (Congo) Boston, nc.  
Del Mar: (St. Nicholas) Decatur, Ill., h.  
Dell, Lou: (Woodside Gardens) Woodside, L. I., nc.  
Delman, Cy: (Miami Biltmore) Miami, h.  
Demetri, Danny: (Gray Wolf Tavern) Youngstown, O., nc.  
Denny, Jack: (Casa Manana) NYC, nc.  
Deutsch, Emery: (Adolphus) Dallas, h.  
DeVodi, Don: (Surfside Club) Miami Beach, Fla., nc.  
DiFardo, Tony: (Gibson) Cincinnati, h.  
Donahue, Ar: (Palm Island Casino) Palm Beach, Fla., nc.  
Donath, Jeno: (Walton) Phila., h.  
D'Orsay, Bert: (Westwood Club) Little Rock, nc.  
Ark., nc.  
Dorsey, Jimmy: (New Yorker) NYC, h.  
Dorsey, Tommy: (Earle) Phila., t.  
Duerr, Dolph: (Green Derby) Cleveland, nc.  
Dukes & Their Duchesses: (Webster Hall) Detroit, h.  
Dunes Boys: (Hollywood Beach) Hollywood, Fla., h.  
Duranda: (La Conga) Hollywood, nc.  
**E**  
Edwin, Earle: (Princess Pat) Milwaukee, nc.  
Eldridge, Roy: (Arcadia) NYC, b.  
Ellis, Joe: (Queen Mary) NYC, re.  
Engle, Freddy: (University Club) Albany, N. Y., nc.  
Engles, Charles: (Harry's New York Cabaret) Chi, nc.  
Ennis, Skinnay: (Victor Hugo) Los Angeles, nc.  
Ernie, Val: (Versailles) NYC, nc.  
Estes, Robert: (Ensley Chateau) Birmingham, nc.  
**F**  
Fada, Frank: (Village Brewery) NYC, nc.  
Farber, Brunt: (Florentine Room, Gibson) Cincinnati, h.  
Ferdi, Don: (Stratford) Bridgeport, Conn., h.

Fleider, Johnny: (Plaza) San Antonio, h.  
Feilding, Allen: (Floridian) Miami Beach, Fla., h.  
Flo-Rito, Ted: (Troadero) Hollywood, nc.  
Flsher, Jack: (Vienna Room) Boston, re.  
Fodor, Jerry: (Front St. Gardens) Toledo, nc.  
Fomenc, Basil: (St. Moritz) NYC, h.  
Fornan, Lou: (President) NYC, h.  
Frankie & Johnnie: (St. Paul) St. Paul, h.  
Franks, Wee Willie: (Ye Old Tap Room) NYC, nc.  
Frederics, Jan: (Boulevard Tavern) Elmhurst, L. I., re.  
Fulton, Jack: (Nicollet) Minneapolis, h.  
Punk, Larry: (Village Barn) NYC, nc.  
Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.  
Furst, Joe: (The Brook) Summit, N. J., re.  
**G**  
Gagen, Frank: (DeWitt Clinton) Albany, N. Y., h.  
Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.  
Gart, John: (Shelton) NYC, h.  
Gasparre, Dick: (Ambassador) NYC, h.  
Gates, Mannie: (Royal Palm Club) Miami, nc.  
Gendron, Henri: (Colosimo's) Chi, nc.  
Gilbert, Paul: (Arabian Supper Club) Columbus, O., nc.  
Gill, Emerson: (Van Cleve) Dayton, O., h.  
Golden, Ned: (De Witt Clinton) Albany, h.  
Gonzalez, Ralph: (St. Moritz) NYC, h.  
Gonyea, Leonard: (New Pine Lodge) Eau Claire, Wis., nc.  
Gordon, Gray: (Waldorf-Astoria) NYC, h.  
Green, Johnny: (Ball-Ball) Chi, nc.  
Grenet, Eliseo: (El Chico) NYC, nc.  
Grier, Jimmy: (Topsy's) Los Angeles, nc.  
Griffin, Benny: (Savarin) Buffalo, nc.  
Griffin, Jack: (Little Rathskeller) Phila., nc.  
**H**  
Hall, Sleepy: (Show Bar & Bermuda Room) Forest Hills, L. I., nc.  
Hamilton, George: (Statler) Cleveland, h.  
Hamp, Johnny: (Adelphi) Phila., h.  
Harding, Buster: (Savarin) Buffalo, c.  
Harding, Buster: (Onyx Club) NYC, nc.  
Harris, Bob: (Flamingo) Boston, nc.  
Harris, Phil: (Wiltshire Bowl) Los Angeles, re.  
Hauser, Will: (O. V. Tavern) Cincinnati, nc.  
Hawking, Ernie: (Savoy) NYC, b.  
Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.  
Heldt, Horace: (Biltmore) NYC, h.  
Heller, Jackie: (Benny the Bum's) Phila., nc.  
**I**  
Hendricks, Dick: (Pla-Mor) Cedar Rapids, Ia., b.  
Henderson, Fletcher: (Grand Terrace) Chi, nc.  
Herman, Pete: (Casa Manana) Boston, nc.  
Hernandez, Frank: (Royal Palm Club) Miami, Fla., h.  
Hertz, Mill: (Chez Firehouse) NYC, nc.  
Hoagland, Everett: (El Patio) San Francisco, b.  
Hobbs, Elton: (Main Central) Asbury Park, N. J., h.  
Hodaski, Frank: (Orpheum) Springfield, Ill., b.  
Hoffman, Earl: (Ivanhoe Gardens) Chi, nc.  
Holst, Ernie: (El Morocco) NYC, nc.  
Homes, Herbie: (Edgewater Beach) Chi, nc.  
Holl, Ed: (Buena Vista) Blioxi, Miss., h.  
Horn, Er: (Wonder Bar) Cincinnati, nc.  
Hutton, Ina Ray: (State) NYC, t.  
**J**  
Irish, Mae: (Chanticleer) Milburn, N. J., nc.  
**J**  
Jahns, Al: (Biltmore) Providence, h.  
James, Sonny: (Raymore) Boston, b.  
Johnson, Johnny: (El Rio) NYC, nc.  
Johnson, Pete: (Lone Star) Kansas City, Mo., nc.  
Jurgens, Dick: (Aragon) Chi, b.  
**K**  
Kane, Allen: (Gibson) Cincinnati, h.  
Kardos, Gene: (Hungaria) NYC, nc.  
Karsen, Maria: (Onesta) Canton, O., h.  
Kassel, Art: (Bismarck) Chi, h.  
Kavelin, Al: (Nixon) Pittsburgh, re.  
Kay, Herbie: (St. Francis) San Francisco, h.  
Kay, George: (Stage Door) Westport, Conn., nc.  
Kay, Sammy: (Commodore) NYC, h.  
Keck, Al: (Matteoni's) Stockton, Calif., re.  
Keck, Rudy: (St. Nicholas) Decatur, Ill., h.  
Kellas, Eddie: (Old Vienna Cafe) Indianapolis, nc.  
Keller, Leonard: (Marcel LaMaze) Hollywood, re.  
Keller, Willard A.: (Royal Worth) W. Palm Beach, Fla., h.  
Kendis, Sonny: (Book-Cadillac) Detroit, h.  
Kent, Harry: (Rainbow Rendezvous) Salt Lake City, h.  
King, Wayne: (Drake) Chi, h.  
King, Henry: (Peabody) Memphis, h.  
King, Jay: (The Brook) East Orange, N. J., nc.  
Kinney Ray: (Lexington) NYC, h.  
Kirby, John: (Famous Door) NYC, nc.  
Kirk, Andy: (State) Boston, b.  
Knopp, Johnny: (Southmoor) Chi, h.  
Kramer, Ray: (Belvedere) Sault Ste. Marie, Mich., h.  
Kuhn, Dick: (Astor) NYC, h.  
**L**  
Laeser, Walt: (Cabin Club) Ft. Lauderdale, Fla., nc.

Lake, Sol: (606 Club) Chi, nc.  
Lally, Howard: (5 o'Clock) Miami Beach, Fla., c.  
Lande, Jules: (St. Regis) NYC, h.  
L'Ana: (Laurel - In - the - Pines) Lakewood, N. J., h.  
Lang, Sid: (Hi Hat) Chi, nc.  
Lang, Teddy: (Club Cavalier) NYC, nc.  
Lankford's, Walter, Concert Band: (Legion Rodeo) Miami Beach, Fla., Feb. 4-11.  
LaPorte, Joe: (Old Roumanian) NYC, nc.  
Lapp, Horace: (Royal York) Toronto, Ont., h.  
Le Baron, Eddie: (Rainbow Room) NYC, nc.  
Legge, Wade: (Royal Arms) Buffalo, re.  
LeHarr, Billy: (Spa) Richmond, Ind., nc.  
Levant, Phil: (Groves) Orange, Tex., nc.  
Lewie, Sassy: (Royal Palms) Boston, nc.  
Lewie, Bert: (Royal Palm) Palm Island, Fla., h.  
Light, Enoch: (Taft) NYC, h.  
Littlefield, Frank: (Ritz-Carlton) Boston, h.  
Lombardo, Guy: (Roosevelt) NYC, h.  
Long, Johnny: (Statler) Buffalo, h.  
Lorch, Carl: (Jefferson) St. Louis, h.  
Loro, Syl: (Garden) New Haven, Conn., h.  
Los Gachos: (Club Gaucho) NYC, nc.  
Loss, Jimmy: (Oakdale) Augusta, Ga., nc.  
Loveand, Archie: (Olympic) Seattle, h.  
Lowe, Bert: (Lone Star) Boston, h.  
Lowry, Babe: (Sylvan) Odessa, Tex., nc.  
Lucas, Clyde: (Mark Hopkins) San Francisco, h.  
Lyon, Mill: (2 o'Clock Club) Baltimore, nc.  
**M**  
McCoy, Clyde: (Palomar) Los Angeles, b.  
McCune, Will: (Bossert) Brooklyn, h.  
McDowell, Adrian: (Andrew Jackson) Nashville, Tenn., h.  
McFarlane Twins: (Rainbow Grill) NYC, nc.  
McFarlane, Frank: (Chateau Moderne) NYC, nc.  
McGill, Billie: (Northview) Sault Ste. Marie, Mich., h.  
McGraw, Don: (Paramount) NYC, h.  
McGraw, Eddie: (Brothead) Beaver Falls, Pa., h.  
McIntire, Lank: (Muehlebach) Kansas City, Mo., h.  
McIntire, Dick: (Hula Hut) Hollywood, nc.  
McKay, Coyle: (Jefferson Beach) Detroit, b.  
McRae Bros.: (Havana Casino) Buffalo, nc.  
McShann, Jay: (Martin's) Kansas City, Mo., nc.  
Manzanarez, Jose: (Colony Club) Chi, nc.  
Mansfield, Dick: (Dupont) Wilmington, Del., h.  
Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.  
**M**  
Manse, Art: (Dell's Inn) Poughkeepsie, N. Y., nc.  
Mario, Don: (Firenza) NYC, re.  
Marsala, Joe: (Hickory House) NYC, nc.  
Marshall, Jack: (Plaza) NYC, h.  
Martin, Dave: (St. George) Brooklyn, h.  
Martin, Freddie: (Cocoanut Grove) Los Angeles, nc.  
Martin, Lou: (Leon & Eddie's) NYC, nc.  
Martini, Johnny: (Lant's Merry-Go-Round) Dayton, O., nc.  
Mast, O. J.: (Nut Club) NYC, nc.  
Maul, Herbie: (Silver Moon) Pueblo, Colo., nc.  
Mayer: (Monte Carlo) NYC, nc.  
Mensing, Ray: (Casa Loma Gardens) Steubenville, O., nc.  
Merd, Al: (Altus) Sulphur Springs, Fla., b.  
Messner, Johnny: (McAlpin) NYC, h.  
Meyers, Vic: (Trianon) Seattle, Wash., b.  
Molina, Carlos: (Lorway) St. Paul, h.  
Millington, Basco: (Black Cat) NYC, nc.  
Mojica, Leon: (El Patio) San Francisco, b.  
Moon, Billy: (21 Club) Grand Rapids, Mich., nc.  
Morgan, Russ: (Stanley) Pittsburgh, t.  
Moss, Ken: (Gray Wolf Tavern) Sharon, Pa., nc.  
Morton, Gerry: (Savoy Plaza) NYC, h.  
Morton, Hughie: (Anchorage) Pittsburgh, nc.  
Mosley, Bud: (Woodmere) Belmont, L. I., cc.  
Munro, Hal: (Athletic Club) Milwaukee, cc.  
Murphy, Francis: (Ten Eyck) Albany, N. Y., h.  
**N**  
Nagel, Harold: (Pierre) NYC, h.  
Napoleon, Phil: (Paradise) NYC, nc.  
Nelson, Ozzie: (Palace) Chi, t.  
Newton, Frank: (Cafe Society) NYC, nc.  
Nielson, Paul: (Moonlight Gardens) Saginaw, Mich., h.  
Niosa, Bert: (Brant Inn) Burlington, Ont., h.  
Noble, Leighton: (Statler) Boston, h.  
Norton, Eddy: (Kit Kat Klub) Des Moines, nc.  
Norvo, Red: (Ben Franklin) Phila., h.  
Nottingham, Gary: (Village Collar) NYC, nc.  
Nottingham, Gary: (Bal Tabarin) San Francisco, nc.  
**O**  
O'Hara, Ray: (Greenwich Village Casino) NYC, nc.  
Olmer, Major: (Webster Hall) Pittsburgh, h.  
Olson, Gail: (Sir Walter) Raleigh, N. C., h.  
Orlando, Don: (Chez Paree) Chi, nc.  
Orozco, Ladislao: (Bal Tabarin) NYC, nc.  
Ostrander, Harry: (Beverly-Wiltshire) Los Angeles, h.  
Owens, Freddie: (New Windmill) Natchez, Miss., nc.  
Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.  
**P**  
Pablo, Don: (Palm Beach) Detroit, nc.  
Page, Hot Lips: (America) NYC, h.  
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.  
Panic, Louis: (White City) Chi, p.

Parks, Bobby: (Plaza) NYC, h.  
Paul, Eddie: (Columbia) Cleveland, b.  
Paul, Frank: (Troadero) Boston, nc.  
Paul, Toasty: (Crocama) Chi, h.  
Pendavis, Paul: (Palace) San Francisco, h.  
Perez, Chuy: (Club Zarape) Hollywood, nc.  
Perry, Ron: (Boca Rotan) Miami, h.  
Peyton, Jimmy: (Plaza) Pittsburgh, re.  
Phillips, Ray: (Crawford House) Boston, h.  
Pierce, Ross: (Old Vienna) Cincinnati, re.  
Pooley, Bob: (Deshler Wallick) Columbus, O., h.  
Piemonte, Vic: (Warwick) NYC, h.  
Press, Jack: (Berkeley-Carteret) Asbury Park, N. J., h.  
Prima, Leon: (Bradford Penthouse) Boston, nc.  
Prima, Louis: (Jitterbug House) Hollywood, re.  
Probst, Eddie: (Murray's) Tuckahoe, N. Y., ro.  
Pryor, Roger: (Palace) Cleveland, t.  
**R**  
Ravazza, Carl: (Utah) Salt Lake City, h.  
Reichman, Joe: (Netherland Plaza) Cincinnati, nc.  
Reid, Bill: (Club Continental) New Haven, Conn., nc.  
Reisman, Leo: (Strand) NYC, t.  
Relyea, Al: (Lenox) Troy, N. Y., re.  
Renard, Jacques: (Cocoanut Grove) Boston, re.  
Reyes, Chica: (Continental) Detroit, nc.  
Reynolds, Maurice: (Dreamland Gardens) Oneonta, N. Y., nc.  
Rhythm Boys: (Savoyens) Chi, h.  
Richard, Joe: (Vacht Club) NYC, nc.  
Riley, Mike: (New Penn) Pittsburgh, re.  
Rio, Rita: (Casa Manana) NYC, h.  
Robbins, Billy: (Coronado) Worcester, Mass., h.  
Roccaforte, Joseph: (Camel Cafe) Flushing, L. I., re.  
Rodrigo, Nano: (Havana-Madrid) NYC, nc.  
Rogers, Harry: (Half Moon) Coney Island, N. Y., h.  
Rogers, Eddy: (Roosevelt) New Orleans, h.  
Rogers, Eddy: (Belvedere) Baltimore, h.  
Rohde, Karl: (Westminster) Boston, h.  
Rollini, Adrian: (Belmont Plaza) NYC, h.  
Rommell, Ronny: (Clinton Ford Pavilion) Roseland, N. J., re.  
Rose, Maurice: (Birling) Sarasota, Fla., h.  
Royal Palm Boys: (Royal Palm Club) Miami, nc.  
Ruhl, Warner: (Lincoln) Hancock, Mich., b.  
**S**  
Sabin, Paul: (Colony Club) Hollywood, Fla., nc.  
Sachs, Coleman: (Club Rex) Birmingham, nc.  
Salamack, Tony: (Blue Meadow Club) Lexington, Ky., nc.  
Sanavia, Aguste: (Cuban Casino) NYC, nc.  
Sanders, Roy: (Wyoissing Club) Reading, Pa., re.  
Saunders, Hal: (Montparnasse) NYC, re.  
Schenk, Frank: (Aragon) Lima, O., b.  
Scoggin, Chic: (Heidelberg) Jackson, Miss., h.  
Shaw, Artie: (Lincoln) NYC, h.  
Shaw, Moses: (Dempsey) NYC, re.  
Shelley, Lee: (Le Mirage) NYC, nc.  
Sherman, Maurie: (Oriental Gardens) Chi, re.  
Sissle, Noble: (Paramount) NYC, h.  
Skinner, Fred: (Capri) Hollywood, nc.  
Smith, Joseph: (C. G. B.) NYC, nc.  
Smith, Stuart: (Le Salle) Chi, h.  
South, Eddie: (Blatz's Gardens) Milwaukee, nc.  
Sparr, Paul: (Biltmore) Palm Beach, Fla., h.  
Stanley, Red: (College Inn) Chi, h.  
Steele, Leonard: (Ft. Shelby) Detroit, h.  
Stoefel, Wally: (Tantilla Gardens) Richmond, Va., b.  
Strong, Benny: (Brown) Louisville, h.  
Stutz, Dick: (Brook Derby) Boston, nc.  
Sudy, Joseph: (Sir Francis Drake) San Francisco, h.  
Sylvio, Don: (Bertolotti's) NYC, nc.  
**T**  
Thompson, Lang: (Schroeder) Milwaukee, h.  
Thompson, Grant: (Wellington) NYC, h.  
Tisdale, Eric: (Co. Rouge) NYC, nc.  
Tisen, Carl: (Troika) Washington, D. C., re.  
Tofte, Norman: (El Chico) Binghamton, N. Y., nc.  
Towne, Loren: (Hi-Ho Club) Wichita, Kan., t.  
Tobert, Skeets: (Plantation) NYC, nc.  
Trace, Al: (Sherman) Chi, h.  
Tracy, Jack: (Cedar Lane) Opelousa, La., nc.  
Tavers, Vincent: (Paradise) NYC, nc.  
Travers, Don: (Lookout House) Covington, Ky., nc.  
Trini, Michael: (Don Ce-Sar Beach) Passaic, Fla., h.  
Trombar, Frankie: (Clairde) Memphis, h.  
Tucker, Orrin: (Palmer House) Chi, h.  
**V**  
Val, Lou: (Swing Club) NYC, nc.  
Valentine, Jimmy: (The Midwood) Brooklyn, re.  
Varzoss, Eddie: (885 Club) Chi, nc.  
Velasco, Emil: (Danceland) Whiting, Ill., b.  
Vernon, Val: (Homestead) Coraopolis, Pa., b.  
Venuti, Joe: (Belmont Plaza) NYC, h.  
Veto, Joe: (Congress) Chi, h.  
Vorden, Vivian: (Cafe Venice) Galveston, Tex., nc.  
Vouzen, Nick: (Coq Rouge) NYC, nc.  
**W**  
Wagner, Solly: (Rose Bowl) Chi, nc.  
Wallace, Rudy: (Troadero) Boston, nc.  
Wagon, Jack: (Schenck) Pittsburgh, h.  
Walton, Vern: (The Tavern) Reno, Nev., nc.  
Ward, Frankie: (Bradford Penthouse) Boston, nc.  
Warren, Richard: (Stork Club) NYC, nc.  
Webb, Chick: (Park Central) NYC, h.  
Weber, George: (Henry) Pittsburgh, h.  
Weeks, Ranny: (Club Mayfair) Boston, t.  
Weeks, Ted: (Lyric) Indianapolis, t.  
Weldon: (Armada's) NYC, nc.  
West, Ray: (B. G. G.) Hollywood, nc.  
Wharton, Harry: (Village Barn) Phila., nc.  
Widmer, Bus: (Plamor) Cheyenne, Wyo., nc.  
Williams, Clem: (Arcadia-International) Phila., re.  
Williams, Ozzie: (Esquire Club) Toronto, Ont., nc.  
Williams, Ernie: (Subway) Kansas City, Mo., nc.  
Wood, Guy: (Arcadia) NYC, b.  
**Y**  
Young, Johnny: (Excelsior House) Snyder's Lake, N. Y., h.  
**Z**  
Zarin, Michael: (Roney Plaza) Miami Beach, Fla., h.

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

Music in the Air

By DANIEL RICHMAN

Off the Top Shelf

THUS FAR this pillar has come across no better example of the ideal dance remote program than that offered one midnight by GEORGE HALL (*Peabody Hotel, Memphis, WABC*). The only regret connected with it was that it couldn't have been transcribed for the edification of the majority of maestri currently enjoying the luxury of a wire. The object lesson of such a transcription, if heeded, could not fail to brighten the dance remote situation considerably.

A breakdown of the half hour caught reveals, out of 10 numbers, five pops, two of them done individually and distinctively; two novelties, one unswayed by the stigma of familiarity, the other cloaked in a new arrangement; one current lesser known musical comedy tune, and two former hits from Broadway shows. *Pocketful of Dreams, All Ashore* and *They Say* supplied the straight pop dance stimuli, while originality of treatment nullified the "what, again?" reaction to *My Reverie* and *You Must Have Been a Beautiful Baby*. Dolly Dawn (not the least of the reasons for the band's successful performance) lent the different touch to *Reverie* by singing both choruses played, with the ork in the background for the whole number. For *Beautiful Baby* it was Miss Dawn and a male trio, using the seldom-heard verse and warbling two choruses with a different, clever set of lyrics for the second.

Highspot

THE HIGHSPOINT of the 30 minutes came midway with *Beethoven Wrote It But It Swings*, wherein Dawn came up again with a superior bit of swing caroling. In the musical arrangement Hall makes use of all the tricks suggested by the title, and the result is a highly entertaining jumble of swing, symphonics and recitative. Patter is amusing and the contrast between the snatches of Beethoven melody played as the master intended and the sock stuff is the sort of material out of which great dance remotes are made.

*Shadrack*, Hall's second novelty, is not exactly a familiar radio number, but the maestro obviated any chance of boring listeners by giving them an arrangement completely different from that of several other bands frequently airing the song. Upholding the musical comedy end were *My Heart Belongs to Daddy*, from *Leave It to Me*, and the two immortals, *Only Make Believe* and *I Got Rhythm*. Routine this whole melodic assortment in its proper balance, as Hall did, and you have a dance remote out of the top drawer.

Good Idea

LEE SHELLEY (*Le Mirage, New York, LEWAF*) relieves the monotony of an otherwise lackluster air performance by a stunt that is imaginative enough to capture the interest of late-hour dialers. He sprinkles his announcements with references to "the cat and the fiddle," with the "cat" described as "sinking in and out" to offer a few "mystery choruses." The "cat" actually is Shelley himself, with the "fiddle" his swing violin. The idea is an attention-getter and takes the program out of the run-of-the-mill category. Selection of numbers, however, is uninspired; the only intruder on what seemed like a convention of current pops was Tschakowsky's *No Star Is Lost*. A few more excursions into originality like this would have been of infinite help.

Carrying unconformity to its other extreme, however, was JOE VENUTI (*Belmont Plaza Hotel, New York, WOR*). This was less a dance remote than a Venuti recital both as a composer and artist. The nine numbers stretched over 30 minutes included five of the maestro's original composes, which seemed to be laying it on a bit thick: Three ballads and a swinger were the only representation Tin Pan Alley had to combat the Venuti onslaught, which is slightly unfair to those listeners who have their current favorites and expect to hear them around the witching hour.

Inclusion of a band leader's brainchildren on his remotes is one of the best ways to build individuality, but carrying the thing to the point where it seems that it's the pop music that's being included can be harmful. The great unseen audience very easily can get the idea, justified or not, that a maestro has difficulty getting into his hat if he exhibits too much of his own composing. And Venuti's 20 minutes of his own work out of a half hour were much too much.

The Reviewing Stand

Herbie Holmes

(Reviewed at Marine Dining Room, Edgewater Beach Hotel, Chicago)

A NEW, young maestro from the heart of Mississippi, piloting a 13-piece aggregation bent on bringing to prominence sweet-flavored swing with plenty of trimmings, particularly from the vocal departments. It's a lively, versatile instrumentation of three fiddles, three sax, four rhythm and three brass, and while, generally, their run of the mill dance session may not have as much finesse as that of their veteran brethren, they make up with youthful enthusiasm displayed both vocally and instrumentally and a disarming personality on the part of the smiling leader.

Holmes gives out with a genuine Southern accent in both announcements and songs. Has a warm, homey type of voice that is easy to take and should be particularly pleasing to the femmes. Other vocal cohorts include Gene Babbitt, romantic tenor and brother of Harry Babbitt, of the Kay Kyser school; Lloyd Hundling, Arno Lewis and a sweet-looking songstress named Nancy Hutson, who also has a pair of soothing pipes. A trio, the Rhythm Rebels, is composed of Babbitt, Hutson and Lewis, and they harmonize favorably with nice arrangements of pops and novelties. In the stages of development is a glee club.

Boys have been going for a couple of years since the maestro's graduation from the University of Mississippi. Most of them are in their early twenties but do creditable instrumental work and make a good, neat appearance. Theme of *When It's Darkness on the Delta* is stamp of this outfit. *Hontberg.*

Maurice Shaw

(Reviewed at Jack Dempsey's Restaurant, New York)

SHAW has been around town for some time, playing society dates, occasional hotel spots and boat cruises. An excellent violinist, he commands a four-piece here that includes piano, bass and accordion. His fiddling dominates, and the others providing good background, and it all blends into the unobtrusive music desired in this big, noisy eatery.

Not for dancing, selections are in the semi-classic mood, with occasional Latin pieces interspersed for change of pace. Latter songs give the accordionist a chance for solo squeezings, with Shaw banging the maracaes. *Denis.*

Carl Nebbe

(Reviewed at King's Ballroom, Lincoln, Neb.)

SLANTED for one-nighting, extra razzmatazz added by an electric organ on which Reed Hurlbutt fingers, Nebbe carries 13 men. Leader is Dean Horning, who handles some of the vocals.

Platform conduct indicates they're only for hideaway spots, tailoring of clothes and general appearance counting against them in better spots. Music is good, however, and will satisfy the average terpsiter. Showed improvement over last appearance here. *Oldfield.*

Johnny Johnson

(Reviewed at El Rio, New York)

THIS outfit is less a band attraction than a concession to those patrons of this pseudo-Spanish nitery whose dancing pleasures fall to include the rumba and tango and who must of necessity stick to American rhythms. Johnson's music at no time amounts to more than a background for the fox-trotting couples weaving a pattern in front of it, and the rhythmic and melodic setting is only fair at best.

Set-up is piano, fiddle, trumpet, sax, clarinet, drums and bass. Six men offer nothing individual in the way of instrumentation or orchestration, and definitely on the minus side are the weak, corny sputterings loosely designated as trumpet solos. Repertoire is mostly pops and musical comedy tunes, turned out in a continuous stream with all the inspiration of an assembly line at the Ford plant. Scattered vocals by the violinist supply an occasional break in the monotony. *Richman.*

Dick Kuhn

(Reviewed at Broadway Cocktail Lounge, Hotel Astor, New York)

IT ISN'T often that a five-piece combo called upon to meet the differentiated and exacting demands of cocktail loungers turns in an all-round performance

of the quality Kuhn exhibits here. Unit was formed five years ago, with the result that the slapped-together characteristic noticeable in many small outfits of similar structure is happily lacking. Kuhn's music is consistently smooth, smart and polished in a varied and extensive library.

With Kuhn bringing excellent tone and technique to a tenor sax, Charles Shaw at the piano, Len Herman doubling on accordion and vibes, Roy Seymour handling the drums and Hugo Malanga the bass, cocktail sippers are regaled with a musicianly treatment of pops, show tunes, waltzes, rumbas, tangos and standards in continuous medley form. Sax and accordion divide melodic lines mostly, with the piano getting in a few well-placed licks. Rhythm is sharply defined, making an excursion on the floor as enjoyable as the vista from the sidelines.

Boys go in for a bit of ensemble singing on novelty pops, and Bonnie Boyd comes thru for the distaff side on the ballads. Formal afternoon attire is original and apropos. Further showmanship touch is the "Requesto Tune Table," illuminated board at one side of the stand on which patrons signify their requests by chalking up numbers. Cards at each table list more than 200 standards and current pops with a number assigned to each tune. *Richman.*

Larry Clinton

(Reviewed at Meadowbrook Country Club, Cedarbrook, N. J.)

CLINTON proves that smart commercialism combined with superior swing arranging is a pretty sure-fire bet to attract the cash customers in large numbers. The majority of the Meadowbrook's current constituents being of the genus jitterbug in its more sophomoric form, Clinton leans heavily on the swingaroos, with a dash of Dixieland thrown in for good measure. With Larry wielding the pen on most of the arrangements the result, of course, is highly satisfying whether for dancing or listening.

Altho accenting the sock stuff, Clinton, however, is shrewd enough to break it up with enough softer, sweeter rhythms to please those to whom shagging is not everything in life. It's at this point that Bea Wain enters the proceedings with that lovely, limpid voice, making *My Reverie* sound new all over again and imparting an added beauty to *Deep Purple* and similar numbers that make her moments in front of the mike a delight.

Ford Leary, trombonist, has come into his own as a vocal attraction and leaves the patrons clamoring for more of *Shadrack*, *The Devil With the Devil*, *Old Man River* (as Kern never intended it), etc. Charlie Blake and his drums also make them forget their tepid efforts to crowd around the rostrum. Clinton's own tunes, like *A Study in Stuff* with its broken rhythm and hand-clapping, further enhance the entertainment quotient. It's in this showmanly approach to the job that Clinton excels, aside from the acknowledged quality of his music-making.

Instrumentation is five brass, four reed, four rhythm, with the maestro switching from trombone to trumpet. Bits of stick-waving and clarinetting in addition leave those unfamiliar with his arranging ability even more impressed with his musical versatility. *Richman.*

Cliff Kyes

(Reviewed at Pla-Mor Ballroom, Lincoln, Neb.)

WITH the rostrum piled high with drums on which both maestro Kyes and Dell Lee, the regular skin-beater, take turns, this band bangs away merrily in the swing fashion of the day. Set-up includes three sax, three rhythm and two brass. Center of attention is on Kyes and Lee most of the time. Kyes features himself quite a bit on a xylophone, while Lee sings.

Unit started five years ago in St. Louis, traveled all over the upper Midwest and is speeded for the halls where the bounce trade is heaviest. *Oldfield.*

Off the Records

By M. H. ORODENKER

Originals (?)

SINCE the music publishers and the waxworks fail to see note for penny on record royalties, the note writers have been taxing their creative genius in order to meet their recording requirements. However, such flagrant lifting of musical ideas from standard compositions augurs the pseudo composers no good, be they maestro or music writer. And it certainly does not speak well of an industry, just catching its second wind, to foster such false premises—tho it may be an economical and expedient device.

For instance, Van Alexander, a newcomer to the Bluebird label, peddles a slow and unobtrusive ballad, *Dream Caravan*. Razaf, Davis and Edwards take the composer credits. But for all this threesome was able to do we'll bet our last rusty needle that even Rimsky-Korsakov would be ashamed to own up to it, in spite of the fact that the Russian composer used it as the theme for his *Sheherazade*. Alexander redeems himself on the flip over, giving a right rhythmic treatment to *Diga-Diga-Do*. Andy Razaf, this time with James P. Johnson, concocted *Havin' a Ball*, for which Fats Waller gets in his familiar groove on a Bluebird label. Fats is in one of those rare moments when he's up to snuff and the tune is to his likings, just as when it was better known as *Flat Foot Floogie*. Blatantmate has Fats in a rarer moment, playing Edgar Sampson's *Don't Try Your Jive on Me* on the pipe organ. Side was made in London during his recent European tour, and his blues style makes the bellows very mellow. (See OFF THE RECORDS on page 69)

# Code Sticks, Says League, Mulling Enforcement Plans

Central distribution agency, "library" plan like that in London, amalgamation of agencies are among suggestions—others hold that present set-up will work out

NEW YORK, Jan. 28.—The theater ticket code, in principle, is here to stay, but its plan of operation may undergo some of control by managers over distribution announced today, summarily answering attacks and threats made during the week by Actors' Equity Association; Theatrical and the Associated Theater Ticket Agencies. It was unanimously agreed at the League's executive committee and board meeting Wednesday that there will be no going back to the old order, because even the present code, the ineffective in part, it is estimated, has brought a new audience to the theaters, reduced buys which previously sacrificed hits for destined flops and proved to producers that the public wants box-office service. Since there is a difference of opinion on how the code should be constructed, the board, acting as a committee, will investigate the possibilities of a central distributing bureau (first reported by *The Billboard* October 29), the library system practiced in London, a consolidation of brokerages and a tightening up of the system in force.

The equipped with plenty of circumstantial evidence, the League has not pinned on to either the box-office employees or the managers blame for present leaks in the code. It is known, however, that a few managers, not deliberately violating the regulations, do nothing to enforce them among employees. They have not been in favor of the code since its inception. Supporters of the pact, however, feel that a system can be devised which will work despite the opposition.

Cyclonic attack by Gustave Gerber, attorney for the T.M.A.T. earlier this week worried the League members little. Threat of box-office strike provoked the reply: "Let them strike. Maybe that's what is needed to clear this thing up." Others in the League viewed the outburst as meaningless, resenting the attitude of both Gerber and the agencies in assuming the right to tell the managers how to sell their wares. Managers, according to spokesmen, demand "the same right of property as bestowed upon any business man who may market his merchandise as he pleases."

Inclined to believe that there are too many outlets for available ticket product, some producers are promoting the plan for a central office, which might find it necessary to recognize only half the present number of brokers. However, details of a central office are not assembled. Investigation may uncover other solutions to the problem.

Advocates of the "library" plan point out that thru the English system the manager is always in control of his tickets, because outlets merely have charts of seating vacancies. English system even goes so far as to list names of ticket purchasers. It is held that such a system could very readily be instituted here, even with the greater ticket turnover and hectic trade sessions. Direct lines between outlet and theater would prevent confusion and dispatch transactions as quickly as they can be consummated under the present over-the-counter system.

Others hold that the present code is basically adequate, if amended here and there, to enable the League to track down more definitely any violations. Until changes are agreed upon by the League and Equity, the League will continue to enforce the present code as best it may, assuring brokers it has no intentions of letting up, sniping to the contrary.

## Coast Pink-Slippers Plan Own Theater

LOS ANGELES, Jan. 28.—Plan for a co-operative theater movement by some 400 workers recently dropped from the local Federal Theater Project here was announced recently. Members of unit, mostly professionals, are reported to be attempting to rehabilitate themselves in the new theater group.

Members of the unit hope to have shows that will compare favorably with FTP productions, it was learned. Those heading the movement report they have an accumulation of suitable material

bers of the hit *Two a Day* at the Hollywood Playhouse got the ax due to the budget slash ordered from Washington. Others were let out from *Run Little Chillum*.

Peter O'Cratty, who has been handling the publicity for the project, handed in his resignation this week. Don Victor, his assistant, followed suit. O'Cratty is reported to have gone with Leon Schlesinger to script cartoon shorts.

Jane Settle has taken over reins for local FTP.

## Borden Upped to M. E.

CHICAGO, Jan. 28.—Gall Borden, former dramatic editor of *The Chicago Times*, was named managing editor of that paper, succeeding Louis Ruppel, who left for New York to become publicity chief for the Columbia Broadcasting System. Borden joined the dramatic staff of *The Times* in 1929. The theatrical duties for the paper will be handled by Robert Pollock, legit, and Doris Arden, movies.

# From Out Front

By EUGENE BURR

When Keith Winter's *The Shining Hour* was presented several years ago on Broadway it turned out to be an honest, clear-sighted, well-written and often dramatic plea for honesty in emotional and matrimonial problems. In it, the wife of a man who loved and was loved by another woman went to that woman, knowing that she alone could make the husband happy, and asked her to do just that, no matter what happened. Then she, the wife, went out and killed herself. The husband at first fell prey to all the easy sentimentalities that literature and life have prescribed for such a situation; he wanted to part forever from the woman he loved. But she, remembering the wife's words, convinced him that they must remain together. The wife had been clear-sighted enough to know that, even though the affair were broken up, her own happiness would have been impossible; she knew that a love such as her husband had for the other woman, overwhelming, complete and honest, was entirely right and anything that might stop it was wrong; death was easier for her than life, with or without her husband; and, unless that death enabled the flowering of her husband's love, it would have been pitifully, tragically useless. The whole play was an earnest, honest and sometimes brilliant argument against the dishonest and sentimental pusillanimity of Victorian "morals."

Now *The Shining Hour* has been made over into a film, with those great actresses, Joan Crawford and Margaret Sullavan, condescending to take over the roles that were played on Broadway by such comparative tyros as Gladys Cooper and Adrienne Allen. It was originally this corner's intention to see the picture (the spectacle of the Misses Crawford and Sullavan on the same screen must be something unmatched since the Cherry Sisters retired)—but fortunately this corner read the reviews first. And, not wishing to risk a case of acute apoplexy, this corner stayed away.

The changes made by the master minds of Hollywood could, however, be gathered from the reviews (for film critics, unlike their stage brethren, try to give readers at least a faint idea of what the piece under discussion is about). It seems that the changes were many. The locale was changed from England to Wisconsin (a negligible switch except from a geographical standpoint). The woman loved by the husband was turned from an intelligent woman of the world into some sort of night club hostess (in order to give Miss Crawford a chance to appear on a dance floor, which is the only place where her great acting talent can express itself to the full). The wife does try to commit suicide, but—hold your breath—the other woman rescues her! And the original marriage continues upon its only slightly interrupted course to make for what someone evidently thought was a "happy" ending!

This, frankly, is unbelievable—even to one who has noticed and howled at similar Hollywood idiocies in the past. In essence it takes the entire point of *The Shining Hour* and not only denies it but also serves as a perfect example of the nauseating cream-puffery against which the original play fought—and it still calls itself *The Shining Hour*!

All right—the intelligence of the Hays office (which seems slowly but surely struggling up to an eight-year-old level) would have prescribed the original play; it was dangerous to the public protected by the Hays office, because it contained the germ of an honest idea. But why did MGM, producers of the picture, then use the title and such of the characters as fitted into their Eskie-Dinsmorish purpose? As it stands, Mr. Winter gets the blame from all those thousands of filmgoers who never saw the original play. Even a few of the New York reviewers, who had obviously never seen the original, took it upon themselves to blame Mr. Winter for the nausea and the saccharine.

This seems not only unfair, but absolutely criminal. Frankly, I think that Mr. Winter should have some recourse to law. His reputation as a thinking, adult playwright has been irreparably damaged by a film company which bought his play and then used its title and some of its characters for a picture which represented everything against which the original play fought.

There is, of course, no recourse—but the dishonesty involved is palpable and disgraceful. It can only make a lover of the theater thank Thespis that the Dramatists' Guild several years ago made it harder than ever for Hollywood to acquire stage plays for cinema production on the Coast.

In a somewhat happier vein is another motion picture, *The Great Man Votes*, which falls within the province of this column only because it marks the screen debut of Peter Holden, one of the greatest actors of the legitimate field. Peter, in case you have forgotten, was the seven-year-old Pud in *On Borrowed Time*.

His debut is entirely auspicious even though the highly touted direction of Garson Kanin tends to make his superb naturalism appear after a bit stilted and stiff. But no mere director can cloud even the edges of Peter's forthright and magnificent gift. Also he is aided by an excellent supporting cast, including John Barrymore (rumored to have once been a stage actor himself) and the finest actress in Hollywood, Barrymore does a grand humorous job, even though it's a bit heavy on occasion, and the finest actress in Hollywood (her name is Virginia Weidler, in case you're interested) offers one of her always honest, sensitive and luminously beautiful jobs. Miss Weidler, who has been my favorite screen actress ever since I first caught her about four or five years ago, is now reaching the parous age of about 10 or so; but she is as fine as ever, making the glorified, brash, annoying tots of Cincinnand look sick by comparison—and, for that matter, making the overwhelming majority of the adult players look just as sick too.

The picture, unfortunately, is something else again. It might have been really terrific, but it turns out to be loose, aimless, utterly inconclusive and generally sappy. A good deal of this must be laid at the directorial door of young Mr. Kanin, the new Wonderboy of the Coast.

But anyhow Pud came thru, so everything's really all right.

## The American Way

NEW YORK, Jan. 28.—The 157 extras appearing in the \$300,000 extravaganza, *The American Way*, opening at the Center Theater tonight, don't feel at all flattered over the fact that they have valets to assist them in dressing and make-up. Reason: The extras are getting \$15 per week, and the boys who dress them get \$35.

## American Academy Students Present Noel Coward Comedy

NEW YORK, Jan. 28.—Last Friday the students of the American Academy of Dramatic Arts presented Noel Coward's three-act comedy, *Hay Fever*. The cast seemed to have a grand time and, what is more to the point, so did the audience.

The most distinct pleasure of the production was the altogether capable performance of Helen Gunderson in the part of Judith Bliss, the most feverish of the fevered Bliss family. Miss Gunderson displayed a nice sense of showmanship and an invaluable flexible voice. She also forbore to go overboard in those spots where going overboard might be forgiven in any young performer. Judging by her work last Friday, one may expect to hear of this young lady in the theater. Lurana Allison and David Martin, as Sorel and Simon Bliss respectively, did thoroughly convincing jobs as the rude but amusing brother and sister of the piece, and Peter Jaye showed a nice ability for character work in the part of David Bliss, the novel-writing head of the mad family. Charles Lang was sufficiently juvenile as Sandy Tyrell. Louise Randall, as Myra Arundel, posed a bit too much, and John Stout, as Richard Greatham, and Linda Barrett, as Jackie Coryton, were stiff and lacked stage presence. Orpha Dickey gave some amusing readings as Clara, the maid.

There was a curtain-raiser, the third act of Herman Heljermans' *The Good Hope*. Even performed by veterans this would be a dreary piece, and one wonders why an act of it is presented by the Academy when there are so many fine complete one-act plays to choose from. In the same vein as *The Good Hope* and on the same theme is Sygne's *Riders to the Sea*, a really fine and playable and complete drama in one act. The cast which struggled gallantly with the third act of *The Good Hope* included Rosalind Scott, Carol Poter, Marjorie Lynn, Don Keefer, Gilbert Grant, Jerrold Atwater, Betty Blum, Audrey Lyons and Janne Stoner. Particular mention should be made of the good work of Miss Scott and Mr. Grant.

From what has been seen of the Academy's present graduating class, the general level of ability seems to top that of last season. M. A. B.

## FTP Shows Score Coast Record

LOS ANGELES, Jan. 28.—All-time high for Federal Theater productions was announced last week when it was stated that the three shows running in this vicinity have grossed in the neighborhood of \$160,900 so far for their respective runs, thought to be an all-time high for legit shows in this vicinity.

*Run Little Chillum* still continues to be the leader. It has been packing them in since it opened 28 weeks ago and from all indications shows no sign of slacking off in the near future. With a 55-cent top, it has pulled in around \$92,000 at its stand at the Mayan.

FTP's *Two a Day* is a decided hit, still going strong after 14 weeks at the Hollywood Playhouse. Has a \$1.10 top, with majority of seats going for 75 cents and low being 55 cents. It has pulled in \$63,000 for its run.

*Volpone* replaced *Bird of Paradise* at the Belasco three weeks ago. Staged with asserted hesitancy, it has been a decided hit. Stefan Zweig has rewritten the Ben Jonson opus, giving it a modern slant. Show features Edwin Miller and Barney Brown.

*Leaving on Letty*, which just closed at the El Capitan in Hollywood, did fair biz, with *Sejanus* at the Biltmore getting an average take for the opening week.

Indications point to a continuation of a good legit year in this locality.



# New Plays on Broadway

Reviewed by Eugene Burr

## MARTIN BECK

Beginning Monday Evening, January 23, 1939

### THE YEOMEN OF THE GUARD

An operetta with book and lyrics by W. S. Gilbert and music by Arthur Sullivan. Staging uncredited. Settings and costumes uncredited. Musical director, Isidore Godfrey. Press agent, Wallace Munro. Stage manager, Harry Arnold. Assistant stage managers, T. Penny Hughes and Harry Haste. Presented by the D'Oyly Carte Opera Co.

Sir Richard Cholmondeley (Lieutenant of the Tower).....Leslie Rands  
Colonel Fairfax (Under Sentence of Death).....John Dean  
Sergeant Meryll (of the Yeomen of the Guard).....Darrell Fancourt  
Leonard Meryll (His Son).....Tom Hancock  
Jack Point (a Strolling Jester).....Marylyn Green  
Wilfred Shadbolt (Head Jailor and Assistant Turnkey).....Sydney Granville  
First Yeoman.....Marjorie Eyre  
Second Yeoman.....Mansel Dyer  
First Citizen.....C. William Morgan  
Second Citizen.....William Sumner  
Elsie Maynard (a Strolling Player).....Helen Roberts  
Phoebe Meryll (Sergeant Meryll's Daughter).....Marie Eyre  
Dame Carruthers (Housekeeper of the Tower).....Evelyn Gardiner  
Kate (Her Niece).....Margery Abbott  
Chorus of Yeomen of the Guard, Gentlemen, Citizens, Etc.

ACTS I and II—Tower Green.

The big news from Martin Beck's roccoco playhouse on 45th street this morning is that Martyn Green, up to the last few moments of the last act, is the best Jack Point that ever was or, for that matter, that ever will be. Jack Point, as you undoubtedly don't have to be told, is the strolling jester of *The Yeomen of the Guard*, the opera in which W. S. Gilbert bowed slightly in the general direction of Arthur Sullivan and furnished a book that was somewhat more serious than usual. The D'Oyly Carte Opera Co., which is packing them in at the Beck, got around to it in the course of the G&S repertory Monday night.

*The Yeomen* is nectar to some and more or less anathema to others (this reporter, if anybody cares, thinks it's nectar). Certainly Sullivan, trying to break out into what he thought were "better" fields, poured into it some of the loveliest music of the repertory, a long succession of beautiful melodies that fill the house with wave after wave of glorious song. Gilbert, on the other hand, omitted almost all his satire, contenting himself with a highly romantic plot (based of course on the inevitable mistaken identity) and turning his usual tomfoolery into sometimes bitter and sometimes really touching lyrical discourses upon the fate of a jester in a world that gen-

erally lacks a sense of humor. There is a suspicion that he meant much of it, from the bottom of his heart. Jack Point, coupled with the magnificent music, compensates most of us for the absence of satirical shafts.

But with the emphasis thus necessarily shifted almost entirely to the music, and with that music taking on breadth and depth and dramatic qualities untouched by the general lilting lightness of the other items in the series, the *Yeomen* becomes a test of the vocal rather than the comic or enunculatory powers of the company. And that, in the case of the D'Oyly Carte troupe, is more than a little unfortunate. Mr. Green, acting Point with touching dramatic effect and using his small voice to best possible advantage, comes thru with colors flying—except in the last few moments, when the direction forces him into a sort of four-barrel make-up and a great many op'ry-house contortions. It's a pity, for up to that point he turns in a really magnificent job. Sydney Granville comes thru nobly as Wilfred, doing perhaps his best job of the entire series; Darrell Fancourt, as the sergeant, is in better voice than I have ever heard him before, the slower and more dramatic music giving him infinitely greater ease; and Leslie Rands does well with the tiny role of the lieutenant of the tower.

But the others suffer badly, with John Dean and Helen Roberts completely snowed under by the vocal requirements, and with Evelyn Gardiner giving to *The Screw Must Twist*, that magnificent number, probably the worst rendition it has ever received in the years since the opera was written. Even Marjorie Eyre, charming tho she is, did a most unsatisfactory vocal job as Phoebe—tho there is a suspicion that she may have been hampered by a cold.

One more thing, however, among the assets—the altogether beautiful singing of Margery Abbott in the infinitesimal part of Kate. Miss Abbott is far and away the best soprano in the company—there's hardly a legitimate comparison—and why she is kept to minor roles must remain a major mystery.

Incidentally, Martin Beck, who is justly proud of an excellent playhouse, might like to know about the activities of the lad who sells souvenir programs at the door, a high-pressure blackjacker who tries to embarrass customers into buying his throwaways. It's "little" things like that that send patrons to picture palaces.

## MARTIN BECK

Beginning Thursday Evening, January 26, 1939

### PATIENCE

An operetta with book and lyrics by W. S. Gilbert and music by Arthur Sullivan. Staging uncredited. Settings and costumes uncredited. Musical director, Isidore Godfrey. Press agent, Wallace Munro. Stage manager, Harry Arnold. Assistant stage managers, T. Penny Hughes and Harry Haste. Presented by the D'Oyly Carte Opera Co.

Officers of Dragon Guards:  
Colonel Calverley.....Darrell Fancourt  
Major Murgatroyd.....William Sumner  
Lieut. The Duke of Dunstable.....John Dean  
Reginald Bunthorne (a Fleshy Poet).....Marylyn Green  
Archibald Grosvenor (an Idyllic Poet).....Leslie Rands  
Mr. Bunthorne's Solicitor.....Wynn Dyson

Rapturous Maidens:  
The Lady Angela.....Marjorie Eyre  
The Lady Saphira.....Ivy Sanders  
The Lady Ella.....Margery Abbott  
The Lady Jane.....Evelyn Gardiner  
Patience (a Dairy Maid).....Viola Wilson  
Chorus of Rapturous Maidens and Officers of the Dragon Guards.

ACT I—Exterior of Castle Bunthorne. ACT II—A Glade.

On Thursday night the D'Oyly Carte contingent at the Martin Beck Theater got around to the last announced item in the Gilbert and Sullivan repertory, even tho the full G&S list is far from exhausted. From now on, however, the troupe will repeat the operettas already presented on a real repertory basis, changing the bill each night. Thus this last item—which happens to be *Patience*—was given on Thursday only. It's next appearance won't be until February 11.

That seems fitting enough to this misanthropic corner, which has always considered *Patience* an extremely minor item in the Savoy lists. The company does a nice enough job by it, but nothing is offered to change the original opinion. At least one customer would have been much happier if *Ruddigore*, say, had been included instead. *Ruddigore* isn't in the announced repertory at all.

Martyn Green continues his excellent

work as Bunthorne, the figure that was supposed to satirize Oscar Wilde; and, tho he falls to present quite so ridiculous a burlesque of Wilde as that offered by Robert Morley up the street, he still does manage to appear amusingly foolish. Leslie Rands, as the rival Grosvenor, also does excellent work, and Darrell Fancourt, William Sumner and John Dean do well enough as the dragoons. The soprano average rises appreciably above that in various of the other operettas, with Viola Wilson rather than Helen Roberts singing the title role—the Margery Abbott, the best soprano in the company, is still kept inexplicably in a minor part. Evelyn Gardiner is the Lady Jane.

## CENTER

Beginning Saturday Evening, January 21, 1939

### THE AMERICAN WAY

A play by George S. Kaufman and Moss Hart. Staged by George Kaufman. Technical direction and lighting by Hassard Short. Settings designed by Donald Oenslager, built by T. McDonald Construction Co. and painted by Triangle Scene Studios. Costumes designed by Irene Sharaf and executed by Eaves Costume Co. Special music composed and arranged by Oscar Levant. Orchestra under the direction of Oscar Levant. Press agent, John Peter Toohy. Associate press agent, Ben Kornzweig. Stage manager, William McFadden. Assistant stage managers, Franklin Heller, Henry Ephron, William Atlee, Barbara Adams and William Torpey. Presented by Sam H. Harris and Max Gordon.

Martin Gunther.....Fredric March  
Irma Gunther.....Florence Eldridge  
Immigration Official.....James MacDonald  
Lisa Gunther as a Child.....Larna Lynn, Norma Clerc, Virginia Lodge  
A Boy.....Bobby Barron  
Another Boy.....Bob White  
Judge Hewitt.....Bradford Hunt  
Mrs. Hildegarde.....Jeanne Wardley  
Mrs. White.....Grace Valentine  
Dr. Squires.....Sydney Grant  
Otto Heinrich.....Maurice Wells  
Clara Heinrich.....Elsa Eris  
Samuel Brockton.....McKay Morris  
A Political Speaker.....Robert Rhodes  
John Peter Toohy.....Ruth Weston  
Winifred Baxter.....James Moore  
A School Teacher.....Mary Murray  
Antonio Coletti.....John Long  
Alex Hewitt as a Child.....Buddy Buehler, Robert Cushman, Karl Gunther as a Child  
Teddy Casey, Buddy Irving  
Bobby.....Tommy Lewis  
Anna.....Janet Fox  
Factory Workers.....Edward Fisher, Sidney Stone, Brant Gorman, James Russo  
Mrs. Brockton.....Eileen Burns  
Mrs. Hildegarde.....Jeanne Shelby  
The Chairman.....John Lorenz  
Mayor McEvoy.....Hugh Cameron  
Dr. MacFarlane.....Le Roi Operti  
Jeff.....Allen Kearns  
Mrs. Squires.....Mary Brandon  
Tennis Girls.....Mona Moray, Ruth Strome, Gerry Carr, Katherine Duncan, Marion Edwards  
Lisa Gunther.....Adrienne Marden  
Alex Hewitt.....Alan Hewitt  
Karl Gunther.....David Wayne  
Tommy.....Walter Kelly  
Mandolin Player.....Stephen Sanders  
A Young Man.....Dora Savers  
Another Young Man.....John Coloney  
Edward Elliott  
Martin Gunther's Grandchildren:  
Karl Gunther, Age 9.....Dickey Van Patten  
Julia Hewitt, Age 11.....Elinor Pittis  
Mary Hewitt, Age 10.....Claire Howard  
A Minister.....John Boyd  
A Minister.....Walter Beck  
Julia, Age 21.....Barbara Woodell  
Mary, Age 20.....Gretchen Davidson  
Kari, Age 21.....Whitner Bissell  
Ed Lorenz.....Jack Arnold  
John Williams.....George Herndon  
Henry Courtney.....Walter Wilson  
Townspiece, Immigrants, Guests, Etc.—Eve Abbott, Suzanne Ashbrook, Cathie Bailey, Mary Bennett, Evelyn Bemie, Louise Buck, Eleanor Campsall, Natalie Chilvers, Laura Church, Beatrice Cole, Ethel Darling, Celeste DeBellis, Dorothy Downs, Helen Edwards, Ruth Hague, Norma Green, Claire Greenwood, Cynthia Harris, Nina Hill, Mary Hoban, Cynthia Holbrook, Carl Huilings, Lila King, Dorothy Knox, Betty MacDonald, Marvel MacInnis, Jean Martel, Dorothy Louise Miller, Lois Montgomery, May Muth, Florrie Nadel, Edna Nagy, Doris Newcomb, Grace O'Malley, Margaret Owens, Judy Parrish, Jeannie Belle Perry, Martha Pickens, Julia Pierre, Jean Porter, Mary Romano, Sylvia Roseman, Lesley Savage, Louise Segall, Frances Thress, Mary Stevenson, Daphne Sylvia, Joan Vitez, Julia Walsh, Peggy Wells, Mary Williams, Lois Wilson, Janice Winter, Nancy Whitman, Lynn Whitney.  
Townspiece, Immigrants, Guests, Soldiers, Policemen, Sailors—Albert Amato, Robin Batchelor, Alan Bandler, Joseph Beale, Herman Belmonte, Ronald Bennett, Milton Blumenthal, Orin Bornstein, Joseph Bush, Eldridge Carson,

Daniel Conway, Russell Conway, George Cotton, Edward Crosswell, Harry Crox, Tom Curlew, Kenneth Dana, Bud Davis, Louis Delgado, Sanford Dody, Clark Eggleston, Herbert Everson, Gilbert Fates, Eugene Fattori, Jerry Freeman, Vincent Gardiner, Herbert L. Goff, Carl Gose, Donald Haggerty, Gilbert Haggerty, Vernon Hammer, Robert Hanley, Michael Harvey, William Hawes, James Hayes, Carl Johnson, Peter Moffat Johnson, Curtis Karpe, John Kerr, Robert Kerr, William Layton, Michael Leonard, Edward Martin, Jules Mann, Ramon Martel, Gaylord Mason, Gordon Merrick, Gordon Mills, Carman Mitchell, Cecil Natapoff, Melvin Parks, Lee PARRY, Albert Patterson, Charles Payne, George Repp, Nat Salk, Raymond Santos, Nat Seigal, Tom Speidel, Don Starr, Rodney Stewart, Elliott Stranger, Jerry Sylvan, John Thomas, Jerome Thor, Harry Todd, Carl Urbont, Alan Wenfield, Albert Waitley, Gene Yell.

The Children—Bobby Barron, Vivian Bould, Buddy Buehler, Gloria Carey, Kenneth Casey, Teddy Casey, Pattee Chapman, Norman Clew, Robert Cushman, Gene Douglas, Allice Fitzsimmons, Bob Cewald, Danny Hood, Claire Howard, Buddy Irving, Walter Kelly, Kenneth LeRoy, Tommy Lewis, Audrey Lodge, Constance Lodge, Virginia Lodge, John Long, Lorna Lynn, Buddy Matthews, Patricia Minty, Donald O'Day, Elinor Pittis, Janet Regan, Ronald Reiss, Eric Roberts, James Roland, Peggy Romano, Dickie VanPatten, George Ward, William Welch and Bob White.

The Community Novelty Band.  
The Opening Scene Takes Place at Ellis Island in the Year 1896. The Rest of the Play is Laid in a Small American Town.

Also the official opening of the New York World's Fair is still more than two months off, the fair came to Broadway last Saturday night. On Sunday there opened at the mammoth Center Theater a spectacle called *The American Way*, conceived by George S. Kaufman and Moss Hart and presented by Sam H. Harris and Max Gordon. It is a perfect free attraction for the fair, combining surface patriotism, tremendous noise, huge-scale staging, blatant flag-waving, obnoxious tear-jerking and undoubted mass appeal.

As a play it is buried beneath the really spectacular staging, the work of Hassard Short and Mr. Kaufman; but it bills itself as a play—and the tale is of Martin Gunther, a German emigrant, taking him from 1896 to the present, stopping on the way to indulge in a sort of panorama of American history. Thus we see a McKinley-Bryan election rally, a town picnic, the outbreak of the first World War, a Liberty Bond campaign, the return of the boys from France, a country club listening to the radio during Lindbergh's flight, a bank panic, a view of the WPA and a highly colored picture of a foreign burglar murdering a real American. As for Martin Gunther—who doesn't get lost so completely as you might expect in this gigantic shuffle—he works as a small cabinetmaker and refuses to let a local grand lady force him to turn down the business of a despised souffrette—for isn't America free to all thought and all speech? So

(See NEW PLAYS on page 62)

## For World Fair News

Complete news of the World Fairs (New York and San Francisco) will be found on page 31.

## Alviene SCHOOL OF THE Theatre

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# NITRIERIES SOAKED BY TAXES

## N. Y. Spots Pay 10 to 15 Pct. Of Gross to City, State, U. S.

NEW YORK, Jan. 28.—Local night club owners are getting together again, this time to see what they can do about pushing a bill introduced in the State Legislature in Albany by Assemblyman Francis J. McCaffrey Jr. to reduce the liquor license fees, which would base the licensing fee on the amount of liquor purchased instead of the current blanket \$1,200 fee. The bill, which would only affect four counties in New York (New York, Bronx, Kings and Queens), is designed to reduce the straight licensing fee to \$800, plus a sliding scale on the amount of liquor purchased by hotels, night clubs, restaurants, taverns and saloons.

Operators of large night clubs buying approximately \$200,000 worth of potent beverages a year are frowning at the measure, however, because this would mean that their licensing fees would jump to around \$4,000 to \$5,000, while small owners purchasing around \$25,000 worth of liquor would only have to pay \$1,000.

Night club owners generally, however, are beefing about the other taxes that they have to pay to the State, city and federal governments, which, they claim, eat up a good 10 to 15 per cent of their annual income. With business conditions so poor the taxes keep most of the little guys in the red.

The total tax payments at the end of the year amount to staggering proportions. Taxes paid to the federal government include the liquor tax of \$1 per gallon for spirits with alcoholic content of more than 24 per cent; 40 cents per gallon for sparkling wines; 10 cents per gallon for still wines and 3½ cents per gallon for beer.

Also paid to the federal government is the \$20 bond to dispense liquor, 1 per cent gross receipts tax, 1 per cent of annual wages paid for Social Security (old-age pension) and 10 per cent of the total amount paid to the State in unemployment insurance taxes.

The State also collects a goodly amount of taxes from night club operators, including 3 per cent of the annual pay roll towards unemployment insurance, 1.78 per cent of \$100 of wages towards Workmen's Compensation and \$1,200 for a liquor license.

Local government collects a goodly sum, too. The city collects a \$150

cabaret license, \$10 restaurant license, \$5 checkroom license, \$5 for a carbonator license, \$5 license for man who handles carbonator and a \$3 license fee to run the air compressors, among others. If the particular operator owns the building that houses his club he must also pay a building and water tax.

And included in the pay-off is the tax that ASCAP collects from nitery owners for music, ranging from a minimum of \$120 to \$2,400 a year.

## Midwest Hotels More Hopeful, Says Booker

CHICAGO, Jan. 28.—Eddie Sligh, local booker handling a number of hotels in the Midwest and South, reports that managers are more hopeful this year than they were at the same time in 1938. Spots that folded after the holidays last year are continuing to run shows and are showing no signs of closing, reports Sligh.

Hostelries in such cities as Louisville and St. Louis use an average of three acts in each show, usually a dance team, novelty and emcee. Dance single goes into spots where band leader handles the show.

## Chez Paree Shows Out

OMAHA, Jan. 28.—Floor shows at Chez Paree night club were dropped last week as a result of an edict from newly elected officials of Pottawattamie County, Ia., that gambling and liquor must cease.

The club, located closer to Omaha than Council Bluffs, Ia., the county seat, has been a popular night spot here and booked top talent for the shows.

## It's Maisie and Hazy Now---- That Classy Ballroom Team

—By PAUL DENIS—

Dear Paul:

HAL HAZY dropped in at the club again last night and gave me a long spiel about teaming up with him. He says a girl can't get very far doing a single and what I ought to do is to form a ballroom team with him.

I says to him, "Eleanor Powell and Ginger Rogers aren't doing so bad as single dancers," but he says, "Look at Rogers. She's nothing without Astaire." Well, that left me with Powell only and I was afraid to argue because Hal is so smart that he could probably think up a good argument against Powell as a single.

Hal says a girl all alone like me has to spend so much time fighting with gyp agents, arguing with coffee-and-cake bookers and attending to a lot of other detail that I can't possibly have the time to push my career. (I have to admit there's a lot of truth to that.) He says I need a partner who will argue with the agents, worry about paying commissions, order new photos, contact the boys on the papers and get them to give us a plug and do a lot of other things to put us into the big time.

I've been thinking a lot about this business of doing a team act. Joe Pursant, my agent, says I ought to be ripe soon for a spot in a Broadway show and I'm always hoping that *The Billboard* will put me in its Possibilities column as a good bet for a review—but while waiting for the breaks I have been having a tough time. Last year I worked 33 weeks out of 52, my average salary when I worked was \$37.50, and when you deduct commissions, costumes, make-up, fares and ballet slippers you haven't got much left.

Really, I've often thought that a partner would be nice. He could argue with Joe Pursant, for example, because whenever I ask Joe for a good booking he usually ends by borrowing a ten-spot from me.

Anyway, when Hal dropped in today we talked again about the team. He showed me pictures of himself and his former partner, Daisy Dale, just to prove that he looks handsome in tails and with his hair greased down. He says Daisy left him to marry a club booker in St. Louis because the booker promised to keep her working steadily.

HAL says we ought to call the team Hazy and Maisie so that the new team will sound like his old act, Hazy and Daisy, and some bookers might book us thinking we're the old team. I didn't like that idea, so Hal says, "All right, I'll be a sport. Let's place the names according to the alphabet." We started to list the alphabet and sure enough H came before M. Really, I think Hal knew it all the time.

I told Hal that if he were a gentleman he should let a lady's name precede his. But he says, "Look at Veloz and Yolanda and Tony and Renee DeMarco. You wouldn't say Veloz and Tony are not gentlemen?"

We kept arguing and finally I says, "Hal, you're not chivalrous." So he gets mad and says, "Maisie, I'm from the South, and that is one remark I cannot permit to pass." Well, I got frightened and thought he would invite me to a duel, but Hal says, "It's okeh; let's make it Maisie and Hazy."

Well, now that that's settled, we've got to think of getting pictures, getting some routines and figuring how to split the salary and expense.

Please write me, Paul. This is the first time I've ever teamed with anyone and I need advice badly.

MAISIE

## Names—on the Cuff

PHILADELPHIA, Jan. 28.—Two Camden (N. J.) newspaper men who have been writing puffs for actors for years have decided to crash the night club racket themselves.

They opened a spot, tabbed the Front Page Cafe, and have had phenomenal success featuring cuff names. The scribe-nabobs are Walter Carley, of *The Camden Post*, and Charley Humes, of *The Camden Courier*.

The spot is on the site of the old Hudson Cafe, a favorite during the prohibition era.

## All San Fran Clubs Now AFA

SAN FRANCISCO, Jan. 28.—American Federation of Actors has effected a 100 per cent closed shop with cafes and night clubs in this area, according to Al Smith, AFA representative. An agreement was recently reached with the 365 Club, last remaining spot to be signed.

New officers of the local were installed at ceremonies in the Knights of Columbus Building recently.

## Show Boat Changes Hands

FORT WORTH, Tex., Jan. 28.—The Show Boat, night spot near here, closed under the management of Bob Carnahan, and has been reopened by Jimmy Farrell and Davey Jones until May, when Carnahan will again take over for the summer, with name bands again being featured.

Other spots to close temporarily are the Ringside Club and the Blackstone Hotel's Venetian Ballroom. Both are to reopen within the next month or two.

## Club Talent

### New York City:

OLD HEIDELBERG OCTET is now in its 10th week in the Crystal Terrace of the Park Plaza Hotel, St. Louis. Outfit comprises Jackson Murray, manager-baritone; Edward Freckman, pianist-arranger; Emerson Trent and Raymond Hentschel, second tenors; Art Katzel and Leslie Mardall, top tenors; Walter Person, baritone, and Carl von Bitter and Bill Garner, bass. . . . THE VAR-RONES (Carlos and Dolores) have just concluded their second week at the New Villa Club, eight miles out of Toledo.

. . . TED MERRIMAN and his *Hollywood Stars That Shine* are booked for two weeks at the Lodge Club, Tucson, Ariz., after which they go to Riverside Park, Phoenix. . . . GEORGE GEDDIS and his pal, Rowdy, are at the Club Gloria, Columbus, O.

JERI WITHEE this week concluded a record engagement of 14 weeks at the Wivel Restaurant. . . . JULIO ALVAREZ, of Florence and Alvarez, according to Ripley's cartoon January 25, learned to dance in an insane asylum.

BOB ESTES signed for a three-month return engagement at Ensley Chateau, Birmingham, Ala., after his booking at Maple Grove, Huntsville, Ala. . . . ALAN SMITH added another week as the Maple Grove's emcee, and Loretta Fitzimons held for her 12th week. . . . RUPE DAVIS has been called from Ft. Worth, Tex., to Hollywood for a role in Paramount's comedy, *Some Like It Hot*. Gene Krupa also in it. . . . JACKIE DUNCAN, midget, in his sixth week at Casa Nova Club, Buffalo.

CARLO LEVINS, appearing at La Paloma Club, Miami, expects to go to Havana in March. . . . DICK NEWELL, juggler, went into his third week at the Silver Rail, Utica, N. Y.

RUBY NEWMAN and ork, sailing on Normandie February 4 for the ship's 24-day cruise to Rio de Janeiro, will provide nightly dance music. Also in entertainment line-up will be Arthur Murray dancers and Fairfax. . . . MARTINET, now at Rainbow Room, New York, goes back to Europe for March opening at Casino de Paris in Paris. Says he is disappointed at American bookers, who have cried for novelty acts and will not use his trained crew.

MARY RAYE AND NALDI left for Miami Beach to open an engagement at the Palm Island Club before returning for the March show at the Chez Paree.

### Chicago:

REVISED line-up of the new Chez Paree show opening February 10 includes Lupe Veloz, Harris and Shore. Paul Haakon and Gloria Day. Return of Raye and Naldi has been set back until March. . . . ART GOLDIE, the p. a., has been out of circulation with a sprained ankle.

### Here and There:

JAY MASON'S RHYTHMETTES are at the Tally Ho Club, Dayton, O. . . . JACK LENNY and Statter Twins booked into the Urca Casino, Rio de Janeiro, recently gave a command performance for the President of Brazil, according to Herman Flakoff, booker. . . . MOORE AND REVEL open another four-week engagement at the Roosevelt Hotel, New Orleans, February 14.

### Two Bands at Boston Troc

BOSTON, Jan. 28.—The Trocadero Club here is now presenting two bands. Taska Crosson and Earle Foxe. Each is in at \$1,000 weekly and the club is packed.

Southland Club, closed for one week as penalty for its chorines singing Christmas carols to swing music, is doing good business on reopening.

The Lawrence Hofbrau announces a new policy of seven acts twice nightly.

### Mansfield Club New Policy

MANSFIELD, O., Jan. 28.—Greystone, ace nitery here, has announced no admission, no cover, two floor shows nightly. Bert and his Four Flirts are current, in addition to Fred Jud and his orchestra.

## New Madison, Wis., Club

MADISON, Wis., Jan. 28.—Bill Hommels' Club Hollywood, which opened to turn-away business here recently, is giving two floor shows nightly. Band is Ken Ketchen's and is aired twice nightly over WIBA.

Club operates every night except Mondays.

## Jim Bennett for Mayor?

DETROIT, Jan. 28.—Jim Bennett, currently producing the line at the Colonial Theater, may be a candidate for mayor next fall. Petitions are being circulated by friends. Years ago Bennett put a stop to a similar move and may do the same in the present race.

## Third of a Century

DETROIT, Jan. 28.—A celebration almost unique in night spot annals was held last week by Manager Gene Lazotte, who acted as host to a capacity crowd and presented a special floor show at the Club Frontenac. The occasion marked the completion of a third of a century of the club's operation.

This spot was one of the two or three leading night clubs of Detroit for many years before prohibition, and has been the only one to make a comeback since repeal.

## AFA Demands Written Pacts On Club Dates

CHICAGO, Jan. 28.—American Federation of Actors here is refusing to license agents resorting to no-contract methods. Club bookers, particularly, have been making verbal agreements with acts to play one-night affairs and, in cases where the dates failed to materialize, the performers did not get paid and the AFA was in no position to hold the offices responsible.

AFA is demanding that all bookers issue play-or-pay contracts for any and all dates and is instructing members not to accept any engagements unless employed thru written contracts.

Guy Magley, local AFA head, reports that by this week nearly 50 Chicago agents have been licensed. He stated that the licensing of the Music Corp. of America is being negotiated in New York between Ralph Whitehead, AFA's executive secretary, and W. H. Stein, vice-president of MCA. The union is attempting to sign all of the MCA offices at the same time.

## Philly Musicians Deny Nitery Feud

PHILADELPHIA, Jan. 28.—A. Rex Riccardi, secretary of the musicians' union, Local 77, vehemently denies published reports that his organization was feuding with local night spots, causing key places to engage traveling bands.

"On the contrary, the union has done its utmost to co-operate with night club operators and released them from contracts so they could engage name bands in order to attract the trade to keep them in business," Riccardi said.

"The only operator we've had trouble with is Arthur H. Padula at the Arcadia and Anchorage—and the only thing we did was to stand on our rights and see that the men were paid. And if that's feuding—then we're feuding."

Padula, as president and spokesman of the Philadelphia Restaurant Owners' Association, declared that the trend toward traveling bands was due to dissatisfaction of local clubs with the "tactics of the local union leadership."

## Fight Fair Competish

SAN FRANCISCO, Jan. 28.—Concerted endeavor of niteries during the next few months will be to beat off the competition from attractions at the California Fair by stressing to patrons a bigger array of talent than during any time in last 10 years.

First gun fired has been a boost in talent and advertising budgets. Next month will see the start of an extended exploitation campaign to stimulate poor business.

## Material Protection Bureau

A Free Service for Readers

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

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their signature, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

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

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## Cotton Club in Fine Shape

NEW YORK, Jan. 28.—The Cotton Club denies vigorously that Billy Rose's Casa Manana is the only big Broadway cabaret that has managed to weather the financial storm and points out that it (Cotton Club) has never had a creditors' meeting, never went thru bankruptcy or receivership, and has always turned in a profit.

## Talent Agencies

LUCILLE BALLANTINE, of Chicago, booked an unusual Latin show for a Spanish party held in Detroit Saturday. Included in the line-up were Nino Rinaldo, Corinna Mura and Jose Castro.

MARVIN WELT, veteran agent, has joined the Halperin-Grebbin office, Chicago, and will be the firm's rep between that city and New York.

BILL PARENT, Chicago, thru the Kelly-Bahlke office, Cincinnati, has booked the following acts for the Procter & Gamble employees' show to be held at Music Hall, Cincinnati, February 4: Lou Holtz, Szita and Annis, Professor Lambert, the Four Earls, Elaine Dowling Girls, Bob Ripa, Stevens Brothers and Bear, the 16 Adorables and Bill Bardo's Orchestra.

## Bouche Club Cuba's First Theater-Cafe

HAVANA, Jan. 28.—Albert Bouche, of Villa Venice, Chicago, has taken over old site of Chateau Madrid and has renamed it Bouche's Villa Venice. Policy will be theater-restaurant, the first one ever presented in Cuba. Spot is about eight acres and includes open dance floor, gaming rooms and other attractions. Bouche last week arrived from Florida with 26 femmes for the spot.

Artists engaged already are Maclavia Ruiz and Guadalupe, dancers; Clement Cuby, Frank Schochurt, Helen Wherle, George Lazzaroni, Evelyn Kincaid, Patiline Karolinko Smolen, Anita Joan Gabriel, Sally Christy, Julie Frances Bryan, Rita Jason, Eloise McGowan, Genevieve Chandler, Elaine Sheets, Ada and Marie Hollingsworth and Edna Otts.

## Unions Back AFA Hotel Negotiations

CHICAGO, Jan. 28.—The Trades and Crafts Council, controlling some 20 trade unions in local hotels, finally cleared the way for Guy Magley, local American Federation of Actors' representative, to negotiate individually with each hotel employing entertainment and to count on co-operation from the T&C group.

Signing of hotel rooms by the AFA has been held up for several months due to the union's efforts to bring them in collectively. According to Magley, the attorneys representing the trades council had advised him to deal with all the hotels at once.

Magley yesterday contacted Ernest Byfield and Frank Bering of the Sherman and Ambassador East hotels. Others served notice include the Edgewater Beach, Drake, La Salle, Stevens, Blackstone, Bismarck and Palmer House.

## Arcadia, Philly, Reopening Doubtful

PHILADELPHIA, Jan. 28.—Stockholders, creditors and management of the Arcadia-International held meetings last week to determine whether to reopen the spot.

No decision has been reached. As one official put it, "We're trying to figure whether to bury the corpse or to give it a blood transfusion."

The Arcadia closed last Saturday night when the cooks, bartenders, waiters and other help walked out during the dinner hour after demanding they be paid back wages.

It was reported that it will ultimately reopen as a restaurant without any floor entertainment. An orchestra will be retained, as there was no dispute with the musicians' union. Clem Williams crew having been paid virtually every penny due them.

# Winchell Loves the Chorus Kids—Ever Since He Was 13

Confesses why at launching of AFA "Winchell Chapter"—recalls when he had holes in the seat of his pants—Richman predicts chorines will be treated as ladies soon

NEW YORK, Jan. 28.—Walter Winchell grabbed the spotlight Thursday as champion of chorus girls' rights when he was honored speaker at the formation of a Walter Winchell club composed of AFA chorus girls. The "Winchell Chorus Girl Chapter" was oked by the AFA Council in recognition of Winchell's crusading for "the kids," and Winchell told the well-dressed chorus cuties who giggled constantly that he "started liking chorus girls back in 1910" when he was a 13-year-old kid with Gus Edwards' flash act at \$15 a week. He admitted he was so poor that he had holes in the seat of his pants and had to wear a raincoat even on hot days. When he was canned by Edwards, a chorus girl called Irene Martin saw him crying and, upon discovering why, persuaded Edwards to let Winchell stay in the act.

Since that time, Winchell said, he has never forgotten chorus girls. He recalled the time he paid 25 chorines \$2.50 each to cover a salary cut they got in Brooklyn and then said he became interested in the AFA's work when a chorine complained the AFA would not permit her to work the Paradise Restaurant because she had disobeyed AFA orders while working the Hollywood Restaurant. He said he got together with AFA's Executive Secretary Ralph Whitehead and got the matter straightened out.

Winchell said it was fine for name acts to back the chorus kids, closing with the punch line, "It's swell to be important, but it's much more important to be swell." That got him off to a terrific hand.

Councilman Harry Richman said the AFA's progress was fine and that it "won't be long before you will be treated as ladies instead of as chorus girls."

President Sophie Tucker called Winchell a "sweet boy" and then Councilman Gus Van told how the AFA collected his salary when he wasn't paid off in Minneapolis a couple of years ago.

Executive Secretary Ralph Whitehead presided and said this meeting would be the first of a series of weekly meetings to "acquaint chorus girls and all members with the AFA's work." Next Thursday's meeting will vote on establishing a "Sophie Tucker Fund" to raise \$50,000 for hospitalization of needy members and will also vote on empowering the AFA Council to demand a salary bond from night clubs and theaters that appear unable to pay off in full.

Whitehead explained that the failure

## Elsie Janis Set For Frank Fay Vaud

NEW YORK, Jan. 30.—Elsie Janis will be on Frank Fay's first straight vaude bill at the Hudson Theater, along with the Merry Macs, Six Debonairs and others.

Fay says he considers the Janis booking as a first-rate achievement, Miss Janis having been deluged with offers ever since her Sunday night concerts caused such a furor.

Fay again emphasizes he will avoid the "cavalcade of vaudeville" idea and that he plans to present good talent that can stand on its own feet without sympathy introductions.

of AFA acts to collect in full when the Majestic Theater straight vaude folded Sunday and also the loss of salary when the Hollywood Restaurant flopped had convinced him that performers should cease being overly sympathetic to shoestring employers and that they, thru the AFA, should be just as tough as other unions in collecting salaries. In the case of the Majestic, the acts asked the AFA not to call a strike, preferring to take a chance with the management. As a result, the acts collected about 25 per cent of their salaries. In the case of the Hollywood, the cast refused to file salary claims until it was too late and the spot had already closed.

About 200 chorines attended the meeting in Edison Hall, where ensuing meetings will be held Thursday afternoons. Councilmen Eddie Miller, Frank Lynch, Sid Williams, Jessie Noble and Charles Mosconi also were on the platform.

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### Trion Room, Ambassador Hotel, New York

The upper classes wine and dine and dance here and the music and floor entertainment is short but just right. In other words, no big show—just the ballroom team and two bands alternating for dance music.

The team, in its sixth week, is Roselean and Seville, a handsome couple that perform smoothly a waltz, Brazilian Maxixe, tango and a Portuguese Foda. The girl is an attractive sleek brunet in flattering lively white Kuhn gown and Seville's nimbleness and careful handling provides the proper complement. Their dancing is of the effortless style so important in society spots and their routines are properly highlighted by spins and lifts.

Dick Gasparre leads his 11 men, providing insinuating rhythms that are enticing for the dancing and pleasing for just plain listening. Viollins and melody predominate, the rhythms becoming sharper later in the evening when more patrons are inclined to dance. Alternating is Vincent Bragale and South American Band, which does a competent dance music job.

Eleanor French, society deb, is not singing with the band at the moment. Happy Powers, comedy singer, doing the band vocals now.

Gertrude Dutton and Edward Crook offer instruction in the Samba and Conga Thursday nights, with prizes going to best dancers among patrons. Gasparre's Band plays Viennese waltzes for Tuesday night contests.

William Adler and Ensemble play during luncheon and cocktail hour (\$1.25 minimum). Dinner is \$3. Food and service are faultless.

Harry Sobol is the p. a.

Paul Denis.

### 606 Club, Chicago

One of the few spots in which the shows are directly responsible for the nightly crowds. It profits greatly from convention trade, which in January was probably the most prosperous of the entire year. No less than 15 acts are used, including an emcee, line of four girls and seven strip specialties. The latter item, in particular, brings the boys in and, surprisingly enough, you find some competent talent in the other departments too.

Margaret Faber's lively line is still here, opening and closing the hour length bill with snappy routines. Billy Carr, another veteran, emcees most capably and, by this time, is personally acquainted with a good percentage of the customers. He keeps the shows moving with admirable rapidity and airs a crop of current and old tunes in round, tenor voice.

Disrobing clan lists Marlan Peters, Yvonne Nova, Collette, Carmen, Patricia Perry, Dagmar and Princess Aloha. Miss Peters is a vivacious red-head who delivers a feverish tassel rumba. Yvonne has a striking Latin personality and parades thru a teaser, using a shawl for coverage and effect. Ease and grace mark Collette's interpretative nude display, while Carmen, exotic disrober, works with more effort in a brief Hawaiian costume. Miss Perry is an attractive brunet who has a way of holding the attention. Dagmar is another impressive and shapely disrober, while Princess Aloha climaxes the undress parade with a fast and hot strut to jungle rhythms.

Sandwiched in between this eye-appealing septet are strong dance and song specialties. June Scott is on early in a tux outfit to warble *Birth of the Blues* and go into a *Tea for Two* musical

comedy tap. Polished work. Kay Austin pranced thru a flashy acro number spiced with good tricks. Youthful and bright are the Dancing Dietrichs, swing team, whose jazzy concoction to *St. Louis Blues* is a highlight.

Jessie Rosella, Sophie Tuckerish blues songstress, holds her own with current hits. She is a good showman and has a strong and melodious set of pipes to do credit to most of the favorites she delivers. Mary Jane Brown, shiny little tapstress, continues with modern, peppery steps, while Joel and Annette, here in their 25th week, thrill the rounders with a sock apache display in which the girl gets her share of punishment and, in a later show, return with a fast tango and novelty strut.

Only comedy act is the double-meaning song piping of Dolly Sterling, who goes over big. She gets in some spicy lines and the boys howl for more.

Elevated dance floor is of considerable help to the back-of-the-room and bar spenders, who can now do away with neck stretching. Only drinks are served and a dollar minimum is still in effect nightly.

Sol Lake's four-piece combination dishes out swiny dance music and plays a satisfactory show. The Tripoli Trio stroll between ork sessions.

Sam Honigberg.

### Dempsey's Bar, Miami Beach, Fla.

Moore and Revel, the most amusing dance satirists in show business, share the feature spotlight with Joan Abbott. Harry Stevens and Vaughn Monroe and his orchestra in the new show.

For witching-hour entertainment and an environment in which to lose one's inhibitions Dempsey's is a good prescription.

Since owner Bennet Gaines' formula for entertainment calls for a sister dancing team as show opener, the brunet Burke Sisters have been replaced by the blond Stearner Sisters, who manage to succeed in filling a tough assignment following the talented Burkes. Guy Churney, singer, is in a very difficult spot, for it is his mission to remind the audience that the show is on. He almost succeeds.

There is no doubt that the show is on the moment Moore and Revel make their appearance. These two poke fun at their contemporaries in a manner which provokes genuine guffaws. For downright brittle satire this team is tops. As an added novelty Miss Moore burlesques an operatic diva who reaches high C interrupted by an unexpected burp. For the high in low comedy Miss Moore should be awarded some sort of plaque.

Blond Joan Abbott appears and sings. She has improved since last year, and last year she was better than the year before.

Harry Stevens is a holdover from the previous show. He is a hard-working boy who captures the crowd 100 per cent. Harry banjos, sings, jokes and comments. Music is by Vaughn Monroe and Don Ferrara.

Publicity by Carl Erbe.

Lee Simmonds

### Gleam Dinner Club, San Antonio

This spot, in the downtown section on the fringe of the Mexican quarter, continues to pack in a midnight throng.

## BOB FLINCH and his PERSONNETTES

Marionettes of Well-Known Personalities

"WORLD'S FAIR REVUE"

PARADISE RESTAURANT, New York

★ Indefinitely ★

Thanks to M.C.A.

# Night Club Reviews

An intimate atmosphere, excellent food and fair talent make the club a popular rendezvous for tourists and locals.

Pretty De Lores, willowy brunet songstress and dancer, draws a solid hand with her sweet and husky vocals. Altho only a youngster, De Lores has genuine talent and sells her songs and dances with plenty of personality. She specializes in Latin numbers, and her dances, particularly *La Cucharacha*, are extremely graceful and skilled. Looks good in evening gowns.

Latin band, headed by Manuel Garza, sticks to sweet side. Garza warbles occasionally, but without umph. Frank Doyle, veteran emcee and pianist, is pleasing. Could improve with effort at originality.

Patsy Haley, shapely young blonde, shows promise with her acro tapping. She is energetic and lithe. Striking Winnie Powell, ex of the Fort Worth Casa Manana, is another dancer with eye appeal and has a neat novelty routine.

Ruth Beaucarre draws plenty of giggles with her comic specialty. Jerry McRae, cowgirl band leader from Honolulu, appeared as guest performer and was up to her usual high standard in tap, singing and guitar and sax numbers.

Service is good and prices reasonable in bar, small dining room and main room which seats 150 but lacks adequate dancing space. Decorations are in Russian motif with distinctive murals.

J. N. Craslineck is manager-owner.

Stanley Gunn.

### Restaurant De La Paix, St. Moritz Hotel, New York

Fine dance music and a pleasant enough floor divertissement make this dining spot right on Central Park one of the most enjoyable in town.

Band is Basil Fomeen's eight-piece combo led by Fomeen's excellent accordion playing. Fomeen gets solid backing from three saxes, trumpet, string bass, drums and a trick piano, that adds brilliancy to the music. The piano is a Fomeen brain child—a combination of reed organ, piano, cymbal, vibraphone and chimes, and all handled easily from two keyboards. Fomeen gives distinction to his music by deviating into foreign tunes and then slipping right back into pop numbers without a single break.

The alternate band is Grisha Manokowsky's Serenaders (piano, violin, string bass and cello) and it does a fine job with concert music. In addition, on the off night for Fomeen's Band, this quartet also handle the dance music.

The "floor show" isn't much—but certainly enough for patronage that doesn't appear interested in too much entertainment. Dorothy Roland and Eddie Pierce, a shapely blonde and a tall, clean-cut fellow, provide interesting ballroom routines. Their opener is a pictorial version of Rubenstein's *Romance*. Then a lively stumpy rumba and a sprightly musical comedy number featuring hand movements. Miss Roland is attractive in a sparkling black Kuhn gown that sets off her blond hair nicely. The team also handles the nightly "instruction hour" between shows.

Lovely little brunet Aurella Coloma captivates her audience with her cameo-like beauty, but her singing is deficient. Hardly above a whisper, it couldn't make itself heard despite the mike. She sang Latin and English numbers.

Roget is the friendly host and Bob Reud is the hotel's p. a. Dinner from \$2. Food, service and atmosphere excellent.

Paul Denis.

### College Inn, Sherman Hotel, Chicago

The new entertainment set-up here is anything but an improvement over some of the indifferent policies that have come and gone in the last year. Once one of the brightest spots in the Loop, it now finds itself in desperate need of a guiding hand that will lead it out of its doldrums.

A seven-piece band that is strictly for the small seaters, eight models that do little modeling and no dancing, and a similar number of jitterbugs culled from neighborhood theater contests compose the gist of the show. It's a sad combination that can't be brightened even with some lively acrobatic nonsense by the Four Whitsons (formerly of the Six

Lucky Boys) and the old-fashioned dance work of Pat Rooney who by the time this is in print, will be succeeded by another emseing comedian (Rooney moves to Cosolimo's Thursday).

The visiting fireman will get the impression that the College Inn is now an open market for amateurs and will wonder what happened to the nitery that once established Ben Bernie, among other celebrities. The room must have an increased budget for talent, since nothing but an impressive show, generous with strong acts that will fit in this informal atmosphere, will serve the purpose.

The eight models, decent enough lookers, appear in bathing suit, sport and long gown parades, walk around the elevated stage a couple of times and depart to the same silence that greeted them. The jitterbugs jitterbug to exhaustion if encouraged by the patrons, and due to the scarcity of other talent get plenty of encouragement.

The Four Whitsons do most of the funny sight stuff and acro tricks familiar in the act of the Six Lucky Boys. It is wholesome material and well presented.

Pat Rooney, too, held his own with the time-tried steps that brought him fame, but is not too strong as an emcee, particularly in such a large room. Would go much better in more intimate niteries.

Red Stanley's jazzy septet is midgeted on the large band stand formerly populated by outfits more than twice that size. It is a hot enough and pleasing enough combination but cannot do justice to the spacious College Inn. Red himself is featured on the trombone and sings comedy songs, while Mickey Sabol and Felix Giobbo are other vocal assistants.

Don and Audrey LeMaire are still around to teach the Lambeth Walk, among other steps, and Carl Marx crowds around the tables. Sam Honigberg.

### Casa Manana, New York

Billy Rose's 10th *Streamlined Varieties* (vaude's sugar under any other name tastes just as sweet), plus a production number from a deceased legit show and as an afterpiece a display of "talent in exile," commercially matches up with any of Rose's former bills and with its exploitation advantages should pack the house.

Running slightly over two hours, show was ushered in Monday (January 23) with the customary opening-night confusion, off-tempo musical accompaniment and timing of acts. Despite the presence of the Three Stooges, the bill seemed a little thin on comedy, altho Rose's intentions were good. Other exhilarating acts, however, make up for this void.

Opener is the Four Vespers' doing a neat teterboard turn. They work nicely and fast, going thru the orthodox somersaults, double flips, hand-to-hand acro work, climaxed with the omnipotent three high.

A touch of light comedy dancing is performed by Dorothy Fox, a fugitive from legit, doing impressionistic dance work in modern style. A somewhat comely brunet, Miss Fox has quite a nimble style and scores with a bit satirizing a chorus girl looking for work.

Jack Durant, who came into the Casa on the heels of the last show's closing, is held over as emcee; also doing a comedy turn and imitations, interspersed with full back flips. His act is unusual, doing character imitations of Paul Muni, Herbert Marshall and Clark Gable, each climaxed with an acro flip and the remark, "But can he do this?" Durant looks nice on the stage, emcees capably, tries his hand at singing, which is n. s. g., but withal seems to be a little confounded in his new comedy role. He doesn't seem to know what to do with his hands either, so he wrings them.

Lillian Roth's return to Broadway was marred by the blatant blares of Jack Denny's Band. La Roth, who is quite a looker, tho a little more mature looking now, did a couple of ballads in the style that elevated her to stardom some years ago. Numbers were on the sentimental pashy side, including *I Married an Angel* and *Get Out of Town*. As an enter-

**"JACK SHEA and his RADIO ROUND UP"**

This Week, COLONIAL THEATRE, Elmfield, W. Va.

Next Week, PALACE THEATRE, Huntington, W. Va.

For Complete Contact JACK SHEA.

tainer she's still a good bet for anyone's nitery.

The Salfed Puppets, a standard vaude turn, held the rapt attention of everyone and are certainly one of the outstanding numbers of the show. Puppeteers work on a raised stage in back of the band stand, and the act is as charming as ever.

Gomez and Winona are a well-coordinated agile dance team with nary a movement out of place. They did three numbers that contained many trick turns, spins and difficult routines that are exceedingly well executed.

Baritone Everett Marshall, after a short run in the revival of *Blossom Time*, is marked down as a headliner and makes his presence known immediately with a strong, almost belabored delivery. Marshall is quite a showman, a great mugger and exudes personality all over the place. On the other side, he is the possessor of a pleasing voice. He sang *The Night Is Young and You're So Beautiful* twice, once because Rose wrote the song for the Fort Worth Fair and again because a Texas muck-a-muck came late. He tears the house down.

The Three Stooges, with Eddie Lawton straightening, on a return trip to Rose's palatial saloon, slay the house with their screwy routines, overworked gags and their seedy-looking appearance. It's hard to find another comedy combo that can provoke as much laughter.

Closer on the first portion is the *Franklin D. Roosevelt Jones* production number from the late *Sing Out the News*. Number is built around the hit tune of the same name, and if there ever was a pip this is it. About 30 colored people participate in the skit and do a grand job of putting over a production number without elaborate scenic effects.

Music for the show is played by Denny, who also plays for dancing. His accompaniment on opening night was much too loud for the show, and those who needed him for vocals found the competition of his brass section pretty tough. Otherwise his music is very swiny and tuneful.

Rita Rio and her all-girl band provide the relief tunes, and what they lack musically Rita makes up in shapely appearance and umph. She swings a mean baton, among other things.

Second portion of the show is a 30-minute *Refugee Revue*, staged excep-

tionally well by John Murray Anderson. Aside from the basic idea of presenting artists who have been expelled from the dictatorship countries, which is commendable enough, the revue is musical and entertaining and is capable of standing on its own feet. There is a lack of exceptional talent, but as a unit the group shows to good advantage.

The opening, called the *Verboten Overture*, runs too long, but features sections of the classics composed by the Strausses, Mendelssohn, Offenbach and others, now banned in Germany and Austria. Max Willenz, of Austria, is emcee (and is way off in his gag timing), and in ironic Fascist salute shouts the word "verboten" with each song introduction. The piece is dramatically portrayed and touching.

Hella Linda, with a throaty contralto voice; Vilma Kurer, attractive red-headed soprano; and Beatrice Lind, operatic singer, were all pleasing with individual renditions and a short harmony bit by the three.

The D'Artols were entertaining with satiric dance numbers; Bob and Bertie Hellman polished off very neatly a pianissimo arrangement of *Rhapsody in Blue*. Outstanding was Erna Rubenstein, an attractive blonde and a talented concert violinist. Herbert Ertel sang a crying version of *Eili-Eili* that just doesn't belong in a night club, even under the present setting.

And in keeping with the present-day manifestations of patriotism, the finale is climaxed with the singing of the *Star-Spangled Banner*, with a paper-mache Statue of Liberty rising in back of the band.

Yes, Rose has the semblance of a hit, and with some judicious pruning it will probably do well.

Sydney Spier continues to do a capable publicity job. Sol Zait.

**Chez Firehouse, New York**

This place is best known as the night club where John Hoysradt first inflicted his mimicry and acid impersonations of the big wigs on the night club going public. Hoysradt's rise thru a subsequent appearance at the Rainbow Room and then a successful London engagement is now history. It also made the Firehouse as an entity in night-living, but the streamlined mellers being run upstairs at the American Music Hall, from where most of the talent is lifted and the audience, too, hasn't been productive of much ever since.

The latest "sophisticated comedy" assignment has been handed to Leslie Litomy, doubling with his upstairs engagement in *Naughty Naughty*. Litomy does three bits, which are somewhat amusing but a little thin. *Personal Escort* number is saucy and clever but too slow, also he was first "tested by the Good Housekeeping Institute." Withal, however, Litomy has a lot of presence and poise and a droll manner which he could use to good advantage with stronger material.

Claire and Sana Sisters, skating act, do a fast whirlwind bit but do not particularly shine in this intimate atmosphere. Playing for dancing and featured in the show is Milt Hertli (Omar the Swing Maker), a three-piece musical combo featuring an electric organ, piano and drums, manned respectively by Hertli, Frank Froeba and Dick Ridgely, Hertli's swingology on the organ is deft and tuneful and definitely a novelty.

Van Alexander's Band provides the dancing rhythms, with his 11-piece crew of mostly brass reminding you of it when it plays. His arrangements are tricky and nice, but the ever constant blare and noise is a discourager.

Spot is operated by John and Jerrould Krinsky. Jack Diamond is the p. a. Sol Zait.

**Royal Palm, Miami, Fla.**

When you can get two shows for the price of one it's bargain day in any man's language.

Owner Art Childers has supplemented the Ted Lewis show with a Marjorie Fielding production that tops all previous presentations at the downtown nitery. Almost from the moment Lewis makes his appearance to the colorful *Merry-Go-Round* finale, in which all members of the cast appear, including Lewis, Terry Lawlor, the Radio Aces, Frank Paris, Eleanor Tennis, Theo Troy, Houston and Harden, Loretta Lane and Charles (Snowball) Whittier. It's the kind of show that makes after-dark entertainment an exciting diversion.

In the best dressed show to ever appear in these parts, the Fielding girls make their first appearance in a number

called *Tropic Holiday*, followed by Lewis in a clever version of a current hit, *Franklin D. Roosevelt Jones*, in which he is joined by his shadow, Snowball Whittier. As an encore Lewis offers his old stand-by (about a thousand ears of corn rolled into one) and then introduces Terry Lawlor, no newcomer here. The redhead looks good but sounds better.

Loretta Lane, of Lewis' troupe, follows Lawlor in a few well-devised turns, and then the Fielding girls appear in a Flamingo number which is one of those riot-of-color things. The tall jugs in this act are more than striking. Eleanor Tennis bends her toes in a ballet at this point. Fair.

Radio Aces come next and look like an excellent bet to become minor Ritzes. Not as screwy, but a lot of people are gonna like them better. Theo Troy, next, slows things up somewhat, with a (See *NIGHT CLUB* on page 28)

**North Dakota Clubs Hit**

BISMARCK, N. D., Jan. 28.—North Dakota liquor dealers and night club operators are alarmed over possibilities that a State or municipal liquor control system will be set up by the State Legislature now in session.

Senator Walter J. Trout has a measure making it unlawful for any person other than an employee of a municipal liquor store to sell or barter intoxicating liquors.

Under the present system the State obtains revenue thru a stamp tax, with control vested in incorporated municipalities or thru county commissions.

**Loew Profits Decline**

NEW YORK, Jan. 28.—Yearly report of Loew's, Inc., and subsidiaries shows a profit of \$9,924,934 for the fiscal year ended on August 31, 1938, after amortization and writedoff of charges, minority interest, taxes, etc.

This sum, after preferred dividends, is equal to \$5.65 a share on 1,599,053 non-preferred common shares. Previous year's figures were \$14,426,062, which came to \$8.46 per common share.

**Vaude Back at Springfield**

SPRINGFIELD, Mass., Jan. 28.—E. M. Loew's Court Square Theater here returns to vaude with a policy of six acts three days a week. Bert Green will conduct a pit band.

City has not had vaude for more than 10 years.

**Morris Agency Lands Ft. Worth Casa Show**

FORT WORTH, Tex., Jan. 28.—The Citizens' Committee of Fort Worth, headed by Amos Carter, is understood to have decided to permit the William Morris Agency to produce the show at its Casa Manana this summer for six weeks beginning July 15.

The committee has appropriated \$150,000 to underwrite the venture. Music Corporation of America had the show last year.

**Rapp Plans Own Club**

CINCINNATI, Jan. 28.—Barney Rapp, whose ork is currently holding forth at the Gibson Hotel Rathskeller here, is mapping plans to operate his own nitery here, using the Club 444, originally built and opened by Izzy Schneiderman some four years ago and dark the last two years. The spot is located on one of Cincy's most heavily traveled highways. No date has been set for the opening.

**Units Okeh in Pittsburgh**

PITTSBURGH, Jan. 28.—Vaude bookings in Western Pennsylvania cities are becoming numerous, with unit shows in demand and doing big business, according to agent Joe Hiller, of National Theatrical Exchange. His office is playing *Hollywood Laugh Parade* in Johnstown and Erie, *Jitterbug Jamboree* and *Broadway After Dark* in the Flood City, and *Hollywood Highlights* in the Lake town. Seems movieland monikers helps draw customers.

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**PAUL WHITEMAN**  
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Feb. 7—Casparilla Ball, Tampa, Fla.  
Feb. 8—Casparilla Ball, Tampa, Fla.  
Feb. 9—University of Florida, Gainesville, Fla.  
Feb. 10—"Ye Mystic Revelers," Jacksonville, Fla.

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**THIS WEEK—ORIENTAL THEATER, CHICAGO**  
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(Routes are for current week when no dates are given.)

# 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

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; c-camrose park; ro-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

A. B. C. Trio (Paradise) NYC, nc.  
Adrian, Iris (Leon & Eddie's) NYC, nc.  
Allis, Roscoe (Harry's New York Bar) Chi, nc.  
Allen, Roberts (McAlpin) NYC, h.  
Allen, Vicki (Blackhawk) Chi, nc.  
Allen, Lester (Yacht Club) NYC, nc.  
Ammons, Albert (Cafe Society) NYC, nc.  
Anderson, Helena (Midnight Sun) NYC, nc.  
Andre, Julia (Crisis) NYC, nc.  
Andre, Andre (Downtown Casino) Detroit, nc.  
Andrews, Joanne (Queen's Terrace) Woodside, L. I., nc.  
Antoine & DuBarry (Woodside Gardens) Long Island, nc.  
Arden, Dolly (Casa Nazionale) Havana, nc.  
Arden's, Don, Artist Models (Lookout House) Covington, Ky., nc.  
Armstrong, Maxie (Ernie's) NYC, nc.  
Armstrong, Harry (Diamond Horseshoe) NYC, nc.  
Arren & Broderick (Earl Carroll's) Hollywood, nc.  
Ates, Roscoe (Capitol) Washington, D. C., t.  
Athenery Players (Del Monico's) Miami, nc.  
Aunt Gemina (Oriental) Chi, t.  
Austin, Kay (606 Club) Chi, nc.

B  
Bailey Sisters (Palmer House) Chi, h.  
Bain, Donald (Savoy) Chi, h.  
Baker, Bea (885 Club) Chi, nc.  
Baldwin & Bristol (Manoa Inn) Phila, nc.  
Ballard & Rae (Hackney Empire) London 30-Feb. 12, t.  
Balkow, Julie (House of Murphy) Hollywood, nc.  
Baker, Bonnie (Palmer House) Chi, h.  
Ballero, Mark (Continental) Miami, nc.  
Banjo Bernie (Plantation) NYC, nc.  
Barber, Sadie (Joe Roubani's) NYC, nc.  
Bannister, Barbara (Le Mirage) NYC, nc.  
Barclay, George (La Fonda) Hollywood, nc.  
Barr & Estes (Pal) Cleveland, t.  
Barrie, Ann (Pepper Pot) NYC, nc.  
Barry, Grace (Lycia) Indianapolis, t.  
Barrie, Mickey (Mother Kelly's) Miami Beach, nc.  
Barron, Blue, & Orch. (Loew's Broad) Columbus, O., t.  
Barton, Dr. L. (Zimmerman's Hungaria) NYC, nc.  
Bates, Lulu (Diamond Horseshoe) NYC, nc.  
Baylors, Gene (Yacht Club) NYC, nc.  
Beaucaire, Pierre (Monte Carlo) NYC, nc.  
Behan, Arthur (Gay Nineties) NYC, nc.  
Bell's Hawaiian Folies (Palace) Jacksonville, Fla., 3-5, t.  
Belmont Bros. (Show Boat) Pittsburgh, nc.  
Belostoksky, Boris (St. Regis) NYC, h.  
Benis, Beverly (Lycia) Indianapolis, t.  
Benita, Ethel (Joe Roubani's) NYC, nc.  
Benson, Ina (Radio Franks) NYC, nc.  
Berle, Milton (Chez Paree) Chi, nc.  
Berman, Herman (Roumanian Village) NYC, nc.

Beltine (El Rio) NYC, nc.  
Billett's Troupe (Shrine Circus) Amarillo, Tex.  
Birsa, Daria (Russian Kretchma) NYC, re.  
Bishop, Corine (Maple Grove) Huntsville, Ala., nc.  
Blaire, Dorothy (Hungaria) NYC, re.  
Boaz, Jean (Alms) Cincinnati, h.  
Bolton, Jean (Royal Palm) Miami, nc.  
Bonard, Peggy (Ernie's) NYC, nc.  
Bond, Gertrude (Crisis) NYC, nc.  
Borg, Ignia (Colosimo's) Chi, nc.  
Borges, Major, "School of Swing" Unit (Tower) Kansas City, Mo., t.  
Bouvier Yvonne (St. Regis) NYC, h.  
Brack, Helma (Pan-Pacific Rink) Los Angeles, a.  
Bronday, Arthur (Happy's) Glendale, L. I., nc.  
Brooks, Artie (Chateau) Rochester, nc.  
Brown, Jimmy (Comedian) NYC, h.  
Brown, Art (Capitol) Washington, D. C., t.  
Brown, Barbara (Nut Club) NYC, nc.  
Byrne, Kathleen (Chateau Moderne) NYC, nc.  
Burnett, Denise & Louise (Earl Carroll's) Hollywood, nc.  
Burns, Kathleen (Crisis) NYC, nc.  
Byers, Enis (Yacht Club) NYC, nc.  
Bylon, Dorothy, Girls (Stevens) Chi, h., nc.

C  
Calloway, Hazel (Plantation) NYC, nc.  
"Calling All Stars" Unit (Colonial) Dayton, O., t.  
Campbell's Trio (Santa Rita) Tucson, Ariz., h.  
Carlyle Sisters (Leon & Eddie's) NYC, nc.  
Carpenter, Irene (Black Cat) NYC, h.  
Carr, Billy (606 Club) Chi, nc.  
Carr, Alexander (Roumanian Village) NYC, nc.  
Carroll, Della (Merry-Go-Round) Newark, nc.  
Carter & Bowie (Barney Gallant's) NYC, nc.  
Cassandra (Patio Club) Palm Beach, nc.  
Carter & Bowie (Barney Gallant's) NYC, re.  
Carter, Betty (Jimmy Kelly's) NYC, nc.  
Carlos & Carlo (Havana-Madrid) NYC, nc.  
Carpenter, Thelma (Black Cat) NYC, nc.  
Case Brothers & Marie (Orpheum) Memphis, t.  
Castro, Jose (Palmer House) Chi, h.  
Chaudler, Patsy (2 o'Clock) Baltimore, re.  
Chapman, Dick (Armando's) NYC, re.  
Chiquita (Bedford Rest) Brooklyn, nc.  
Claire, Jean (Piccadilly) NYC, h.  
Clark Sisters (Maple Grove Inn) Huntsville, Ala., nc.  
Claret, Marguerite (Lowry) St. Paul, h.  
Clary, Michael (La Cava) NYC, re.  
Clements, curly (Wivel) NYC, re.  
Coney, Lew (White) NYC, h.  
Collette, Joan (606 Club) Chi, nc.  
Collins, Bill (Comedian) NYC, h.  
Collins & Beasley (Plantation) NYC, nc.  
Collins & Patrick (Arrow) Los Angeles, t.  
Colombo, Aurelia (St. Moritz) NYC, h.  
Comets of Swing (Geo. Washington) Jacksonville, Fla., h.  
Conklin & Thomas (Capitol) Washington, D. C., t.  
Connors, Jack (Onyx) NYC, nc.  
Continental, Trees (Manatee) NYC, re.  
Cortez, Albert (Rube Blue) NYC, nc.  
Cooker, Etiz (Kit Kat) NYC, nc.  
Cooper & Dixon (College Inn) San Diego, Calif., nc.  
Cognitive Band (Paramount) Springfield, Mass., t.  
Corlies & Palmer (Queen Mary) NYC, re.  
Cortez, Sammy (Kit Kat) NYC, nc.  
Corvino & Ardella (Exposition) Aurora, Ill., h.

Coy, Lyda Mae (Netherland Plaza) Cincinnati, h.  
Crane, Gladys (Maxim) Bronx, NYC, nc.  
Crane, Ford (Leon & Eddie's) NYC, nc.  
Craig, Reginald (Earl Carroll's) Hollywood, nc.  
Crawford & Caskey (Palmer House) Chi, h.  
Crosby, Bob, & Band (Paramount) NYC, t.  
Cross & Dunn (Palm Island Club) Miami, nc.  
Cummings, Don (Pal.) Chi, t.  
D  
D'Armour, Franklyn (Paramount) NYC, t.  
D'Avalos, Rodolfo (Versailles) NYC, re.  
Dagmar (606 Club) Chi, nc.  
Dancing Dietrichs (606 Club) Chi, nc.  
Daley, Cass (Paramount) NYC, t.  
Dane, Olga, & Swingsters (Century) Baltimore, t.  
Daniels, Jean (Plantation) NYC, nc.  
Daniels, Mariel (Hungaria) NYC, re.  
Daniels, Billy (Mammy's Chicken Farm) NYC, nc.  
Dare & Yates (Oriental) Chi, t.  
Dare-Devil Dault (Riverside) Milwaukee, t.  
Dare & Diane (Casa Nazionale) Havana, nc.  
Datsook, Yasha (Russian Art) NYC, s.  
Davis, Dolly (Lexington) NYC, h.  
Dawn, Alice (Continental) Miami, nc.  
Dawn & Darrow (Nixon) Pittsburgh, re.  
DeCamp, Ronnie (Old Roumanian) NYC, nc.  
De Flores, Felipe (Havana Madrid) NYC, nc.  
De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.  
Deauville Boys (Top Hat) Union City, N. J., nc.  
De Rios (Roxy) NYC, t.  
Dell, Helen (Bertolotti's) NYC, nc.  
Denuit, Helen (Chateau) Rochester, nc.  
Denning, Ruth (Club 17) Hollywood, nc.  
Del Rio, Diana (Havana-Madrid) NYC, re.  
Dermody, Cliff (The Top) Montreal, Que., nc.  
De Thury, Iona (Tokay) NYC, re.  
D'Ivons, The (Continental) Miami, nc.  
Diamond Brothers (Savoy) London, h.  
Dix, Palma, Angelo (Nixon) Pittsburgh, re.  
Dixon, Alice (Kit Kat) NYC, nc.  
Dominguez, Paquita (El Chico) NYC, nc.  
Donnelly, Harry (Gay Nineties) NYC, nc.  
Dorita & Valero (El Chico) NYC, nc.  
Dorsey, Jimmy, & Band (New Yorker) NYC, h.

Dorsey, Tommy & Orch. (Earle) Phila, t.  
Downing, Tom, & Sis (McAlpin) NYC, h.  
Downey, Morton (Piazza) NYC, h.  
Doyle, Buddy (Diamond Horseshoe) NYC, nc.  
Drayton, Danny (Paramount) NYC, t.  
Drayton Sisters & Jack (Chez Ami) Buffalo, nc.  
Duane, The (Downtown Casino) Detroit, nc.  
Duke, Maralyn (Royal Palm) Miami, nc.  
Dumont, Valerie (Village Casino) NYC, nc.  
Dunn, Dwight (Colony Club) Chi, nc.  
Dunn, Biddle (Ernie's) NYC, nc.  
Duncan, Midget Jack (Frank's Casa Nova) Buffalo, nc.  
Durant, Jack (Casa Manana) NYC, nc.  
Durkin, Nellie (Swing) NYC, nc.  
Duro, Fred (Brevort) NYC, h.

E  
Edwards & Arden (State-Lake) Chi, t.  
Elaine & Henry (Garbo) NYC, re.  
Elderbloms, The (State-Lake) Chi, t.  
Engel, Joan (Casino Russe) NYC, nc.  
Entenza, Johnny (Geo. Washington) Jacksonville, Fla., h.  
Enters & Borgia (Hollywood Beach) Hollywood, Fla., h.  
Evans, Red (Strand) NYC, t.  
Everetts, Inc. (New Town Casino) Miami Beach, nc.

F  
Fagan, Nutsey (Village Nut) NYC, nc.  
Fairfax (White) NYC, nc.  
Fanton, Joe, & Co. (Casino Municipal) Nica, France, t.  
Fanton, Ray's Hill Billies; Winchester, Va.  
Farrell, Bill (Place Elegante) NYC, nc.  
Fawn & Jordan (Le Mirage) NYC, nc.  
Fay, Vivien (Earl Carroll's) Hollywood, nc.  
Faye, Gladys (Rose Bowl) Chi, nc.  
Faye, Gladys (Jimmy Kelly's) NYC, nc.  
Faye & Wellington (Royal York) Toronto, Ont., h.  
Fazio, Joe (Casa Manana) Palo Alto, Calif., nc.  
Floreta & Boyette (Deshler-Wallick) Columbus, Ga., h.  
Pontana, Georges (El Rio) NYC, nc.  
Forbes, Delane (Chez Firehouse) NYC, nc.  
Forrest, Maria (Ernie's) NYC, nc.  
Foster, Ray (Girls, 16 (Earle) Washington, t.  
Poster, Gae, Girls (Roxy) NYC, t.  
Fox, Gloria (Edgewater Beach) Chi, h.  
Frances, Emma (Diamond Horseshoe) NYC, nc.

Franchise, Aime (Le Coq Rouge) NYC, re.  
Franklin, Cass (Hollywood Beach) Hollywood, Fla., h.  
Frederick & Yvonne (Blackhawk) Chi, nc.  
Fredericks, Charles (Midnight Sun) NYC, nc.  
Fredrysons, Seven (Shubert) Cincinnati, t.  
French, Eleanor (Ambassador) NYC, h.  
G  
Gail & Diane (McVann's) Buffalo, nc.  
Gale, Al (H-Hat) Chi, nc.  
Gale Sextet (Royal Palm Club) Miami, nc.  
Gale, Judith (Fifth Ave.) NYC, h.  
Gallagher, Joe (Radio Franks) NYC, nc.  
Gallagher, Jim & June (Gay Nineties) Miami Beach, Fla., nc.  
Gardner, Madeline (Freddie's) Cleveland, nc.  
Gavin, Margo (Harry's New York Bar) Chi, nc.  
Gay, Sally (Hollywood Beach) Hollywood, Fla., h.  
Gerrin, Dorothy (Earl Carroll's) Hollywood, Fla., h.  
Gerrits, Paul (Earl Carroll's) Hollywood, nc.  
Ghezzi, Les (Chicago) Chi, t.  
Gilbert, Ethel (Radio Franks) NYC, nc.  
Gillford, Jack (Cafe Society) NYC, nc.  
Ginsberg, Billy (Hungaria) NYC, nc.  
Ginger & Patsy (Bat Gormley's) Lake Charles, La., nc.  
Gleason, Art, & Julie Saborn (Gates) Lowell, Mass., t.; (Park) Woonsocket, R. I., 5; (Strand) Framingham, Mass., 6-8, t.  
Glover & Lamae (CopaCabana) Rio de Janeiro, nc.  
Gomez, Romero (El Chico) NYC, nc.  
Gomez & Winona (Casa Manana) NYC, nc.  
Gonzales & Menon (McAlpin) NYC, h.  
Goodelle, Niela (Road to Mandalay) NYC, nc.  
Gordon, Paul (State-Lake) Chi, t.  
Gordon, Connie (Green Gables) Drums, Pa., nc.  
Gower & Jeanne (Chicago) Chi, t.  
Gray, Jack (Park Lane) NYC, h.  
Green, Michel (St. Regis) NYC, h.  
Gree, Mira (Casino Russe) NYC, nc.  
Green, Al (Pioneer Nut) NYC, nc.  
Green, Bennett (Mother Kelly's) Miami Beach, nc.  
Grey, Betty (Bismarck) Chi, h.  
Guy, Barrington (Plantation) NYC, nc.  
Gydenkrone, Baron (Wivel) NYC, re.

H  
Hager, Clyde (Diamond Horseshoe) NYC, nc.  
Hale, Fate & Simpson (Leon & Eddie's) NYC, nc.  
Hale, Johnny (New Town Casino) Miami Beach, nc.  
Hale, Teddy (Kit Kat) NYC, nc.  
Haley, Sunny (Hollywood Beach) Hollywood, Fla., h.  
Hammond, Earl F. Eskimo Troupe (Ice Follies of 1937) Atlantic City, h.  
Handy, W. C. (Cotton Club) NYC, nc.  
Hansford, The (New Town Casino) Miami Beach, nc.  
Hanscom, Joan (Montparnasse) NYC, nc.  
Harrison, Pat (Club 18) NYC, nc.  
Harrison, Connie (Kit Kat) NYC, nc.  
Harrison & Fisher (Earl Carroll's) Hollywood, Fla., h.  
Harrison, Spike (Gay '90s) NYC, nc.  
Hartmans, The (Piazza) NYC, h.  
Harvey, Sharon (Hungaria) NYC, nc.  
Hayworth Seabee Revue (Rialto) Durham, N. C., 31; (Carolina) Burlington Feb. 1; (State) Salisbury 2; (Gem) Kannapolis 3; (Paramount) Hickory 4, t.  
Healey, Eunice (Century) Baltimore, t.  
Heid, Horace, & Band (Biltmore) NYC, h.  
Herbert, Florence (Bill's Gay '90s) NYC, nc.  
Hickory Nuts (Wivel) NYC, re.  
Higgins, Peter (Lookout House) Covington, La., h.  
Hildegard (Palm Island Club) Miami, nc.  
Hill, Florence (Plantation) NYC, nc.  
Hill, Betty (Chateau) Rochester, nc.  
Hilbert, Jack (Royale Follies) Chi, nc.  
Hillarie, Harrie (Pal. Club) Chi, nc.  
Hilton, Maude (Riverside) Milwaukee, t.  
Hin Low, Florence (Royale Follies) Chi, nc.  
Holliday, Billie (Cafe Society) NYC, nc.  
Holman, Libby (Versailles) Miami, nc.  
Holmes Joanne (Savarin) Buffalo, nc.  
Hollywood Doubles (Oriental) Chi, t.  
Hopkins, Bob (New Villa) Toledo, O., nc.  
Houckie, Johnny (Hill Tabern) NYC, nc.  
Howard, Harry & Co. (Shubert) Cincinnati, t.  
Howard, Shemp (Stage 1) Hollywood, nc.  
Howard, Joe E. (Diamond Horseshoe) NYC, nc.  
Hoystradt, John (Chez Firehouse) NYC, nc.  
Hubert, John (Fifth Ave.) NYC, h.  
Huggins, Johnny (Kit Kat) NYC, nc.  
Huntington Sisters (Dublin) Columbus, O., nc.  
Hunter, Alberta (Tony's) NYC, nc.  
Hutton, Marian (Paradise) NYC, nc.  
Hutton, Ina Ray, & Orch. (State) NYC, t.  
Hyde, Herman (Shubert) Cincinnati, t.

I  
Ice Follies of 1939: Syracuse Feb. 1-5; New Haven, Conn., 6-12; Irving, Calif. (Club Alabam') Chi, nc.

J  
Jackson, Jigsaw (Cotton Club) NYC, nc.  
Jackson, Connie (Plantation) NYC, nc.  
Jackson, Stone & Reeves (Club Alabam') Chi, nc.  
Janet of France (Janet of France) NYC, re.  
Jarvis, Johnny (Fifth Ave.) NYC, h.  
Jarvis, Sam (St. Regis) NYC, h.  
Jennings, Don & Sally (Bismarck) Chi, h.  
Joel & Anette (606 Club) Chi, nc.  
Johnson, Mae (Cotton Club) NYC, nc.  
Johnson, Charlie (Black Cat) NYC, nc.  
Johnson, Mary (Merry-Go-Round) Newark, nc.  
Johnson, Marjorie (Garbo) NYC, re.  
Johnson, Mary (Midnight Sun) NYC, nc.  
Johnson, Lucille (Belmont-Plaza) NYC, nc.  
Jones, Roberta (2 o'Clock) Baltimore, nc.  
Jones, Owen (Leone's) NYC, re.  
Jones, Tommy (Harry's New York Bar) Chi, nc.  
Jordan, Kay (Palace) Houston, t.  
Joyce, Marion (Bedford Rest) Brooklyn, nc.  
Juanita & Champions (Belle Vue Circus) Manchester, England.  
Julis & Webb (Hollywood Beach) Hollywood, Fla., h.  
Juvelis (Capitol) Washington, D. C., t.

K  
Kahn-Ashim (Casino Russe) NYC, nc.  
Kapelova, Klavdia (Russian Kretchma) NYC, nc.  
Karavaeff, Simon (Russian Kretchma) NYC, nc.  
Karina, Karin (Tokay) NYC, re.  
Karolls (Biltmore Bowl) Los Angeles, nc.  
Karoszy, Ethel (Tokay) NYC, re.  
Karsons, Marla, Musicales (Onesto) Canton, O., h.  
Kay, Dolly (Royale Follies) Chi, nc.  
Kaye, Beatrice (Diamond Horseshoe) NYC, nc.  
Kaye, Evelyn (Biltmore) NYC, h.  
Kaye, Mardo (Riverside) Milwaukee, t.  
Kelly, Paula (Rainbow Room) NYC, nc.  
Kenny, Billy (Corza) NYC, nc.  
Kernit & Demris (Washington-Youree) Shreveport, La., h.  
King, Anna (Garbo) NYC, re.  
King, Carol (Paradise) NYC, nc.  
Kinney, Ray (Bismarck) Chi, h.  
Kirk, Joy (Merry-Go-Round) Newark, nc.  
Kitchell, Ira (Village Barn) NYC, h.  
Kramer, Dolly (Barrel Club) Vallejo, Calif., nc.  
Kramer, Leon (Hungaria) NYC, re.  
Kress, Carl (Onyx) NYC, nc.  
Kruger, Jerry (Club 18) NYC, nc.

L  
LaMarr, Henry (Murray's) Tuckahoe, N. Y., nc.  
Lane Lovebirds, Jack (Paradise) NYC, nc.  
Lane, Mary (Jimmy Kelly's) NYC, nc.  
Lane, Joyce (The Drum) Coral Gables, Fla., nc.  
Lane, Loretta (Royal Palm Club) Miami, nc.  
Lane, Judy (Club Tivoli) Juarez, Mexico, nc.  
Lane, Jackie (Chicken Coop) Grand Rapids, Mich., nc.  
Lanford, Robert (Varsity Club) Eureka, Calif., nc.  
Lanning, Don (Dempsy's) Miami, nc.  
LaRue, Eddie (Varsity Hall) Portland, Ore., nc.  
Lassen, Sigrid (Armando's) NYC, re.  
Laska, Jona (Chateau) Rochester, nc.  
Laurie, Jack (Swing) NYC, nc.  
LaValle, Billy (Wonder Bar) NYC, nc.  
LaVerne, The (Monte Carlo) NYC, nc.  
LeZellas, Aerial (Auditorium) Dallas.  
LeBaron, Peggy (Wivel) NYC, re.  
LeBeau, Rus (Savarin) Buffalo, nc.  
Lee, Bob (Wivel) NYC, re.  
Leeds, Sammy (Gibson) Cincinnati, h.  
Legg, Harris (Pan-Pacific Rink) Los Angeles, a.  
Lemaires, The (College Inn) Chi, nc.  
Lemomi (Lexington) NYC, nc.  
Lengel, Maxine (Pioneer Nut) NYC, nc.  
Leonard, Hazel (Roumanian Village) NYC, nc.  
LePaul (885 Club) Chi, nc.  
Lerner, Max (Lymans) Los Angeles, nc.  
Le Shay & Leda (Top Hat) Union City, N. J., nc.  
Lewis, Dorothy (St. Regis) NYC, h.  
Lewis, Texas Jim (Village Barn) NYC, nc.  
Lewis, Meade Lux (Cafe Society) NYC, nc.  
Lewis, Ralph (Merry-Go-Round) Newark, N. J., nc.  
Libuse, Frank (Diamond Horseshoe) NYC, nc.  
Litt, Dolores (Diamond Horseshoe) NYC, nc.  
Litt, Bernie (Bessmer House) Steelton, Pa., nc.  
Liszt, Margaret (Hungaria) NYC, re.  
Lombardo, Guy, & Band (Roosevelt) NYC, h.  
Lorenz, Helen (Gay '90s) NYC, nc.  
Long, Avon (Plantation) NYC, nc.  
Lorraine, Billy, & Ed Furman (Bill's Gay '90s) NYC, nc.  
Los Rancheros (Weylin) NYC, h.  
Louise, Mary (Merry-Go-Round) Newark, nc.  
Lucas, Nick (Roxy) NYC, t.  
Lucien & Ashour (Chez Paree) Chi, nc.

M  
McCabe, Sara Ann (Shubert) Cincinnati, t.  
Macks, The (Gray Wolf Tavern) Youngstown, O., nc.  
Macks, Three (Nixon) Pittsburgh, re.  
Madera, Nedra (Gaucho) NYC, nc.  
Madre & Lillian (Pioneer Nut Club) NYC, nc.  
Mackison, Russ (Gay '90s) NYC, nc.  
Makarenko, Daniel (Rainbow Inn) NYC, re.  
Mallory, Maggie (Swing Club) NYC, nc.  
M'Nellis, Maggie (Blackstone) Chi, h.  
Mangean Sisters (Diamond Horseshoe) NYC, nc.  
Manners, Carola (Colosimo's) Chi, nc.  
Manno & Strafford (Edgewater Beach) Chi, h.  
Mara (Old Roumanian) NYC, nc.  
Marcey & Roberts (State-Lake) Chi, t.  
Marco & Romola (Club Tivoli) Juarez, Mexico, nc.  
Margot (Tokay) NYC, re.  
Marka (Piccadilly) NYC, re.  
Marks, Tony (Bismarck) Chi, h.  
Marlyn & Michael (Rainbow Grill) NYC, nc.  
Martha, Gloria (Jimmy Kelly's) NYC, nc.  
Marshall, Everett (Casa Manana) NYC, nc.  
Marte, Jerry (Geo. Washington) Jacksonville, Fla., h.  
Martin, Claire (Essex House) NYC, h.  
Martin, Mary (Rainbow Room) NYC, nc.  
Martinet (Rainbow Room) NYC, nc.  
Mattison's Rhythms (Shubert) Cincinnati, t.  
Marvey, Gene (Waverly) NYC, re.  
(See ROUTES on page 58)

## Musicians' Union, Cleveland Palace, Kyser in Trick Deal

CLEVELAND, Jan. 28. — Kay Kyser, thru an agreement with the local musicians' union and the Palace Theater, whereby the house will employ a pit band for four additional weeks, will play a week's engagement at the Palace beginning March 10.

Angle is that the Palace stage has been dark for some time, and the house agreed to restore flesh if the musicians' union could induce Kyser to make the initial appearance. Milton Krasner, proxy of the Cleveland local, contacted Kyser and put on the heat, but Kyser begged off because of previous booking commitments.

Krasner next got in touch with Bill Goodheart, head of the New York office of Music Corp. of America, who also put a damper on the deal for the same reasons. Krasner went farther up the ladder to Jules C. Stein, president of MCA, who was in Chicago at the time.

Result: Kyser will play the date, but the provisions of the contract were that the Palace would have a pit crew for four additional weeks after Kyser's engagement.

EAST LIVERPOOL, O., Jan. 28.—East Liverpool musicians' association, in an effort to revive interest in flesh attractions here, will sponsor vaude bill of 10 acts at the Ceramic Theater February 3. Matinee and two night shows are planned. Pit band will include three of the city's outstanding orchestra leaders, Riley Norris, Frank Craven and Ed McGraw. Revue will include a line of 12 chorus girls.

## Rogers Books St. George and Utica

NEW YORK, Jan. 28.—Vaude policy at Riviera, Brooklyn, has not only bettered its own opening business figures but has enabled the bookers to sell similar policies to two more Class A theaters. At the Riviera increased patronage has warranted adding Saturday mid-night shows.

On February 17, the St. George Theater, St. George, Staten Island, will institute a full week, name act and house band policy, returning to flesh after five years. Starting February 14 the Stanley Theater, Utica, N. Y., will introduce vaude for Tuesdays, Wednesdays and Thursdays. Helen Morgan is expected to start the vaude ball rolling for the Stanley.

Last week for the Friday thru Monday appearances of Molly Picon, Sid Gary and Roscoe Ates, the Riviera grossed \$5,500. Bookers Al Rogers and William Miller report setting George Jessel and Gus Van der for week of February 3.

## Sparks Circuit Drops Stage Shows

JACKSONVILLE, Fla., Jan. 28. — Sparks Circuit, operating 73 theaters in the Southeast, has suspended booking stage shows until after the season, but will continue week-end flesh in the Palace here. Circuit had been spotting small units in eight or nine of its theaters—not on any regular wheel, but wherever the units could be placed to most advantage.

Gene Austin has been playing Sparks time, booked recently on one-nighters for 11 days, except in Jacksonville and Tampa, where he was set for two days.

Palace and Arcade theaters here, owned by Sparks Amusement Enterprises, have been running bank nights for three or four years. Thousands attend Monday nights, mostly in the streets.

## Party for Al Reid

NEW YORK, Jan. 28.—Employees of Brooklyn Paramount, Fox and Strand theaters will give a birthday dinner Wednesday, February 8, for Al Reid, general manager of Fabian Brooklyn Theaters, at Michel's Restaurant, Brooklyn.

Tickets are in charge of Harold Fisher, Charles Down and William McLaughlin; publicity handled by Joe Lee, Sonny Schlegler and Teddy Trust, and entertainment arrangements set by Al Rogers, Bill Miller, Charles Dowe and William McLaughlin.

## The Difference

Otis Chatfield Taylor, in his "1,001 Chicago Nights" column in *The Chicago Herald and Examiner*, draws a distinction between vaude and night club entertainment.

Club talent, be it ever so good, never receives the appreciation accorded acts by vaude audiences, he says. Full appreciation, according to Chatfield, comes when the act performs "on a real stage with an alert orchestra and a sober audience."

"The essential element to a good performance is the subtle play between the actor and his audience, and that doesn't occur in a night club—let alone on a screen."

## 150 Vaude Houses In England Now; 2,000 Foreign Acts

LONDON, Jan. 28.—There are 150 theaters using vaude acts in England, according to Harry Foster, of Foster's Agency, which imports a lot of American talent here.

Foster, in a statement to *The London Evening News*, defended the use of foreign acts here and insists that the quota system of limiting the number of foreign acts admitted would be impractical.

"If the real figures are given, it would be seen that, over a period of 12 months, the number of foreign artists' engagements would not exceed 25 per cent of the total number of variety artists working in Britain.

"The increase in the number of permits to foreign artists has come about because the number of establishments playing variety acts has increased."

Foster adds that in 1935 there were 74 theaters using vaude; in 1936, 194 houses and in 1938, 150 theaters.

In 1935 work permits were issued to 1,683 foreign artists; in 1936 there were 2,047, and in 1938 Foster estimates 2,000.

## Vaude Grosses

# Roxy Film Murders Other B'way Houses; Para Down

NEW YORK.—The Roxy, because of the heavy exploitation campaign on the picture *Jesse James*, garnered more in its second week than any new bills in the other theaters took in for their initial week, including the Music Hall. Roxy gross was \$62,000, compared to Radio City Music Hall, which had *The Great Man Votes* on the screen and a thin stage revue, using Sam Barton as the only outside act. M. H. had a very weak take of \$58,000. Roxy bill will run at least two more weeks.

The third week of Benny Goodman at the Paramount, along with *Zaza*, accounted for only \$22,000, which is entirely credited to Goodman because the picture is a smeller. Opening week of Leo Reisman at the Strand, along with Dick Todd and Jay and Lou Seller, plus *They Made Me a Criminal*, had a take of \$38,000, which is below the average Strand opening-week grosses.

Loew's State had a very good week, grossing \$30,000. Drawer at the State was the p. a. of Ann Sothern, picture name, along with Roger Pryor's (her husband) Band. Pix was *Sweethearts*.

CHICAGO.—A real wintry blast sliced a cut from the weekly gross pie both over the week-end and during the week. However, some fine attractions held their own due to their unusual appeal. Ted Weems and band, veteran favorites, boosted the weak screen sister *Zaza* to a fair-to-middlin' \$31,000. An unusual picture at the Palace, on the other hand, was responsible for a nice \$19,500, with stage bill headed by Tony Martin and Harris and Shore furnishing good support. Flicker in case was John Barrymore in *The Great Man Votes*. State-Lake continued with its average figure of \$13,000, this time with *Blondie* and vaude show topped by the Gang Busters, a combination that would have grossed more in ideal weather. Oriental, with poor pix, hasn't been doing too well and is changing to double bills and

# \$1,500 Would Have Kept Alive Vaude Try, Says Robitschek; Acts Claim \$3,950 Still Due

NEW YORK, Jan. 28.—Ridiculing reports that the backers of Kurt Robitschek's ill-fated three-day vaude venture at the Majestic Theater were responsible for its folding after a three-week attempt, Albert Clurman, attorney for the backers, stated that "We're just the suckers that put up the money."

Clurman, brother of Harold Clurman, director of the Group Theater, said that the corporation, Vaudeville Artists, Inc., of which he was the treasurer, was treating this thing strictly as a business venture, and because it didn't click after a three weeks' trial, they decided to pull out rather than face more possible losses.

Robitschek, however, claims that they should have given it better than a three weeks' trial, pointing to the success of *Hellzapoppin*, which, he says, didn't make any money for six weeks and then caught on. Losses on the part of the backers are estimated to be \$10,000. Robitschek claims that payment of another \$1,500 could have kept the house open.

While Robitschek says he is going to "move heaven and earth" to determine why the vaude revival took a powder, he says it's his own opinion that the stagehands' union, the side street location and a sad lacking of a knowledge of show business on the part of his backers caused the folding.

According to the house gross, which was \$40,000 for the three weeks, money should have been made, it was figured, but Robitschek claims there was flagrant mismanagement on the part of the corporation, but Clurman passed the buck on to Robitschek, saying that he was in charge and not they.

An audited report for the first nine days of operations, covering the period from December 30 to January 7, reveals salaries of the performers, \$8,000; musicians, \$2,478; stagehands, \$1,547, and

house employees, \$1,318. Robitschek says the company owes approximately \$2,000 in salaries to the performers. Wage claims filed with the AFA, however, amount to \$3,950 for performances played, not including the full run of the contract. The only performers to be paid off in full, it was stated by AFA, were Vera Nargo and Gloria Rich.

Robitschek insisted that if the stagehands' union played ball with him and didn't stick him with 14 stagehands at an average of \$70 apiece he could have come thru and remained open. Despite published reports the Local 1 reduced the crew from 14 to 4, the producer said that it was only reduced from 14 to 12, and not out of the goodness of the stagehands' union, but because he moved the band from the stage back to the pit.

He said stagehands charged him \$246 extra on their working time but not during a regular production to put up five backdrops, and \$90 to take them down. And, says he, "you couldn't argue with Jacobi (Vincent Jacobi, business agent of Local 1); they are worse than a dictatorship."

Robitschek also said, at the end of the first bill which ran two weeks, he went to the Board of Directors of the company, of which Benjamin J. Weinberg, said to be a banker, is secretary, and requested additional money. According to Robitschek, they promised to put an additional \$10,000 into the venture but reneged when they saw the first week of the second bill falling, despite the good notices. Clurman denied that the board promised to get it up.

When asked if the corporation was going to assume responsibilities for the wage claims that were made, Clurman said that if any assets were left the actors would be paid off.

Robitschek said that he is still going to revive vaude because he believes that there is a public interest in that entertainment form, but wouldn't go into a legit house again nor a side street. He claims that he has some people in show business seriously interested in forming an entente with him for another try.

## Benson Sets Acts For L & J Circuit

CHICAGO, Jan. 28.—John Benson, local booker appointed by Harry Clark to book acts for his time on the Lucas & Jenkins Circuit in the South, reports that the first two shows have already been set and the third, to leave Monday, will include the Rixfords, Wooley and Clair and Herb Schriener.

While Clark will make occasional trips into Chicago, selection of all acts will be handled by Benson. Clark is presently attempting to augment the L. & J. dates as well as tie in other theater chains in neighboring areas.

## Calkins, Hurley Resign

NEW YORK, Jan. 28.—Chief organizer Harry R. Calkins and outdoor organizer Dan Hurley resigned from the AFA Saturday after two years with the union. No successors have been appointed as yet.

## Norshore Vaude Out

CHICAGO, Jan. 28.—Balaban & Katz pulled shows out of their neighborhood Norshore Theater last week. Vaude was tested there Saturdays and Sundays but failed to bring any material increase in receipts.

Regular week-end vaude now booked by Max Turner, of the B&K office, includes Sunday dates in the Great States theaters in Decatur and Joliet, Ill.

## It Was Bad Enough—

CHICAGO, Jan. 28.—There is no more privacy in the opening-day rehearsals at the Oriental here.

Management is advertising a "public rehearsal" Fridays, opening the house at 9 a.m. and letting the early birds see how a new show is whipped into shape.

They will also see the acts with sleep in their eyes.

LOS ANGELES.—Paramount, for the week ending January 25, hit its average gross of \$18,000 with Judy Canova, Fanchon & Marco Revue and Ruben Wolf's Orchestra. Pic. *Paris Honeycomb*.

MONTREAL.—Loew's, for week ending January 21, fell one G below normal gross of \$8,000, with Sylvia Froos heading stage bill. Pic. *Spring Madness*.

PHILADELPHIA.—Ben Bernie's Orchestra, with Mary Small providing the sock vocals, was good for \$21,000 at the Earle Theater this week. The take was two grand over par. Picture was Warner Bros.' *Off the Record*.

## Loew's State, New York

(Reviewed Thursday Evening, Jan. 26)

State's show is weak, with Ina Ray Hutton's Band and Marie Antoinette (MGM) on the stage and screen.

Miss Hutton is blond and good to look at, and she waves her baton vigorously. But she really fronts the band with more unorthodox than interesting anatomical gestures. In fact, were the band and baton to disappear Miss Hutton's gyrations would very much resemble those of a femme about to do a peeling act. This technique naturally is calculated to shunt audience attention from the band itself to Miss Hutton, and maybe this is not a bad idea. Ork, however, has merit and at times swings out rather well, but it does not seem to be as well integrated as it might be and is often on the brassy side. Tunes included *Swing the Blues, What Do You Know About Love?* and *Echoes*, among others. Miss Hutton changes her gown and vocals occasionally, looking uniformly well and singing uniformly so-so. Instrumentalists are given a chance to do individual stunts, and saxophonist and flash drummer show well.

Maurice and Betty Whelan, acro dancers, are a youthful team who do a nice turn. Man holds girl in various contortionistic poses, some of them very graceful and intricate. Turn at times appeared rather inexperienced but displayed no fault that more work cannot iron out.

Winsted Trio, two men and girl, are a good harmony turn. Men play guitars, giving the trio's numbers a solid rhythm. Arrangements are unusual, making much of minor key stuff, and delivery beats the tunes out in solid fashion. Did well with *Pocketful of Dreams, This Can't Be Love* and *Umbrella Man*.

House okeh late show.

Paul Ackerman.

## Oriental, Chicago

(Reviewed Friday Evening, Jan. 27)

There's apparently an audience for this new policy here—two pictures and vaude—as business was quite healthy thruout opening day. Last show caught had a full house. How long this will continue remains to be seen, for the pictures will necessarily be independents or remnants in the major lists.

The vaude presentation remains prac-

tically the same, and the absence of the house line is not too conspicuous. Verne Buck and band occupy the stage and the maestro continues as emcee. A fault with the current five-act layout is that it's snail paced and could be remedied with a couple of lively and well-spotted band numbers.

Sisson and Neal, good-looking blondes, open with a slow but pleasing whistling and harp offering, the former carrying the major burden talking and whistling in succession. It's an assurance to the customers that she uses no whistling contraptions and is really producing with her throat and lips.

Dare and Yates and their hand-to-hand balance satire are clean and funny. The boys go about their work with ease and perform nonsensical take-offs of balancing feats that are inherently amusing.

Don Zelaya, too, is a veteran who seldom misses. After proving himself an artist at the piano he earns attention for his chatter on the whys and wherefores of our physical response to certain musical notes. Closes big with a medley of Victor Herbert tunes.

Bulbous Aunt Jemima (Tess Gardell) still has her personality of old but not the voice. Its shortcoming is particularly noticeable in her medley of old tunes. She should attempt tunes that would not tax her pipes and place emphasis on swing hits which suit her get-up.

Closing feature rounds up nine Hollywood doubles managed by Howard Bruce, most of whom do resemble the originals but not all possess talent. The standout is Lorraine Grant, a cute youngster who has an impressive dramatic soprano. She impersonates Deanne Durbin and stopped the show when caught. Next in line are some good impressions by Elizabeth Talbert Martin (Greta Garbo) and a funny Hugh Herbert by Tom Herbert. Earl Haddon croons a chorus of Bing Crosby's theme song and goes into a tap dance, Ezelle Poole and Charles Clark clown around as Zasu Pitts and Joe E. Brown. Pearl Alton resembles Ginger Rogers but needs dancing lessons, and Virginia Rendel is the last to appear with a sexy Mae West. Unit is emceed by Wally Sharples.

Screen twins are *The Mysterious Miss*

# Vaudeville Reviews

X (Republic) and *Smashing the Spy Ring* (Columbia). Sam Honigberg.

## Orpheum, Los Angeles

(Reviewed Wednesday Evening, Jan. 25)

Five topnotch acts and Al Lyons' Band, with Janalee Moore taking care of the vocals, make for a good bill. Top act easily was Leon Navara, whose gag, "How To Play Piano in 10 Easy Lessons," was well presented. Navara knows his audience and gets his material over nicely. He traveled the musical trail from the classics to low-down swing. His stuff was done with pantomime, with a wisecrack or two thrown in for good measure. His chief crowd pleaser was his take-off on an old-time piano player playing for a Western thriller.

Tommy Martin presented some baffling tricks with cards, coins and handkerchiefs. His best bit was making a small lump of paper grow into an egg. Martin knows how to work to the best advantage.

Rosemary Dering contributed several ballet numbers that were out of the ordinary. Her best was an interpretative bit on a fox hunt. Combined with clever costuming, this item was well received. Miss Dering also did an effective rendition of *Liebestraum*.

Paul Bauer and Co., two men and a femme, presented tap routines that were okeh. Their stuff was well paced and backed with eye-filling costume changes.

Walter Thompson sang ballads that made for a good filler in the show. He has a good voice and appearance.

Biz fair at this show. Dean Owen.

## Paramount, New York

(Reviewed Wednesday Evening, Jan. 25)

House this week has a good natural tie-up, with Bing Crosby on the screen in his latest Paramount film, *Paris Honeymoon*, and brother Bob on the stage with his band.

Connection received good exploitation in newspaper ad copy and lobby displays, but aside from a short announcement over the p.-a. system as the Crosby crew rises out of the pit, the relationship is played up not at all during the 65-minute show. Still preferring, as he always has, not to trade on Bing's name, Bob turns in an excellent theater performance on his own with no other than the single reference to his illustrious kinsman.

Crosby instead elects to boast, and justifiably, about his ork, pointing out the recent nomination of four of its members by Paul Whiteman for an all-American swing band, and giving the rostrum over to them for some minutes. Result is one of the most entertaining parts of the show, with Eddie Miller (sax), Bob Zurke (piano), Ray Bauduc (drums), Bobby Haggert (bass), the PW nominees, plus four other Crosby men, beating it out in a Bauduc opus, *Smoky Mary*. Band within a band, called the Bob Cats, garnered one of the biggest hands of the bill, forcing Bauduc and Haggert to encore with a drums-bass duet, and Haggert to turn soloist with *The Whistler and His Doghouse*.

On the straight musical side, the Crosbyites did nobly with *FDR Jones*, featuring Billy Butterfield on trumpet; *Jeebers Creepers*, embellished by a Nappy Lamare (guitarist) vocal; *Tea for Two*, with some grand piano soloing by Zurke; and *The Girl Friend of the Whirling Dervish*, Marton Mann, fem warbler, delivered herself of *Get Out of Town, Martha* (in this case, von Flotow with bumps) and *Two Sleepy People* effortlessly. Band's showmanship was topped off with three of the boys in an admitted version of how Sally Rand does not do a fan dance. Crosby exhibits his brother's easy and personable nonchalance, doing a nice job of emceeing and fronting his 13 men.

Cass Daley can't seem to lose her habit of show-stopping, and repeats the hit she scored here last summer. Miss Daley sings with every bone in her body, and there are few single acts around that have more on the entertainment ball. Material is much the same used during her last appearance here, but it's good enough to stand repetition. Story of a romantic indiscretion told in snatches of pop songs using half regular and half original lyrics is a howl. Pew-holders weren't satisfied to let Miss Daley go even after two encores. *Old Man Mose Ain't Dead* and *Ants in My Pants*.

Danny Drayson displays a superior

brand of taps, but it's nullified because it includes almost every trick that was Will Mahoney's private stock for years. The turning on and off of the one-leg tap until it double-crosses him, the staggering across the stage to land in a heap, finally, the hasty straggling out of the jacket to place it where the fall does the most harm—it's all there.

Franklyn D'Amore and a fem assistant round out the bill with a choice collection of acro stunts cleverly handled. First part of the turn has the pair disguised as a couple of tramps, with the disrobing down to conventional acro costumes coming while the girl is balanced on D'Amore's head. Revelation that tramp No. 2 is feminine gets oohs and ahs.

House was far from capacity last show opening night, due to zero weather.

Daniel Richman.

## Capitol, Passaic, N. J.

(Reviewed Wednesday Evening, Jan. 25)

Typical of the nabes reverting to an inexpensive flesh policy which still carries the aroma of an amateur hour is this house, wherein the jitterbug contest is still the biggest draw on this one-show-a-week plan. Business has been good, and on this night, the coldest this winter, the house was full. Sponsorship tie-up with local newspaper helps.

Happy Lewis is the house emcee on an otherwise changing bill. He'll not exhaust himself too quickly because he keeps his antics down to a minimum. His patter strikes the necessary happy medium to bridge the gap between his 50 per cent kid audience and the other half of adults.

Only other approach to a vaude attraction is the Clark Sisters in their inquiring reporter bit. Stooze's double-talk-pig-latin rendition of *Alexander's Ragtime Band* and *A-Tisket A-Tasket* stopped the show. Prior to that, however, the audience suffered thru Eve Saunder's chirping, the usual tap and soft-shoe speeding by Red and Slatery, Negro team, and fancy rope numbers by Tom Swift. Personality of the majority never got beyond the footlights.

Theaters will have to offer better than this to make the return of flesh a vaude comeback.

Sylvia Weiss.

## State-Lake, Chicago

(Reviewed Friday Afternoon, January 27)

Eight acts again, massed in a bill that starts slowly and builds to a strong finish. A letdown in business first show opening day, and the detractions were the Jesse James opening at the across-the-street Chicago, which did overflowing business, and the new double feature-vaude policy at the around-the-corner Oriental.

Verne's *Birds in Toyland* flash opened and the usual tricks, such as seesaw balancing and a merry-go-round ride, were performed. One of the cockatoos closes the act counting numbers on a bell. Man and woman work the turn in familiar fashion.

Edwards and Arden, interpretative tap dancers, executed two numbers and a hot finish neatly. Bobby Edwards is the better dancer, excelling in turns, while his femme partner is an attractive and lively little assistant. Opened with a rumba and followed into a musical comedy design to *Make Believe*.

Bob Neller's ventriloquism work is above average technically and commercially. His dummy's face nets laughs with various gestures, and the line of talk is amusing. A strong bit is Neller's singing session, in which Al Kvale, the band leader, is used as an extra member of the Charlie McCarthy clan.

The Trado Twins, next, held their own with their satire of two customers in a movie house and novelty dance, in which

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one is atop the other thruout the number. The boys are clean-looking personalities and have a sharp line delivery. Marcey and Edwards, actor balancers, were on briefly and impressed with a number of strong tricks. Both the man and woman bear the burden, and the work is neat and effortless. Girl is also an attractive and young brunet.

Thanks to Bert Walton, the veteran funster, the Elderblooms, the featured gold-star mothers from Billy Rose's Casa Manana, stopped the show. He built them up properly and then it was easy going for them to warble a trio of tunes and walk off to a big hand. It was a nice gesture to bring one of them back and have Walton make a brief spiel in her audience.

In his own next-to-closing spot Walton sold his act with little effort. It is a smoothly woven piece of comedy that seems to ripen with age. Had a hard time getting off when caught and the closing act was forced on due to time shortage.

Paul Gordon had the final spot and his bicycle sight feats looked as intricate and were as entertaining as ever. Uses a regular two-wheeler, an elevated contraption and a tri-pedaled vehicle and works each to the hilt. Appearance in tails is okeh.

On screen, *The Sharpshooters* (20th-Fox), no box-office stimulant.  
Sam Honigberg.

### Radio City Music Hall, New York

(Reviewed Thursday Evening, Jan. 26)  
The show at the Music Hall this week seems to start out on a dreary Monday and run laboriously to the following Friday. It's just about the same show the M. H. has had since it opened, with a few different names and settings and two bright acts to relieve the resplendent boredom.

Program is built on Johann Strauss waltzes, which meant automatically that the *Blue Danube* was to be the concluding number. It was. The choral ensemble opened the show in a handsome cab number, sitting in cab relicas and singing persistently. Ruby Mercer's engaging presentation of *Liebeswalzer* is of considerable aid. She has a very pleasing voice and considerable ability at using it.

Appearing in the portion of the show starting Wednesday are Kav, Katva and Kay, two men and a girl acrobatic dance team. They have a good turn, the girl getting quite a workout in her acrobatic contributions.

It is then time for the expected precision work by the Rockettes, that regimented troupe who live and breathe and have their movements all out of the same mold. Paul Remos and Company, highspot act, is next. Remos has two midgets with him, and after a dance and a series of balance work on Remos' hands they climb a high pole on his shoulder. One plays chimes atop the pole, the other balancing off the up-right portions. Act should get off fast after this routine, instead of prolonging it. Can play anywhere.

The ballet and chorus conclude, and the safari saw daylight, finally. Picture is *Gunga Din*, which means good business.  
Jerry Franken.

### Palace, Akron, O.

(Reviewed Monday Evening, January 16)  
Nicely entertaining layout, led by Henry Busse's Ork, a better-than-average combo, provides the musical background for the introduction of a pair of Hollywood entertainers.

Wini Shaw sings a group of popular tunes. Attired in white, she is lovely to look at and sings acceptably in her peculiar half-talking style. Lots of personality.

Sharing honors is Benny Baker, roly-poly film comedian. Baker lets his stogoes work for him, so that it is hard to tell just what he can do off the screen. He tells funny yarns that get a lot of laughs, and is ably assisted by Dixie Roberts, who does a neat tap routine.

Busse's music is soft and sweet, never real hot. He emcees the band and superbly trumpets *Tulip Time* and *When Day Is Done*. One of the surprises of the show is the hit scored by the band's guitar player, Don Huston, who imitates some topflight radio warblers, building up to it with some laughable monkey business that brings applause.

There is Roberts and Martin for the local jitterbugs, who consistently resist

### Looks Like Steady Job

NEW YORK, Jan. 28. — Russian Kretchma, night club, is honoring Mischa Usdonoff, Cossack dancer, who has been with the spot eight years. This is claimed a record run, and during this time Usdonoff has built up a reputation as the "noisiest of cabaret performers."

This is bad enough, but only scratches the surface.

Fact is that Usdonoff at the Kretchma has been hurling knives from his teeth since January, 1932.

Invitations to come out and dance in the aisles.

Screen attraction *Fighting Toughbreds* (Republic).  
Rez McConnell.

## Miami Niteries Hold On Despite Gambling Ban

MIAMI BEACH, Fla., Jan. 28.—The area now boasts of three top-notch song and piano teams in Carroll and Gorman at the Five O'Clock, Cross and Dunn at Palm Island, and Owen and Parco at Mother Kelly's. Each act is a standout at its respective spot and is doing much to swell the tills. Of the three, the Kelly duo offer the dirtiest lyrics; Carroll and Gorman are the most personable, and Cross and Dunn have the best material. Club Continentale is now offering one of the best shows on the Beach with Joe Lewis, Lillian Carmen, Marc Ballero and Enrico and Novello. All have appeared at the Beach before and there is no semblance of an egg in the quartet. Continentale is again among the leaders here with one of the best of the winter bands in Alex Bakkin's bunch.

Check-up on The Drum cash box reveals that the Coral Gables spot did just as well without Dwight Fiske . . . and Dwight's \$1,250 net could never, never be classed as hay.

Shella Barrett opens there Thursday, and amiable Emil Melanson is holding his breath . . . and his pursestrings. . . . Shella figures around \$700.

After the season Saly Keith will undoubtedly be looked back to as the pier spot's No. 1 performer.

The Southland Rhythm Girls, who drew a crowd at Esquire last winter, are now enticing them to Mother Kelly's.

Lady Vine, who received little or no billing at the Five O'Clock all season, has quit and is now at La Conga.

Local musicians are turning up their noses at Ted Lewis' music. The swishy type of entertainment at Hollywood's Club Ha Ha is drawing very well. . . . Jackie May is in the top spot there.

The bar in the Wofford Hotel is featuring Joe Beer's Ork and the yodelling of Mal Burke and Dot Parker.

King Rector, the musical midget, now xylophones at Reid's Marine Terrace.

Conspicuous by its absence is the Miami Biltmore Hotel's lavish supper show this year. . . . Cy Delman's Band is the main attraction now.

Drawing most of its share of the Beach crowds is Roadside Rest . . . two dance floors and Jack Eby's music are attraction angles.

Roney-Plaza show has added Georges and Jalna . . . only about five people in town haven't taken a bow on discovering them.

The Fleetwood Hangar, which housed the Ritz Brothers some years back, is now open. . . . Joe Fischer's music is on tap.

## Gus Sun Building Pop-Priced Units

SPRINGFIELD, O., Jan. 28. — Bob Shaw, general manager of the Gus Sun Booking Agency, with headquarters here, announces that the Sun offices in Chicago and Detroit are organizing several vaude units, each comprising five acts and an ork, to play Midwestern theaters.

The Yates Agency, New York, Sun representative in the East, will organize vaude shows to play that sector, Shaw says. Units will be built to sell from \$125 to \$150 per day.

Beginning Monday, John W. Todd will be manager of the Gus Sun Vaudeville Agency, Detroit, succeeding the veteran Jack Dickstein, who is retiring.

## Vaudeville Notes

THE SIX LUCKY BOYS have let two men go and changed their name to the Four Whiteman Brothers, the originals in the act. Opened at the Sherman Hotel, Chicago, last week. . . . BALABANOW FIVE come into the State-Lake, Chicago, week of April 14. . . . DAVE SMASON, veteran pit maestro in Chicago, is now the relief conductor at the Palace in that city.

FIFI D'ORSAY and Andrews Sisters are headlining show booked by Consolidated Radio Artists for the American Educational Convention in Cleveland February 28. Walter Logan Orchestra for dancing. . . . ABBOTT and ARLINE joined the *Broadway Revue* of 1939, touring Ohio now. Unit produced by Dave Bines. . . . MERRY MACS signed for Frank Fay's vaude venture at Hudson Theater, New York, beginning February 7 and will play both spots simultaneously. . . . MAX KING is emceeing the amateur shows at the Flagler Theater, Miami, Fridays. Policy is now in its second year. . . . BUSTER WEST and Lucille Page, Jack Major, Leary and Craven, Ben Berl, Billy Blake, Three Nonchalants, Three Dancing Chefs and George Lyons sailed for Melbourne, Australia, last week.

AFA reports: Georgia St. George, discharged from Halem Hospital, Philadelphia, will continue treatment in New York. . . . VIRGINIA NAUGHTON, who broke her leg singing at Leon & Eddie's, New York, is now singing again. . . . WILL HAYES is confined to his home, Ill. . . . LILLIAN STEEL discharged from the French Hospital, New York. . . . FRANK WAKEFIELD recuperating from illness at Wit Wyck Convalescent Home, Hudson, N. Y. . . . EVA MOCCIA is recovering from bronchial pneumonia. . . . RENE RICHARD is working after operation at French Hospital, New York.

DAVE BINES is booking a line of 16 girls into the Palace, Cleveland, week of February 3. . . . WALLY JACKSON helping arrange benefit program for Sing Sing inmates on Washington's Birthday.

KING SISTERS, harmony team, signed for two Columbia shorts. . . . FAY COURTNEY is now under management of Ed Kirkeby, of the Phil Ponce office.

FRANKLYN D'AMORE, Anita, Grace and Nikko, Harold and Lola, Syrettos, Hoffman Girls are included in the *International Casino* show, set for tour of theater dates, starting February 25 at State, Hartford. Five weeks already slated will wind up at San Francisco World's Fair in March. . . . BILLY GAXTON, Victor Moore, Olsen and Johnson, Al Trahan, Molly Picon, Eddie Garr, Bill Robinson, "Fats" Waller and others will appear at NVA benefit at Alvin Theater, New York, February 19. . . . KATHRYN SPELLMAN, singer and composer, is now under management of Public Relations Guild, New York. . . . RUTH TEXAS in New York as good-will ambassador from Texas. . . . SPURGATS finish four weeks on the Riviera and go to Universal Theater, Genoa, Italy, in March.

SANDRA LYNE has filed a salary claim for two days against Al Trahan, claiming she worked with him at the Majestic, New York, for 16 days and was paid only for 14.

YATES AGENCY, thru Murray Gordon, appointed exclusive booking rep for Bamboo Garden, Washington. . . . JACK W. KINGSLEY has opened his own agency, Variety Entertainment Bureau, Hartford, Conn. . . . J. J. FRANKLIN, brother of Harold Franklin, now associated with Jack E. Lewis, of Worldwide Theatrical Circuit, San Francisco.

MARTY WHITE has opened the White Way Booking Bureau, New York. Harold Elwitt is associate. . . . EDDIE SHERMAN operates out of his New York office all week except Thursdays now. . . . BERNARD BURKE, who opened his own agency last week in New York, is celebrating his 30th year as an agent and still has with him two acts that were on his original list: William Mandell, whom he booked 30 years ago into the Manhattan Theater, New York (on the site of what is now Gimbel's Store), and also Hardeen, whom he booked into Pittsburgh at that time.

PATRICIA ELLIS goes into the Paramount, New York, February 8 with her latest film, *Back Door to Heaven*, on the same bill. . . . THREE STOOGES will do four vaude weeks after their current run at the Casa Manana, New York, and then return to Hollywood for more shorts for Columbia. . . . WYNTON and DIANE, with Jimmy Dorey's Band at the Earle, Philly, have been getting new dance routines from Lanni Russell, of the Wally Jackson studio, New York.

### A Versatile Maitre d'

NEW YORK, Jan. 28.—Moscatelli, maitre d'hotel of the Rainbow Room, is an amateur magician, has a good knowledge of medicine, and is an inventor.

His current brain child is a stabilizer for ocean-going vessels which would enable them to cross in half the present time with less rocking and fuel consumption. Expects to have it completed next year.

## New Sales High For CRA in Chi

CHICAGO, Jan. 30.—Stan Zucker, manager of the Consolidated Radio Artists office here, revealed today that the firm's local sales for January exceeded \$100,000, the highest figure for any month in the history of CRA in Chicago. He expressed confidence in the future of the booking business and claims that the office will go above the \$1,000,000 mark in business this year.

Leading accounts sold by CRA this month include the Carnation Hour, which renewed Marek Weber for six months over NBC; Chez Paree, Chicago, which bought Russ Morgan for four weeks, with options, opening March 3; Lowry and St. Paul hotels, St. Paul, which, respectively, will use Carlos Molina and Les Brown; Southern Mansions, Kansas City, Mo., which signed Eddie Camden; Claridge, Memphis, which brings in the King's Jesters Tuesday; the Music Box, Omaha, which is bringing in Rudy Bundy, and Paxton Hotel, Omaha, which signed Chauncey Cromwell.

## Names, Bands for Newark, Hartford

NEW YORK, Jan. 28.—Will Osborne and Andrews Sisters opened yesterday at the Paramount, Newark, N. J., booked thru the Dows, who have also set the International Casino revue February 3 week, Louis Armstrong Band February 10, Artie Shaw Band February 17, Ted Lewis Band February 24, Joe Venuti Band and Dick Todd March 10, Jimmy Dorsey March 17 and Jimmie Lunceford Band March 24.

Dows also have lined up for the State, Hartford, Conn., Ellington this week; Benny Goodman February 3 to 8, Kay Kyser February 9 to 14, Hal Kemp February 15 to 19, Roger Pryor Band and Ann Sothern February 22 week, Jimmy Dorsey March 8, Vincent Lopez unit March 15 and Artie Shaw March 22 week.

### For World Fair News

Complete news of the World Fairs (New York and San Francisco) will be found on page 31.

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## N. Y. Follies Houses Want Burly Tag Back

NEW YORK, Jan. 28.—Campaign to have name burlesque restored to the so-called Follies houses was started Monday at a dinner meeting in Hotel Astor of operators and representatives of allied crafts, City Censor Francis X. Masterson and Elias E. Sugarman, editor of *The Billboard*. Tho invited, Tom Phillips, president-secretary of the Brother Artists' Association, did not attend. Phillips doubts the sincerity of the operators on grounds that they have not signed the performer union contract.

A membership meeting of the BAA at the Union Church Sunday night will determine course of action to be taken to force operators to sign. Caucuses held this afternoon discussed feasibility of a strike now. Vote will be taken up at the Sunday meeting.

Convinced that the return of name burlesque would help business, particularly during the World's Fair, dinner meeting appointed a committee, consisting of two members from each union, two theater operators, censor Masterson and Sugarman, to take up the matter with Mayor La Guardia. Masterson declared that the censoring board had no objection to the return of the burly title, and that he would co-operate with committee in securing its restoration.

Present at the discussion, also, were ex-judge Hyman J. Keit, who presided; I. H. Herk and Abe Minsky, of the Gaiety; Max Rudnick, of the Eltinge; Harold Raymond and Jerry Adler, of the Star; Sam Briskman, of the Continental; Joe, Harold and Eddie Weinstock, Dave Bell and Manny Hertzog, of the Republic; Victor Lapolo, Eltinge scenic artist; Al Fleischer, Republic accountant; Jake Goodstein, attorney; Andrew Derby, assistant censor, James Hooper and Joe Causley, of the 42d Street Property and Merchants Association; Jack Casey, Vincent Jacoby and Frank Powderly, of Local 1, stagehands' union; Frank Murtha, of stagehands' Local 4; Joseph Basson and Charles Kilbren, of operators' Local 306; Fred Marshall, of the Scenic Artist Union; Morrie Seaman and Hal Oliver, of Theatrical Managers, Agents and Treasurers' Union; William Feinberg and Harry Suber, of musicians' Local 802; Martin Lacey, of truckmen's Local 817; Gilbert, of the building service employees' union, and Frank Stevens, of the electric services.

## Teasers, Acts, Line Go in SLC

SALT LAKE CITY, Jan. 28.—Managers Andy Flor and George Allen of the Roxy Theater have experimented with several types of shows at Utah's only continuous flesh house and have at last seemed to find what the public here wants.

At first they brought in a musical tabloid, changed weekly but using the same cast, directed by Solly Fields, with Maxine Fields as dance mistress. The overhead was found too high. Then a four-act vaude show, using traveling acts, was brought in, along with a house line of eight girls. Then units were experimented with. Tom Keene unit did fair. Major Bowes' Rodeo unit doing even better.

But it has been found that an outstanding dancer, bordering on a strip-tease, with vaude acts and the girls crowd the house every time.

## Burlesque for Youngstown

YOUNGSTOWN, O., Jan. 28.—Third attempt since fall to make burlesque go here was launched this week, with the reopening of the Princess Theater with burlesque and pictures from 11:30 a.m. until 11:30 p.m. daily. A 10-cent matinee

## Another What-Is-It?

NEW YORK, Jan. 28.—Leon and Eddie's, 52d street hot spot, joined Commissioner Moss this week in changing the name of burlesque to a more haloed type of entertainment—"the 'light' musical comedy field."

In a press release announcing the coming of the new show, opening February 3, "Rags" Ragland is solemnly described as "one of the funniest comedians ever to appear on the 'light' musical comedy stage." Russell Trent, burly straighter, was also placed on the mantel with the announcement that he, "another comedian from the 'light' musical comedy field," would assist Ragland and double as emcee.

## Burlesque Review Continental, New York

(Reviewed Friday Evening, January 27)

Continental has been kicked around a lot, having played English pictures, burlesque and more recently, foreign films. Moe Costello now has it showing burly "revues," but with a difference. Usual pony chorus has been discarded, and a team of six youngsters, three boys and three girls, do occasional dance routines. They are trained by Eddie Sinclair, and the idea seems a good one—these hoofers doing much better than the usual line of tired femmes. Instead of usual six or seven showgirls, Continental has 14, plus peelers. A vaude act or two has been inserted in order to give the bill more of a musical comedy or revue touch, but essentially the program is burly.

Comedy in the hands of Rags Ragland and Bob Carney, with Johnny Cook straightening. Ragland is a good comic, and Carney and Cook are usual burlesque types, but the boys need sharper material. Lines have been cleaned up but sketches are very thin and dragged out excessively. Miml Reed, femme straight, does good talking job, but might very well drop her dance routine.

Strippers show the usual falling of trying to sing instead of concentrating on their posteriors. Maxine DeShon, however, really delivered a very passable vocal, *So Help Me*. Strip was good. Joan Lee also preceded strip by singing, but should drop the vocal stuff. Ditto Dorothy Maye and Peaches Strange. Miss Strange's strip is unusual and must be seen rather than described. DeShon's stint was generally best, with Strange's scoring well on its novelty angle.

Tenors were better than usual, Murray White and Leon Murray singing the show excellently.

Bill had a tinge of vaudeville with living statue act of Elaine and Janice and dancing of Bob Carney's two kid daughters. Slnaine and Janice turn, five femmes and one man, pose amid water falls, with man and woman in center doing the changes. Carney's two kids are just beginners.

Showgirls were Carol Stevens, Anne Carlson, Joyce Jordan, Yvonne Hart, Yvonne Lind, Buster Phillips, June Marshall, Flo Hanley, Virginia Wilson, Disie Robinson and others.

Production by Allen Gilbert looks good. Paul Ackerman.

## New Faces in L. A.

LOS ANGELES, Jan. 28.—New faces are in line for Follies show. Dorothy Wahl and Jade Rhodora opened Saturday. Jane Robbins was assertedly set for an appearance here but canceled at the last minute. Murray Greene and Elsa Lang bowed out last week. Eddie Loy, comic, and an unannounced prima donna will augment the new bill.

is featured each afternoon except Saturdays and Sundays. Henry Prather, identified with the house several years ago, is sponsoring the new venture.

# Burlesque Notes

(Communications to New York Office)

## New York:

CHARLES ELBEY, new producer at the Eltinge, dates back his burly career to the Columbia Wheel, when he was a dancing juvenile with Jimmy Cooper's shows and others and also produced at the time Cooper's *Black and White* revue. . . . MANNY KING replaces Hank Henry at the Eltinge February 3, when Hank will have completed a record stay of 20 consecutive weeks without a lay-off. . . . MARY MURRAY has rejoined the Bob Ferguson show on the Hirst Circuit after an operation for appendicitis in a Detroit hospital. Was out of the cast three weeks, with Billie Diamond substituting. . . . LANNI RUSSELL, of the Wally Jackson studio, is staging a new dance routine for Sunny Lovett. . . . GRACE BEREL, from West New York, N. J., is a new parade girl at the Eltinge. . . . EDDIE SINCLAIR, dance teacher at the Albertina Rasch studio, engaged by General Manager Moe Costello to put on the dances for a special sextet of three males and three females at the Continental.

LILLI DAWN, following three weeks of Republic stay, opened January 29 at the Triboro. . . . MARJORIE ROYE opened at the Shubert, Philly, last week. . . . JOEY SHAW was replaced by John Head in the Bob Ferguson show on the Hirst Wheel. Head remains two weeks and then rejoins Bozo Snyder for their vaude act. . . . JOAN LEE made the Continental opening January 27 after all. Changed her mind about handling the opening number and so Louise Stewart, booked in her stead, is set for a later date. . . . HAZEL WALKER was forced to leave the Republic January 24 for a minor operation in Medical Hospital.

Steffie, due to open January 27, substituted. . . . MYRNA DEAN, a Dona Davis find, replaced Sherry Britton as a new strip teaser at the Eltinge January 27. Manicka, dancer, succeeded Isabelle Brown. . . . PAUL RYAN replaced Johnny Cook at the Republic January 27.

CHARLES (PEANUTS) BOHN, comic, now in Europe, is working with Kenza Vinton (Mrs. Bohn), Ted Ray and Leslie Romney doing comedy sketches between vaude acts. January 16 found Peanuts and company at the Hackney Empire, London. This date will be followed by others in vaude until Bohn opens in his own English-cast show February 20, sponsored by the Wade Ross office in London. He gets salary and 30 per cent of the profits. Expects to return to America in June. . . . IKE (GAYETY) FEINBERG and Dave (CUREY) Kaiman, of the Eltinge staff, are spending a midwinter vacation at Miami Beach and Fort Springs. . . . BILLY KOUD, producer, who was relieved by Charles Ebey at the Eltinge, where he doubled, is now centering his activities solely at the Gaiety. . . . ROSE LAROSE back to the Star, Brooklyn, February 3 after a long stay out on the Coast and recently on the Midwestern circuit. . . . JACK RYAN, in Chelsea, Mass., postals the news of his mother's death January 15.

GINGER WALDRON, new strip teaser here from Boston niteries and the Columbia there, soon to appear in local Follies houses under Dave Cohn's direction. . . . NAT MORTAN placed Charles Raymond, new dancer, at the Eltinge February 3. Also Mamma Jinny, same spot, January 27. . . . TEDDY WHITE, assistant producer at the Star, Brooklyn, is also managing June Taylor, featured parade girl at the Continental. . . . MARGO MEREDITH, at the Rogers Memorial, Saranac Lake, N. Y., writes of meeting two old-time burlesquers, both co-patients, in Emma O'Neil and Jack Edwards. Latter was a former acro dancer with Jean Bedini's *Chuckles* of 1922. Also, still another, Happy Benway, now no longer a patient but cured and living in the village of Saranac. UNO.

## Chicago:

MARY GRANT opened on the Midwest Circuit at the Casino, Toronto, Friday. . . . NEW FACES at the Rialto here this week include Marie Voe, Harry Clexx, Jack LaMont, Jack Coyle, Charmaine, Gall Lawrence and Dean Lee. Next Friday newcomers will include Paul West, Mona Lieslie, Wanita Bates and Jean Carter. . . . CAPITOL, Toledo, stock company booked by Milt Schuster here.

has Hamp and Beck, Billy Puri, Haywood and Rense, Sandro and DeHaven, Melanie and Labau and Ben Melton. Scott Humbert, of Detroit, is the producer. . . . BOBBY VAIL is subbing for Phil Silvers at the Gayety, Cincinnati, this week.

## From All Around:

SALLY WALKER, chorine stripper and now a blonde, is still with Frances Parks' Debutantes of 1939, current at the Gloria Club, Columbus, O. Sally was a visitor at the home office of *The Billboard* during a visit to her home town, Cincinnati, last week. . . . JUANITA BATES is a recent addition to the Debutantes' line-up. . . . MABEL FRANCIS, burlesque blonde, now in Boston, charges that a former sweetheart has threatened to throw acid in her face and murder her husband. She obtained (See *BURLESQUE NOTES* opposite page)

## Oriental 2 Films, Vaude Fight State-Lake 8 Acts, Film

CHICAGO, Jan. 28.—Expected price and policy tangle between the State-Lake and Oriental, pop-priced combination houses, took form yesterday when the Jones, Linick & Schaefer Oriental switched to double picture bills and vaude and unit shows, retaining its top admission scale of 40 cents week nights and 55 cents week-ends. Recently house lowered its afternoon price from 35 cents to 25 cents to compete with the neighboring State-Lake figure.

Balaban & Katz, at the same time, continue to offer eight acts and comparatively strong features for a 25 cent-40 cent scale and is in the market for flashy units to break up the vaude set-up at intervals. First one comes in week of February 17 with the return of Anton Sciblia's *walkie* Nights, augmented with talent for the local showing. B&K have considered for a time silencing the eight-act policy to five or six acts, but will hold on to the current number to combat any possibility of increased competition from double features at the Oriental.

JL&S let out its house line of 16 girls and will use the stage-band revue idea, retaining Verne Buck, the pit maestro, as emcee. Billy Diamond, booker for the house, states that the Oriental will now use a headliner weekly, preferably a Hollywood name, as well as an occasional unit.

## Dave Cohn's Placements

NEW YORK, Jan. 28.—Howard Montgomery as producer at People's, succeeding Charles Elbey, who went to the Eltinge.

Sherry Britton and Walter (Boob) McManus at the Star, Brooklyn, yesterday.

Jean Mode into Gaiety yesterday. Dolores Weeks into Gaiety January 20. Lillian Murray, Steffie, Sunny Lovett and Charles (Tramp) McNally into Republic yesterday.

Inky Gordon and Co. opened at the Star, Brooklyn, yesterday.

Jean Caton, Columbia, Boston, February 6.

Kay Johnson, and Louise Rogers, same spot, January 23, and Jerrie Sargent at People's January 23.

## Miss Thaw Breaks Wing

CINCINNATI, Jan. 28.—Evelyn Nesbit Thaw, burlesque's latest added attraction, current at the Gayety Theater here, broke her arm in two places this afternoon when she tripped on a step backstage of the Cox Theater, where she had been visiting Ethel Barrymore. After having her arm set at Jewish Hospital she returned to the Gayety stage tonight.

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**Ginnivans Make Ready For '39 Canvas Season**

PLEASANT LAKE, Ind., Jan. 28.—Frank and Grace Ginnivan, of the Ginnivan Dramatic Co., have returned to their home here to begin preparations for their 1939 tent tour. Show will open about May 1 at the usual break-in stand, Ashley, Ind.

Much new equipment will be added for the new season, the Ginnivans report, and a number of new faces will be seen in the company roster. Troupe will again present a repertoire of plays, augmented by a line of vaude specialties. The Ginnivans have discontinued their band, using only an orchestra and a p. a. system.

**Ella Kramer Is Signed For Sunbury, Pa., Park**

SUNBURY, Pa., Jan. 28.—Ella Kramer Co., old favorite in Sunbury and vicinity, has been signed by R. M. Spangler, owner-operator of Rolling Green Park here, for another season at the park's playhouse, opening May 27. Bills will be changed each Monday and Thursday.

The Kramer company has played a total of 68 weeks in Sunbury since its first engagement here back in 1923.

**Tolbert Tattles**

DOTHAN, Ala., Jan. 28.—Warm weather here is bringing signs of itching feet and consultations with road maps. The Tolbert trucks are being overhauled, new bodies are being added in some cases and all are being cleaned in preparation for their gleaming coats of yellow which will announce the arrival of another season and another Milt Tolbert Show.

Manager Buddy Hale has been the center of telegraph and special delivery boys for the last few days, as replies to his inquiries for feature material keep pouring in. Altho the type of show has not definitely been decided, it is assumed that the show will again be headed by some radio or stage name.

With some 18 members of last year's outfit wintering in Dothan, it has been "Old Home Week" the entire winter. Toby Eastman and Co. continue to pack their act at the local hot spot, Kokomo Inn, with no signs of a let-up.

Red Jenks is sporting a new 1939 model Chevrolet in preparation for the season's trek.

Erwin Behmer has been spending his spare time building gadgets in his trailer until he can now show off for hours surprising people with the various uses of each.

Bill Miller is another that is ready and raring to go with lettering and repainting, and all of us are waiting for that warm spring day that sees the outfit roll down the road for the start of another season. H. R. FERGERSON.

**Rep Ripples**

JACK AND RENE KEATING are producing at the Roxy Theater, Knoxville, Tenn., and not George B. Hill, as erroneously stated here last week. We didn't mean to incite a riot at the Roxy, so please to give. . . R. W. BRAY plans to open early in April with a new under-canvas picture opy to present *The Coupuncher*, an all-color sound pic portraying the life of a cowboy. A talkie on Indian life, a pic labeled *The Frontier Trailer* and a multiple posing act also will be offered. Music will be supplied by a Hammond organ. . . NEIL AND CAROLINE SCHAFFNER, who have conducted the Schaffner Players under canvas for many summers, are now appearing in Iowa theaters as Toby and Susie, the characters played by them in a network's broadcast. . . H. V. DARR, formerly of the Darr-Gray Stock Co., is now directing an amateur group in the South. . . ADDISON AUGLER, of Augler Bros.' Stock Co., has hit out for Northern climes after spending four weeks in Kansas City, Mo., visiting friends. . . DOLLY AND SONNY DU VELL are recent additions to the cast of the Golden Rod Showboat in St. Louis. . . THE FOUR MCKAYS, Margaret, Tudor, Ross and L. K., of Herbert Walters' Comedians, recently visited several North Missouri circles while vacationing between seasons. . . CLARENCE KLEIN has signed up with the Wallace Bruce Players, circling in Kansas.

JOE HAGGERTY, leading man, has terminated his contract with the McWhirter Show in the Carolinas to rejoin the Feagin-Wilson Players working at Iowa loop. . . TOBY YOUNG'S Comedians are again trouping the Lone Star State after several weeks' layoff during the holidays. Show begins its northward trek soon. . . ELLIOTT HURD, former show printer well known in the repertoire field as Hurd of Sharpsburg, Ia., is seriously ill in a Du Quoin, Ill., hospital. . . LOUIS FITZROY recently joined the Newman-Lyons Players in Northern Arkansas. . . HERSHELL C. WEISS, Kansas City, Mo., playwright and former repertoire manager, has completed arrangements for the presentation of his Biblical drama, *The Nazarene*, during Holy Week in Kansas City's new Municipal Auditorium. . . HARRY KEIFFER, former manager of the Goldie Cole Stock Co., was in Kansas City, Mo., last week-end. Keiffer is out of the biz and in commercial lines. . . DAISY JOHNSON closed recently with the Jimmy Warren troupe at Lawton, Okla., on account of illness. . . DID KINGDON, formerly of the Sid Kingdon Players, was a Kansas City, Mo., visitor this week. . . EMILE CONLEY, formerly with the Peruchi Stock Co., recently joined the J. B. Rotnour circle in Illinois. . .

MISNER PLAYERS, after a 10-day sojourn in the Kansas City, Mo., area, where they presented their lyceum attraction in schools and colleges, left for the South and West this week. . . PALMA DUNN, ingenue, is now sojourning in a Kansas spot.

KURTZ BROTHERS have a small trick Columbia and report business good. . . RALPH AND REBA HERBERT, who spent a part of last winter fishing in Key West, Fla., are back there again trying to repeat last year's record (for them) catch. . . NORMA GINNIVAN is at her home in Dayton, O., reading manuscripts for her summer opy. She will spring with a new repertoire of plays the coming season. . . LEW BELMONT is at his home in Evansville, Ind., where he is making preparations on a tent show to play Southern Indiana, opening in April. . . CALIFORNIA PLAYERS, under the management of Harry D. Davidson, will return to their old canvas territory in the Cache Valley of Utah in May after a three-year absence. Davidson is at present at his home in Los Angeles. . . E. M. GRAY is booking a circle of Southern Indiana and Northern Kentucky towns for a dramatic show to open soon. Gray will make his base in Cincinnati. . . HARRY LATIER is rehearsing a one-night-stand attraction in New Orleans to play the Louisiana country, opening in another week. Seven-people unit will play school auditoriums and theaters.

VIDA LORRAINE has terminated her contract with the Chick Boyes Western company to join the cast of the Golden Rod Showboat in St. Louis. . . AMBER WIGHT and Mickey Thornton have signed for the coming tent season with Henry L. Brunk's Comedians. . . JO ANN MANNERS, formerly with the Morgan-Helvey and other Midwest shows, was in Kansas City, Mo., last week-end. . . WILLIAM BALTHAZOR'S unit, which opened recently on a circle out of Sioux Falls, S. D., reports good business. . . BILLY WIGHT, juve, left Kansas City, Mo., recently to join the Brasfield Players, rotating in Georgia. . . JOE CHENOWETH, with Justus - Romain Players for many years, has entered commercial lines in an Oklahoma spot. . . HARVEY TWYMAN, former circle stock manager, is now with Station KOLL, Omaha. . . HARRY AND JUANITA GOLDIE, formerly with Morgan-Helvey Players, are now playing night spots in and around St. Louis. . . CLIFF RAYNOR is terminating his contract with the J. B. Rotnour Players, circling in Illinois, to join the Ripley "Believe It or Not" show at the San Francisco fair. . . TOBY AND BERTHA SHELTON, former managers of the Shelton Players, are now sojourning in Arkansas. . . MANY MIDWESTERN SHOWS are presenting the old outlaw play, *Jesse James*, hoping the publicity being given the picture will swell the b.-o. take.

**Court Drama Reveals A Trouper's Loyalty**

ELIZABETH CITY, N. C., Jan. 28.—All the drama of the showboat is not enacted on its gently heaving stage. The Original Floating Theater company, steaming southward thru the lagoons and inland waterways of North Carolina, recently found an understanding judge who had a heart for showfolk.

The company put into port for a two-day stand, offering *Ten Nights in a Barroom*. The troupe drew applause and hisses from the local audience, but the real drama of the showboat was bared in recorder's court the next day when one of the workers on board was haled into court for failing to pay for two brooder stoves he had allegedly destroyed. The stoves belonged to a local citizen.

In a voice supercharged with emotion, the defendant, William Haddock Jr., told the presiding judge that the life of a showboat itinerant was anything but a remunerative one.

"We have no money, Your Honor," the actor said in a firm voice. "We haven't been paid in eight weeks." Revealing that the peripatetic theater had sunk recently and had to be refloated at considerable cost, the actor went on to say: "We understand that Mrs. Howard (the owner) isn't able to pay us anything yet, and we aren't pressing her."

With a note of loyalty worthy of True Blue Harold himself, he added: "We couldn't leave her now. We'll just have to depend on the crowds we draw at our stops on the way southward."

The understanding judge, perhaps experiencing a fleeting moment of nostalgic yearning, continued prayer for judgment in the case.

The showboat headed on down the coast for Savannah, with several two-night stands scheduled at small coastal towns along the way.

**Maritime Players Airing Plays Over Station CHSJ**

ST. JOHN, N. B., Jan. 28.—Maritime Players, under the management of W. E. Dan Ross, working a circuit of Canadian towns with the base in St. John, are now broadcasting weekly over Station CHSJ.

The plays broadcast to date include *David Garrick*, *Rip Van Winkle*, *Lady of Lyons* and *Caste*. Maritime cast includes Isobel Coutts, Margaret Griffith, Laura F. Ross, Emery Sewell, Walter Butler, Ted Daley and W. E. Dan Ross.

DeB. Holly, program director of CHSJ, is assisting in the production and direction of the radio broadcasts.

**Hayworth Is Booked Ahead**

HIGH POINT, N. C., Jan. 28.—"Sea-Bee" Hayworth, whose rotary unit is now working exclusively for the Wilby-Kinsey theaters thru North Carolina, reports that the company is booked ahead until March 25 on that circuit. Show uses this town as its base, and, according to Hayworth, the circle has panned out profitably since the opening. Troupe is in the houses on a flat buy basis. Hayworth has recently added a new flashy baggage trailer to the outfit.

**BURLESQUE NOTES**

(Continued from opposite page)

A warrant for the arrest of the man, whose identity is still kept secret, after telling her story to a Municipal Court judge there last week. Miss Francis (Mrs. Michael Tammaro) claims to have lived in terror for more than a year. Tammaro also testified that the man told him he would kill him and throw his body in the river. . .

**Kinseys Doing "Ten Nights"**

CANTON, O., Jan. 28.—Madge Kinsey Players, in their fifth week at the Grand Opera House here, are currently doing a revival of *Ten Nights in a Barroom*, its first presentation here in many years. The Kinseys are playing it without change from the script which they have used for more than 40 years, according to Madge Kinsey. Jack Davis and orchestra continue in the pit, with Bill Gieb doing vocals at each performance.

**Masters Plan 2 More Units**

KANSAS CITY, Mo., Jan. 28.—Kelly and Gladys Masters, managers of the various Kelly Bros.' circle units in the South, sojourned here briefly this week en route to Nebraska to visit with relatives and friends. They will return to their Louisiana headquarters soon to organize two more Kelly Bros.' shows in Central and Southern Louisiana, with Baton Rouge as headquarters. Ralph Masters will continue to manage the show now circling out of Monroe, La.

**Dunbar, Swanson in Merger**

ST. CLOUD, Minn., Jan. 28.—Harry Dunbar's Comedians, who recently moved their Kansas circle into Oklahoma, with headquarters at Elk City, closed last week. Dunbar and entire personnel jumped into St. Cloud and opened this week under the management of S. Swanson, boss of two *Big Ole* units, whose headquarters are here. Only two days were lost in making the long trip from Oklahoma. Dunbar merged his troupe with the No. 2 *Big Ole* unit.

**It Pays To Be Neighborly!**

By E. F. HANNAN

PERSONALITY has always played a great part in the success of master showmen. All the great names of show business have been built more or less around this particular force in man's make-up. Years ago a small show toured New England season after season. It survived thru two generations of owners and closed only when conditions made it impossible to operate.

The show was known as the Martz Entertainers. Al Martz had the Yankee habit of getting close to the natives in every town he played. He talked their language, inquired about their families, asked about business and the crops. They in turn waited for Al and paid to attend his show. He was one of them. Al G. Field followed the same course in the cities where his minstrels appeared. Hotel clerks of Field's day will tell you that local friends were legion in their inquiries for Al G. The Field show, with Al G. at the helm, always prospered.

Down in Texas a tent show operator named Harley Sadler has in late years played the same role with splendid results. Harley never worried about opposition. His friends, always loyal, were bound the Sadler show should prosper. The Sparks Circus has been built around the genial character of its owner, Charles Sparks. It's an every-day occurrence with the Sparks show to find the boss surrounded by local celebrities. They come on the lot eager to

shake hands with their friend. He is one of them.

But too many times the opposite is the case. Manager and performers assume an upstage air and think of their public in terms of Hicks and hillbillies. Any small showman who assumes such an attitude is writing his own death warrant. Folks, particularly small-town folks, take quickly to show people who come amongst them in a friendly way, and the mouth-to-mouth advertising that can come from such friends is an asset that cannot be won in any other way. As much as anything else, this has been the downfall of many so-called summer theater projects. The actors, instead of courting favor with their patronage, have in many instances assumed a superior attitude—a sort of "I'm from Broadway" air—thus ignoring the townsman only to wake up later to the fact that the townsman had returned the feeling, resulting in one more busted project.

Small traveling shows can weld a friendship among natives in their territory that will make it almost impossible for any other show to break in, and now that many small outfits are playing under local auspices it seems good business to build up such a feeling. Get a reputation for being a good fellow well met, and they will even help you find excuses for bringing them a poor show occasionally. It pays to be neighborly.

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# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**BLACKSTONE**, after winding up his week's stay at the Shubert, Cincinnati, last Thursday night (26), departed immediately for Milwaukee, where he was slated to defend himself Friday in a lawsuit filed by the Bert Levy Circuit of Vaudeville Theaters, Inc. Levy is seeking to collect \$205 in commissions, which Blackstone claims he has already paid. Blackstone opens Friday (3) at the Palace, Cleveland. Blackstone greeted local magi all week at his backstage quarters during his Cincy engagement and the Cincinnati Magicians' Club tendered him a reception at Kiefer's Grill, Cincinnati, Monday night (23). Altho Blackstone was forced to trim his show to 55 minutes for the Shubert engagement, the local magic lads were loud in their praise of his performance. Blackstone also grabbed off considerable newspaper space during his Queen City engagement. . . . **LOS ANGELES** Society of Magicians, at its regular meeting, elected the following officers: Robert (LaFollette) Bailey, president; George W. Putnam, vice-president; Sid Marlon, second vice-president, and Arthur Valli, secretary-treasurer. Each month the club sponsors a mammoth magic show, with the performers on each particular program receiving 60 per cent of the gross. With five local magic clubs to draw from, attendance at these affairs has been large. . . . **FRAKSON**, back on the West Coast after a trip east, was honored by the Los Angeles Society of Magicians with a dinner at Cook's Cocktail Lounge, Los Angeles, January 18. Among those present were Frakson and family, Russell Swann, the Great Leon, Floyd Thayer, Monk Watson, LaFollette, Valli, Dr. Raymond Stone, Caryl Fleming, Dr. Trask, Bernard Giannini, Max Asher, Bill (Genii) Larson, Jack Wilson and others. . . . **TUCKER KEY** has just transferred his magical activity from the Hi-Hat Club, Daytona Beach, Fla., to the Rainbow Room of the George Washington Hotel, Jacksonville, Fla. . . . **W. C. BOYD**, Indianapolis: Blackstone is not slated to play Indianapolis this season.

**DON AND THELMA GREENWOOD** are playing West Coast towns after a holiday visit with their parents in Portland, Ore. They have just finished an engagement at Lyons Music Hall, Seattle. Don is presenting manipulative magic, and Thelma, Oriental mysteries. They will head eastward in the spring, with Philadelphia as their goal. **MAL B. LIPPINCOTT** typewrites that his agent, Ronnie Dressler, purchased a new Pontiac station wagon recently in Beaumont, Tex., but not from the money he's made in East Texas, as business has been lousy there. They are set in schools in Beaumont, Port Arthur and Houston which no magish has cracked in several years, according to Mal. . . . **JOHNNIE EADS** (Calvon), working professionally the last four years and currently play-

ing schools and service clubs in Grants Pass, Ore., pens that he will start soon to frame a new layout. . . . **W. W. DUBBIN** Ring No. 71, IBM, Cincinnati, will stage its annual banquet and show at the Gibson Hotel, that city, February, 3. . . . **DR. C. J. OKEY**, Marvin Jones and Syl Reilly, of the Columbus, O., magic fraternity, are back browsing in the Florida sun after a trip to Havana, Cuba, last week. The trio recently entertained the 50 guests of the Alexander Hotel, St. Petersburg, Fla., with an evening of magic. . . . **THE GREAT ZOGI** and Co. are reported to be doing nicely in the Fox and Commonwealth houses thru Western Kansas. Troupe comprises Clarence and Gladys Frank, Jess and Goldie Orstott and the Prince. Show is sporting several new effects. . . . **JEAN FOLE**, Pittsburgh fooler, last week played the Red Horse Tavern, Steubenville, O. He's still on tour with the *Art Shaul Revue*. . . . **HAROLD L. HARLOW**, of Rushville, Ind., writes that he recently came across some old paper on Durno, the Mysterious, and Co., while cleaning out an attic of an old building which formerly housed Melodion Hall in Rushville. Harlow is anxious to know how long ago Durno toured. Can any of you readers help him? . . . **PRINCE NOTAES MAJAHARA**, described as European court magician, dancer, illusionist, artist, linguist and world traveler, played the College of William and Mary-V. P. I. (N. D.), in Virginia, January 18. A news clipping from *The Norfolk Ledger-Dispatch* credits the Majahara with saying that "Blackstone is the greatest mechanical magician in this country today and Houdini, of course, the greatest of all time."

**NIGHT CLUB**  
(Continued from page 21)  
contortion number, but a save is made by Frank Paris' puppeteers. Jitterbug routine is okeh.  
Houston and Harden, dance team, are excellent.  
*Lee Simmonds.*

## Cocoanut Grove, Park Central Hotel, New York

This isn't the first time that Chick Webb has broken down the racial barrier. Last year he invaded the paleface confines of Levaggi's, Boston's exclusive eatery, and turned it into a meeting-and-greeting place for the campus lights swinging from New England's ivy-clad cloisters.  
Nor is this the first time that septa syncopators held sway in the palm-treed 26th floor of the Park Central. Some eight years since it was Noble Sissie. But at that time it was considered a Continental flavor to feature a septa band here. There are heavy obstacles that Webb or any other colored combo has to overcome to make a go of it in such environs. The band and all that goes with it has enough of what it takes to deliver. And if Webb can overcome the prejudices it means a golden egg for Chick's already feathered nest.

For the dinner session, his rhythmpations were held in restraint. And so was the enthusiasm of the fork-and-spoon trade opening day. The after-theater hours found both throng and toolsters in a mellow mood for his w.-k. swing effusions. And from there on it'll be the cash register that will have to ring the bell and write the final chapter.

In addition to dance drive Webb dishes out to the sitters and sippers, the band and several complements make for an overly-long floor show dedicated to swing. Bardu All, who fronts the band, makes the announcements. Band opens their horns wide open for a coupla stomperos—swell jitterbug fodder. A Chick Webb Quintet from the stand (piano, drums, bass, clarinet and flute) step out on the floor for the chamber music brand of barrelhousing. And save for Webb's beating of the skins, there is a lack in showmanly and musical attributes that makes similar slap-togethers socko—the Benny Goodman trio and quartet, for instance. At its best it's a musical wait until the Four In's. Spots take over. Harmonizing foursome, with one ad picking the bass strings and another the guitar, sing in close harmony for the sweet and swing songs with equal effectiveness. Inkers also relief between the dance sets.

The inevitable hoofing is also on tap, and in the tappings of Derby Wilson adds much to the entertainment. Ella Fitzgerald, who means as much to Webb for the ditty selling as his drum-sticks, sings the songs from way deep down. Be it a nursery rhyme, a rhythmic pop, a sob song or a blues ballad, Ella is without peer. And for the flash finale, Webb has his inning at the drums to the beatings of *Clap Hands, Here Comes Charlie*. Ed Wiener press agents for the hotel and Al Wilde for the band.

*M. H. Orendenker.*

## Club Gaucho, New York

The new show here is one of those authentic Latin shows that can't help pleasing.  
Nina Orla, a lovely little brunet, is back and she is again singing charming Latin love ditties. Her Portuguese samba is especially effective. Marita Ellis, attractive brunet, offers authoritative Spanish dances. Tarant and Dacta, ballroom team, are good-looking and perform castanet dances that hold close interest. Nedra Madera snaps off one of those torrid rumbas that shake everything but—well, everything.  
Pedro Valli doubling as host and emcee, doing both jobs well. He also joins the Gaucho Rumberos for sessions of clares clacking. The Rumberos provide music for dancing and the show. One of the musicians, Irving Montanez, plays an instrument seen rarely in these parts. It is a marimbula, a large triangular-type box which provides a combination percussion and bull fiddle sound when the ends of metal prongs are plucked.  
Three Gauchos, men, are strollers, singing and instrumental.  
*Paul Denis.*

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**ANSWERING INQUIRIES** of recent date, Walter Brown Leonard says that Tony Pastor worked in a kid show minstrel of the Great Raymond and Waring Menagerie on April 1, 1847, doing blackface, and that Dan Rice, who once did blackface in minstrelsy, died February 22, 1900. Leonard wonders if Al Tint remembers when he and Nick Glynn were on the Al G. Field Show in 1905-'06.

**CHARLES L. THOMAS** comes thru with some data on Milt Boyer's Who, What and When Minstrels, about which C. E. Doble recently inquired in this column. Thomas was with Boyer in 1903-'04 and last saw the show in question in Denver in 1905. Personnel of the show in 1903 follows: Milt (Pop) Boyer, owner; Waller Stock, blackface; Jack Westhaver, tenor; Moms Forbes, slack-wire juggler; James and Davis, blackface and straight; Vern Patterson, bass drum and props; George Young, cornet; Bert Williams, bass and tuba; Felix (Fid) Givens, violin and orchestra leader; Ira Haynes, bandmaster; Bert Parker, female impersonator; Nat Blossom, blackface; George Peck, clarinet; Charles (Sob) Thomas, traps. There were also others who Thomas cannot recall.

**JIM GREEN** and his Sugarfoot Green Minstrels were caught at Rosenberg, Tex., January 17 by Leon Long, magician. Outfit is playing two and three-day stands under canvas. Long reports, to good returns.

**H. H. WHITTIER**, of Chicago, asks: "In these days of calling for reminiscences of old-time minstrelsy, why doesn't someone give us a line on Lucier's Minstrels, Hennessey Bros., Donnelly and Hatfield, Marlowe's, Beach and Bowers?"

**PONSFORD MINNESOTA MINSTRELS**, all Indian boys, will play the Pine Point Auditorium, Ponsford, Minn., in February and will be headed by Chief Ben Ellis, according to word from Hiawatha Summers.

**EDDIE DOYLE** of the team of Doyle and Brown, recently met five old-time minstrel men in one day. After closing recently at the Roxy and Blackstone theaters, Cleveland, Doyle met Reese V. Proctor, with whom he trouped on the Al G. Field Minstrels during the seasons of 1896-'97. Following a visit with Proctor, who is now connected with a railroad express company, Doyle left for Southern Ohio. Stopping in Mt. Vernon, O., for gas, he discovered the manager of the station to be Harvey Moore, of the Harry Ward Minstrels in 1900. In Delaware, O., while stopping for lunch, Doyle found the owner of the lunchroom was Theodore Murphy, another member of the Ward Minstrels in 1900. At Cardington, O., Doyle met Harry Shunk, of the Frank Dumont Minstrels in Philadelphia, season of 1890. Later in the day at Columbus, O., Doyle nearly ran down a pedestrian whom he found to be Ollie Young, known as the "Ace of Jugglers" with the Field Minstrels in 1896-'97.

he spends most of his time at the walkshow."

**AFTER THE CLOSE** of the Port Arthur, Tex., show, Earl Clark and Jackie Anderson struck out for Omaha to wait until another contest, and Tillie Sweet and Duffy Tarantino are lingering in Houston until Pop Pughe hangs out the banner again.

**IT IS REPORTED** that local showmen helped no little in making the Johnson City, Tenn., walking a success, an example of how getting off on the right foot, getting local co-operation and good will can make a contest a greater benefit in every way.

**LON JARVIS**, Gene Williams, Bobbie Davis and Sam Allen are laying over in Johnson City, Tenn., for a spell. Jimmie Hoffman and Wiggles Royce are also there.

**HAL J. ROSS**, whose ad on his new show appeared in last week's issue, has been forced to postpone the opening due to a special event coming up in the town the same week the Ross show was to have opened. The city has asked Ross to set back his opening for several weeks.

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## E. St. Louis Biz Perks; 6 Teams, 3 Solos-Hold On

**E. ST. LOUIS, Ill., Jan. 28.**—Now playing to good business after a slow start, the local walkie has six teams and three solos remaining, with 18-minute elimination sprints in force tonight.  
Those remaining are Viola Comerford and George Walker, Jack Duval and Joan Leslie, Murphy and Mary Lou Hastings, Toni and Eddie McBride, Francis and Cliff Shaw and George and Leona Bernstein. Solos are Joe Seltzer, Phil Rainey and Arnie Ray.  
Personnel includes Moon Mullins, Art Wolfe, Jack (Dead Pan) Kelly and Tony Lewis, emsees; Johnny Agrella and Eric Lawson, floor judges; Jules Zachery and William Ludwig, trainers; Cecelia Agrella and Sally Boatwright, nurses; Joe Kelly, Emma Mitchell and Jerry Wolfe, cashiers; Phil Mathieu and Johnny Minnenhat, doormen; Mom George and Sammy Lureco, kitchen. Managerial reins are headed by Joe Da Prato. Ed Quinn is bookkeeper.

## Port Arthur Show Winds Up

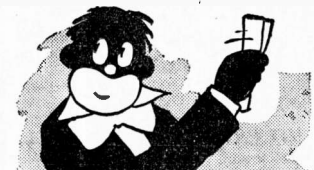
**PORT ARTHUR, Tex., Jan. 28.**—Local contest closed a short but successful run

January 22, with Stanley West and Chad Alviso taking first prize; Earl Clark and Tillie Sweet, second; Duffy Tarantino and Jackie Anderson, third, and Johnny Russo and Clovis Nalty, fourth.

**FANS IN ST. LOUIS** would like to read a line here on Pat O'Reilly and Bonnie Ferguson, now Mrs. O'Reilly; Chubby O'Reilly, Ann Kingdom, Ernie Bernard, Fritzle and Jimmie Bergmont, Blackie Latasse, Edna and Whitey Maddox, Tillie and Duffy Tarantino, Eric Lawson, Betty Lawson, Glenn West and Clyde Hamby. Drop in a line to the column and let your St. Louis friends know where you are and what you're doing.

**POP DUNLAP** informs us that Hughie Hendrixson and Johnnie Reed were in an auto collision New Year's morning but miraculously escaped serious injury. They have returned to California and expect to enter the contest scheduled to open in Bakersfield soon.

**ART WENCH** informs that Tony (Charlie Chapman) Lewis, who formerly worked with Moon Mullins, is now emceeing at the Canadian Club, East St. Louis (Ill.), nitery. "Have seen him and he is doing fine work," says Art, "altho



**DENISON'S Minstrels**  
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Folding Chairs, Steel Cots and Pads for Rent for Endurance Shows.  
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# The Final Curtain

**ALARCON**—Senor Y., 84, who headed the Spanish Troubadours, consisting of himself, his wife, two daughters and a son and which played the vaudeville circuits for many years, at his home in Oklahoma City January 17. Survived by his widow; one son, Alfred Alarcon, of San Antonio, medicine show operator; two daughters, Mrs. Rosa Fitcher, San Antonio, and Mrs. Lita Mayer, Oklahoma City, and two grandchildren, Rose Marie Alarcon and George Mayer.

**ALEXANDER**—E. B., West Coast showman, January 11 at his home in Inglewood, Calif., after several months' illness. He was recently ride operator with Al Anderson's amusement zone at Balboa Park, San Diego, Calif. Services January 14, conducted by Inglewood Lodge of Elks, with burial in Inglewood Cemetery. He was a member of the Pacific Coast Showmen's Association.

**BAILEY**—Joshua B., one-time circus man who trouped with a number of wagon and med shows, recently in Boothwyn, Pa. Services January 26 in Chester, Pa.

**BASSETT**—Mrs. Carrie, 62, sister of Hank Whitman, for many years with Rosalie Nash Players and Coburn's Minstrels, of a heart attack at her home in Noblesville, Ind., January 8. Survived by her husband, three daughters and three brothers. Interment in Riverside Cemetery, Noblesville.

**BODENWEIN**—Theodore, 74, recently in New London, Conn., after a lingering illness. He was well known to theatrical press agents, having for many years been editor and publisher of *The New London Day*.

**BONE**—Raymond H., retired orchestra director, January 4 in San Francisco. He led the old Orpheum Theater orchestra in that city for 10 years and subsequently conducted the Peninsula Theater orchestra in Burlingame, Calif. Survived by his widow, Agnes M., and two sisters.

**BRINER**—Frank A., 71, stage manager in South Bend, Ind., for over 40 years, in that city January 21 after a week's illness. At the time of death he was employed at the State Theater there. He was a drum major during the Spanish-American War.

**CORBETT**—John J. (Jack), in Syracuse, N. Y., December 12. Survived by his daughter, Rita.

**CRANDALL**—Percy Clinton, 38, radio script writer and actor, January 15 in Wilshire Hospital, Wilshire, Calif. A native of Colorado, Crandall played many roles on the Eastern stage and at one time was a member of the stock company at the National Theater, Chicago. His radio serials include *Si and Elmer*, *Sycamore Street*, *Crimson Trail*, *Moving Stories of Life and Magic Island*. Survived by his widow, Caroline; two sons, a sister and his father. Services January 16, with burial in Inglewood (Calif.) Cemetery.

**DEVOE**—Newman Benson, 82, veteran Northeastern Ohio musician, January 23 in Conneaut, O. He was a graduate of

Dana Musical Institute, Warren, O., and over a period of 40 years conducted many musical organizations. Burial in Conneaut.

**FAHL**—C. S. (Bill), showman, suddenly January 26 at the home of his brother in Kalamazoo, Mich. Services in Arlington, Ohio.

**GARDNER**—Fred C., 58, vaudevillian for many years, in General Hospital, Los Angeles, January 20 of a chronic stomach ailment. His trained bulldog act was known as Gardner's Maniacs. Survived by his widow, Hazel, and two daughters. Services January 23 in Huntington Park. Body was cremated.

**HAMETY**—Alexander, 76, in St. Catherine Hospital, Brooklyn, of cancer. He was the father of Mrs. Tom Hasson. Interment in Brooklyn.

**HOEH**—Jacob, 78, retired music instructor and for many years a member of leading bands, at his home in Cincinnati January 19. Hoeh had toured the country with bands in the '90s and had been a cornetist with Smittle's, Weber's and Brandt's bands. He had retired from band work about 20 years ago and from musical instruction about two years ago. Survived by three daughters and three sons. Services January 23, with burial in St. Mary's Cemetery, St. Bernard, O.

**HUBBARD**—James Grayson, 42, concessioner at carnivals and fairs for a number of years, in Detroit January 20 after a long illness. He was a World War veteran. His widow survives. Burial in Parkview Cemetery, Detroit, with members of the Michigan Showmen's Club acting as pallbearers.

**HULBURD**—Merritt, 35, former movie producer, January 22 in Palm Beach, Fla. He had been associated with Samuel Goldwyn in production of *Hurricane*, *Dead End*, *Stella Dallas* and *Dodsworth*. Recently he had been connected with *The Saturday Evening Post* as an associate editor.

**KRAUSE**—Captain Otto, 56, husband of Lotte Lahmann, opera star, in a tuberculosis sanitarium at Saranac Lake, N. Y., January 22. Besides his widow, he is survived by four children.

**LEIGH**—Mrs. Frances Barnum Thompson, 86, last granddaughter of Phineas Taylor Barnum, at her home in Bridgeport, Conn., January 26 after a two-week illness. Her mother, Mrs. Caroline Barnum Thompson, was the eldest of the Barnum children.

**MORGAN**—Robert D., 56, bass singer in concerts and chautauqua, recently in Bronxville, N. Y., after a brief illness from pneumonia. Born at St. John, N. B., he started singing as a member of a boys' quartet there. Survived by his widow, Louise; four brothers and two sisters. Services and interment were at Yonkers.

**NEELEY**—Harry Leroy, 53, well known in the circus field, suddenly January 26 in Norfolk, Va., where he was employed as a member of the crew of the barge, Westmoreland, of the Martin Towboat Corp. Neeley last appeared in the sawdust ring with Newman's Three-Ring Circus. A daughter survives.

**NEWMAN**—Sarah, 78, at her home in New York January 22. She was the mother of David Newman, of Detroit, a partner with Thomas Moule in a circuit of theaters in Detroit and secretary of the Detroit Variety Club. Besides her son she is survived by seven daughters. Burial in New York January 23.

**NORTHROP**—Mrs. Estelle, 41, in Bridgeport, Conn., January 22 after a short illness. She was a well-known soprano soloist and also did considerable radio work, being one of the first sustaining artists on WICC, Bridgeport.

**PENCE**—D. E. (Gabe), 57, veteran showman said to have been the originator of the crime show *Nora*, in Aransas Pass, Tex., January 18. Survived by his widow and son.

**RICE**—Mrs. Tillie Agnes Brown, sister of Ed C. Brown, former circus man, in Tremaine Hospital, Eunice, N. M., January 22. Survived by her father, two brothers and a sister. Burial in Richmond, Mo.

**RICKETTS**—Thomas, 86, prominent English character actor and said to have been one of Hollywood's first film directors, in a Hollywood hospital January 20 of pneumonia. Born in England, Ricketts came to this country when he was 17 and early in his career directed Broadway plays for Charles Frohman. His theatrical experience began in 1882 and included four years as stage director for Shuberts. Ricketts helped organize the old American Film Co., Chicago. In 1906 he entered movies, playing in

Dicken's *Christmas Carol* and writing and starring in a comedy, *A Cure for the Gout*. In 1911 Ricketts and Al Christie took a company to Hollywood and made the first movie there, *The Best Man Wins*. He discovered and directed such early screen stars as J. Warren Kerrigan, Ethel Clayton, Bryant Washburn, Jack Conway, now an MGM director, and his own wife, Josephine Ditt. The picture which brought him greatest fame as a director was *Damaged Goods*, starring Richard Bennett. Of late years he had been playing small bits, his last appearance being in the *Son of Frankenstein*. Survived by his widow, a sister and brother.

**ROBERTS**—George H., 72, in New Haven, Conn., after a short illness. He was solo saxophonist and clarinetist with the Pyramid Shrine Band for over 40 years.

**STEVENS**—Mrs. George H., performer, of a heart attack January 22 in Danville, Ill., where she was visiting friends. Mrs. Stevens' home was in St. Louis.

**STRINGFELLOW**—Erlie E., 63, former theatrical official, in St. Anne's Hospital, Chicago, January 19. He had been with the old Bijou and Columbia theaters there and was active in theatrical groups in Chicago. For the past 15 years he was with the Commonwealth Edison Co., Chicago. Survived by his widow, a daughter and a son.

**SWEENEY**—John, 75, at Cole Bros.' winter quarters, Rochester, Ind., January 19. He was with Adkins and Terrell the past five years and had been with various circuses since coming to this country 50 years ago from Capetown, Africa, with a shipment of animals. Circus attaches found him seated in chair with his Bible on his lap. Interment in Rochester Cemetery.

**UBERT**—Charles, 60, minstrel gag writer, January 22 in Los Angeles. He had been known as Dick Ubert, the minstrel man, and authored a book on minstrel gags. His widow, Grace, survives.

**WEIL**—William G., 58, musician, January 23 in his home in Detroit. He had been in failing health for several years. He had played various vaudeville circuits and for many years was pianist at the old Orpheum Theater, Mansfield, O. His widow, a son and parents survive. Services and burial in Grand Rapids, Mich.

**WENZEL**—Mrs. Margaret, 85, grandmother of James Kennedy, Matawan, N. J. musician, killed instantly in Southern Pines, N. C., when struck by a train. Services in Keyport, N. J.

**YEARGAIN**—Mrs. Sunbeam, 62, at her home in Fort Worth, Tex., January 19 after a year's illness. Mrs. Yeargain, formerly Sunbeam Scobell, was a circus and stage performer of the '90s. She was born in France, a member of a circus family, but had been out of show business since she moved to Fort Worth about 30 years ago. Services January 23 in Fort Worth, with Christian Science and Eastern Star services. Burial in Greenwood Cemetery there. Mrs. Yeargain's only survivor is a cousin, Louisa Brettner, of California.

**YOUNG**—Charlotte, 45, acrobat, January 6. She worked with acts of Young La Dell and Poodles and Doty. Survived by her husband, Charles; a son and daughter. Burial in Cedar Grove Cemetery, Flushing, L. I.

**ZETZLEMEYER**—Julia, 77, veteran stock and rep performer, professionally known as Julia Zetzel, January 11 at her home in Cleveland. She gained her early stage experience with the old Holden Stock Co. in Cleveland and later toured for such managers as William Kibble, Leon Washburn, Thomas Aiton, Thomas L. Finn, Clarence Harcourt and others. Survived by a son, Harry, of Cleveland; a grandson, Theodore Zetzelmeier, Cleveland attorney, and a granddaughter, Marie. Interment in Erie Cemetery, Cleveland.

## Marriages

**BATES-LENNART**—Ray Bates, radio engineer, and Betty Jean Lennart, radio performer, January 21 in Des Moines.

**FOX-HAZEN**—Alfred Fox, nonpro, and Edith Hazen, radio ingenue, in Los Angeles soon.

**HACKER-BROUGHAM**—William Penny Hacker, conductor of the Albany (N. Y.) Philharmonic Orchestra, and concert pianist, and Edna Brougham, nonpro of Albany, in that city recently.

**MOORHEAD-LANGFORD**—Joe Moorhead, vocalist, and Elizabeth Langford, vocalist, in Augusta, Ga., January 16.

**REYNOLDS-EICHAR**—Harry Reynolds and Fern Lou Eichar, head of the Fern Lou Eichar Dance Studio, Janesville, Wis., January 21 in Dubuque, Ia.

**STARNES-EDWARDS**—Ed L. Starnes, chief engineer at Station KFJZ, Fort Worth, Tex., and Florence Edwards, nonpro, in Fort Worth January 18.

**ZENOFF-RAFTENBERG**—A. J. Zenoff and Dorothy Raftenberg, associated with Station WRJN, Racine, Wis., in dramatic work for the past seven years, December 31.

## Coming Marriages

Hilton Stark, member of the Dunn Boys, radio quartet, and Virginia Benning, daughter of William J. Benning, musical director of Station WFMJ, Milwaukee, soon.

Harold Koenigsberg, counsel for the American Federation of Actors, and Beatrice Kahn, nonpro, soon.

## Births

A son to Mr. and Mrs. William J. Heineman January 21 in the Mary Immaculate Hospital, Jamaica, L. I. Father is Western sales manager for Universal Pictures.

A daughter to Mr. and Mrs. Bill Miskells in Omaha recently. Father is manager of the Orpheum Theater there.

A 6-pound son, Charles Maxwell, to Mr. and Mrs. Charles Lewis, January 11 in Buffalo. Father is staff announcer for Station WBEN. Mother is the former Martha Norcross, of the Norcross Sisters, harmony trio on NBC and WBEN.

An eight-pound son, David A. R., to Mr. and Mrs. Dave Roberts in Trinity Lutheran Hospital, Kansas City, Mo., January 6.

A daughter to Mr. and Mrs. Don Marshall January 21 in St. Agnes Hospital, Fond du Lac, Wis. Father is announcer at Station KFJZ.

A daughter January 9 to Mr. and Mrs. Charles Brennan in Milwaukee. Father is Station WISN engineer.

A seven-pound son to Mr. and Mrs. Andy Devine in Cedars of Lebanon Hospital, Los Angeles, January 24. Father is the film comedian.

A daughter to Mr. and Mrs. Anson Weeks in Evanston Hospital, Chicago, January 25. Father is an orchestra leader.

A son, Gary Marion, to Mr. and Mrs. L. M. Baugh, of Mineral Wells, Tex., in Temple, Tex., January 18. Mrs. Baugh is the former Grey Downs, who was Texas Sweetheart No. 1 at the Fort Worth Frontier Fiesta in 1937.

A son to Mr. and Mrs. Emmet Fitzgerald in Des Moines January 9. Mother was former secretary to Hale Bonardur, radio sales manager.

## Divorces

Mrs. Ethel Butterworth from Charles Butterworth, film comedian, in Los Angeles January 23.

## Bank Night No Lottery, Pennsylvania Judge Rules

MEADVILLE, Pa., Jan. 28.—In Pennsylvania's first court decision on the subject, Judge O. Clare Kent in Common Pleas Court here recently ruled that Bank Nights are not lotteries.

Judge Kent declared that "to constitute a lottery, three indispensable elements must be present together: prize chance and consideration.

"In the instant case the plaintiff admits that the elements of prize and chance exist in the advertising plan conducted at the theater, but contends the remaining indispensable element—consideration—is wanting, wherefore no lottery exists."

## Theater Congress Postpones

NEW YORK, Jan. 28.—New York festival of the International Theater Congress, Inc., together with that of the American Section of the Societe Universelle du Theatre, has been postponed to 1940. The Congress, meeting January 17, found the time too short and funds inadequate to carry thru such plans for a meeting during the local World's Fair. Instead a representative will be sent to the annual, which will probably be held in Belgium some time between May and July. Group has made no plans for participation in either of the world's fairs.

## HELEN WARE

Helen Ware, 61, former prominent actress, of a throat infection in Carmel, Calif., January 25. She made her stage debut in 1899 at the Criterion Theater, New York, in the play *The Little Minister*, featuring Maude Adams, and later played with Rose Stahl and William Bonelli in *An American Gentleman*.

During the 1901-'02 season, she became understudy to Blanche Bates in the play *Under Two Flags*, and played the star role for one week when Miss Bates became ill. The same season she joined F. C. Whitney's *Quo Vadis* company, playing Lygia. She was occupied in stock work during the season of 1902-'03, and the following year joined Robert Edeson, playing Madame Alvarez in *Soldiers of Fortune*, subsequently appearing in *Resurrection*, *His Grace de Grammont*, *In the Bishop's Carriage*, *The Kreutzer Sonata*, *The Road to Yesterday* and others.

Miss Ware became a leading woman in repertoire in 1907-'08 with Arnold Daly, gaining much comment and attention for her role of Annie Jeffries in *The Third Degree*, which opened in New York, February, 1909. Thereafter she played important roles in many plays, and in time was being costarred with such old favorites as Lou Tellegen, Hampden, Stahl, Bates, Walsh and others. In films she was seen in *Cross Currents*, *Speakeasy*, *The Virginian*, *Romance of Manhattan*, *Napoleon's Barber* and *New Year's Eve*.

She was a native of San Francisco. Survived by her husband, Frederic Burt, writer, actor and artist.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Bernard, Glenn. 10c
Boren, D. M., 80c
Colorado Fred, 1.30c
Daniels, Mickey 45c
Dixon, Marilyn, 3c
Hibbard, Dick, 6c
Hubbard, Faur, 8c
Hughes, Robt., 6c
Johnson, Andrew 27c
Kellogg, Geo. R., 3c
Peller, Burnam, 3c
Klobeke, Webster, 13c

Women

- Abbott, Mrs. Faye
Alberts, Mrs. Leona
Allen, Mrs. E. D.
Allen, Jean
Allen, Margaret
Allen, Mrs. Theresa
Anderson, Mrs.
Anderson, Saddle
Anderson, Thelma
Andrews, Leo
Anthony, Orpha
Applegate, Elsie
Arenz, Mrs. Lucy
Ash, Betty
Avery, Mrs. Ruby
Babbs, Mrs.
Baird, Mrs. Almena
Babecek, Vivienne
Bader, Mrs. Harry
Bailey, Margaret
Bales, Betty V. Lee
Balwin, Mrs. Florence
Barnhill, Mrs. K.
Barr, Mrs. Gertrude
Barry, Evelyn
Barry, Yvonne
Barton, Mildred
Barton, Mrs. Sarah
Beattie, Ruby
Bejano, Percella
Bell, Lucille
Bell, Marion
Belmane, Mrs. Charles
Bennett, Mrs. Carry
Benson, Leona
Bennett, Alvena
Bennett, Helen
Bennett, (Bubbles)
Berry, Peggy
Billings, Mildred
Billings, Mrs. W.
Birmingham, Mrs. H.
Bissinger, Mrs. Henry
Blanton, May
Blackmer, Kate E.
Blair, Mrs. Lorraine
Blevins, Billy
Bonaffin, Mrs. E.
Boor, Mrs. Mike
Boswell, Mrs. Benny
Boswell, Mrs. S.
Bovee, Mrs. Jas.
Bovee, Mrs. Mabel
Bower, Nonnie
Bowman, Mrs. Cleo
Bradley, Millicent
Brawley, Myrtle
Briggs, Jackie
Briggs, Mrs. Helen
Brookins, Marilyn
Brown, Mrs. George
Bruce, Jane
Bryant, Mrs. Velma
Buckskin Betty
Buciumi, Mrs. Jas.
Burg, Mrs. Margaret
Burgess, Ethel J.
Burke, Betty
Burns, Alma
Burns, Mrs. Marie
Burns, Peggy
Burns, Mrs. Marie
Butterbaugh, Mrs.
Byron, Pearl
Campbell, Bessie L.
Candell, M. F.
Candler, Marion
Cantrell, Mrs. Evelyn
Carr, Betty
Carrigo, Mrs.
Carson, Bobbie
Carter, Leona
Carver, Sonora
Cassandria, Lady
Cassandria, Mary
Castle, Coke
Celeste, Queen
Cesca, Mrs. Pat
Chaubert, Edith
Chickola, Mrs. Elizabeth
Clayton, Lena
Cluff, Mrs. A. G.
Coffey, Mrs. L. N.
Coletta, Marie
Collin, Jean
Collins, Carrie
Coney, Mrs. Maria
Conroy, Evelyn
Conroy, Luella
Cowan, Mrs. Dan
Courtney, Fay
Cowan, Louise
Crawley, Mrs. Bessie
Crane, Mrs. Pat
Crane, Mrs. Sydney
Culberhouse, Mrs.
Culverhouse, Mrs. J. L.
Curen, Mrs. Charles
Curtis, Mrs. Peggy
Cuzeked, Mrs. Stella
Dagnell, Mrs. June
Daniels, Mickey
Daniels, Mrs. E. E.

- Hawkins, Mrs. Elizabeth V.
Hawks, Mary
Hedson, Mrs. Margaret
Henderson, Mrs. Desma
Henderson, Mrs. Etta
Henderson, Mrs. Katherine
Henderson, Mrs. L. W.
Henderson, Peggy
Henderson, Mrs. Warren
Hendrix, Mrs. Bobbie
Hendrix, Mrs. Pete
Herron, Mrs. John
Hildreth, Helen
Hilton, Daisy
Hobson, Mrs. Juanita
Hogan, Mrs. Eva
Holden, Mrs. Mildred
Holles, Dorothy
Holmberg, Ruby
Holmes, Lillie
Holmes, Nellie
Hooper, Mrs. Elizabeth
Howe, Mrs. Velma
Hull, Mrs. Helen
Hunter, Mrs. John
Hurlock, Vivian A.
Hutchinson, Jean
Hutson, Mrs. Vincent
Ihle, Mrs. Joseph
Irene, Madam
Ivan, Mrs. Fred
Jackson, Mrs. Kathryn
James, Mrs. Myrtle
James, Mrs. A.
James, Mrs. Helen
Johnson, Helen K.
Johnson, Judith
Johnson, Ann
Johnstone, Fannie J.
Jones, Mrs. Robert L.
Jordan, Mrs. Peggy
Jung, Elsie L.
Kamm, Iona
Karloff, Madame
Karns, Mrs. Gertrude
Kay, Flo
Keeney, Arlene
Keffer, Donna
Keim, Edna
Kelly, Mrs. Alice
Kelly, Mrs. Annie
Kelly, Mrs. Fanny
Kenny, Ann
Kidder, Mrs. Mabel
Kilmer, Mrs. C. King
Kirkland, Mrs. Mattie
Kline, Violet E. H.
Kling, Mrs. Irma
Knapp, Bertha
Knowles, Margie
Kohler, Mrs. Evelyn
Kreutz, Wilma R.
Kridello, Mrs. Lillian
Krupa, Mrs. Lillian
Krusa, Mrs. Lulu
Kutz, Mrs. Alfred
LaFrance, Joe Ann
LaHue, Dixie
LaMar, Teddy
LaRue, Joan
Labbolydroe, Imilda
Laird, Mrs. M. E.
Lambert, Mrs. Mary
Lamont, Imogene
Lane, Mrs. Nellie
Lang, Mrs. S.
Latimer, Estelle
Laugler, Mrs. Goldie
Lawson, Virginia
Layton, Mrs. Lee
Leach, Myrtle
Lee, Rose
Lee, Ruby
Leeman, Mrs. Ann
Leonard, Dolly
LeRoy, Mrs. Fred
Lewis, Gertrude
Liljedstedt, Jennie C.
Litzenburg, Mrs. R.
Litzenburg, Mrs. W.
Leust, Cherie
Lorraine, Jeanne
Loiz, Gladys
Lomenus, Bessie
Lore, Willie
Lucas, Marlene
Ludwig, Nellie
Lusk, Annie M.
Lutheran, Mrs. John
Lydell, Sandra
Lynne, Mimi
McArdle, Mrs. V.
McArthur, Mrs. Goma
McCaule, Ruth
McCaskey, Mrs. Rosa
McClellan, Mrs. Cora
McClung, Mrs. Cora
McLough, Mrs. T. F.
McGibbon, Shirley
McKinley, Edna
McLain, Dorothy
McMahon, Elizabeth
McMahon, Marion
Mackey, Mrs. Violet
Mae, Jackie
Mallard, Virginia

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 following issue.

- Manning, Kay
March, William
Marks, Mrs. Josephine
Marst, Lita & Jerry
Marston, Babe
Martin, Mrs. Violet
Marx, Elsie
Mason, Mrs. Ray
Mason, Vear
Massey, Mrs. Norman
Matson, Alice
Mayer, Bobbi Mae
Maxine, Mentalist
Mayer, Mrs. Vickie
Mayes, Mrs. Livingston
Maynor, Mrs. Fred
Mazie, Jolly
McVillie, Mrs. Bertha
Merriam, Mrs. Mary H.
Meyer, Mrs. Irene
Miller, Mrs. June
Miller, Mrs. Paul
Miller, Mrs. Doris
Mitchell, Mrs. Della
Mitchell, Blanche
Mitchell, Jackie Lee
Moffat, Marion
Mongcon, Ramona
Moore, Mrs. James
Moore, Mrs. P. L. J.
Moore, Ruth Mae
Morales, Theresa
Moran, Mrs. Trixie
Moriarty, Mrs. Rose
Morgan, Grace
Morgan, Mrs. Hila
Morgan, Vera
Morrison, Mrs. Jas.
Morton, Carol
Mullen, Mrs. Mattie
Muller, Ruth
Mullen, Mrs. Mavis
Murphy, Mrs. A. H.
Naylor, Mrs. Daisy
Nelson, Mrs. Margaret
Neal, Anna
Nelson, Mrs. Anne
Nelson, Mrs. Molly
Nemar, Mrs. J. F.
Newell, Bessie
Newcomb, Mrs. Mildred
Nickols, Jackie
Nixon, Mrs. Roy
Nofflett, Mrs. Boyne
Norman, Mrs. Dolly
O'Donnell, Mrs. Julia
O'Neil, Alvin
O'Neill, Esther
Obermiller, Mrs. Georgia
Obrine, Patricia
Oestreicher, Barbara J.
Orr, Anna Louise
Osborne, Ellen
Osbourne, Mrs. Lucille
Owens, Mrs. Chas.
Owens, Mrs. Rita
Owens, Mrs. Alice
Parker, Mrs. Alice
Parker, Mary
Parks, Mrs. Leona
Parks, Mrs. Ella
Parrington, Mrs. George
Paterson, Mrs. Mamie
Paul, Julie
Pensley, Frances
Perry, Mrs. Ernest
Peters, Margaret
Peters, Edna
Pierce, Annabelle
Pittington, Francis
Pokanuk, Olga
Pond, Mrs. Mary
Powell, Eva
Proctor, Josephine
Pugh, Mrs. Ruth
Rafferty, Mrs. Jimmie
Ray, Mrs. Louie
Raymond, Mrs. Helen
Reno, Mrs. Helen
Reverman, Mrs. G.
Reynolds, Mrs. Jimmie
Reynolds, Joyce
Richards, Nellie
Richards, Margaret D.
Riddle, Annette
Riggs, Mrs. Ella
Rosen, Mrs. Bill
Robison, Mrs. Vernon
Robert, Lillian
Ross, Mrs. Helen
Rossi, Mrs. Mary
Roth, Mrs. Estell
Ruth, Tiny
Ruth, Madam
Ruth & Sunshine
Saenz, Mrs. Marie
Salisbury, Dorothy
Saunders, Mrs. Laura
Sayles, Mrs. Mabel
Scabee, Virginia
Seagrave, Estel
Schreiber, Mrs. Ruth
Scott, Mrs. Nina B.
Seivend, Mrs. Alfent
Sergio, Signa
Shaffer, Helen
Shahni, Signa
Shannon, Ethel
Sharp, Mrs. Katherine
Sheesley, Mrs. Dorothy
Sheldon, Claire
Shields, Mrs. H. M.
Shinn, Mrs. Floyd
Shockley, Sammie
Shuman, Pearl
Smith, Mrs. Helen
Silliman, Mrs. Myrtle
Slinker, Mrs. Jessamine
Silver, Mrs. Ray
Small, Mrs. Harry
Smith, Mrs. Burt
Smith, Mrs. Gertrude
Smith, Mrs. Kitty
Smith, Myrtle
Smith, Mrs. Rose
Smith, Mrs. Trixie
Smithly, Elmira
Snyder, Mrs. Mirion
Sorcha, Tamara
Sowers, Mrs. H. C.
Spark, Mrs. Irene
Sparks, Bobbie
St. John, Madam
Stanley, Mrs. Daisy
Stanley, Joyce
Stansbury, Mrs. Evelyn
Stanton, Almedo
Star, Mrs. Eva
Stark, Mrs. John
Starrs, Mrs. Rosa
Stellmore, Mrs. Olga
Stock, Mrs. Bega
Strain, Margaret
Sullivan, Blanche
Sullivan, Mrs. Irene
Sullivan, Edna
Summers, Florence
Sutton, Mrs. Jean
Swan, Alvia
Swan, Effie
Swan, Ruth
Tanner, Mrs. Etta
Taylor, Phyllis
Temner, Irene
Thomas, Gail
Thomas, Mrs. George
Thurman, M. Morris
Thompson, Mrs. V.
Tidwell, Mrs. A.
Tinsley, Mrs. E.
Tomkins, Sarah
Tramp, Mrs. Cook
Traylor, Mrs. Bessie
Trivauday, Mrs. E.
Tubell, Betta
Tyler, Mrs. Harley
Tyner, Mrs. Rita
Underhill, Mrs. Bailey
Usher, Mrs. H. T.
Valjan, Joan
Valentine, Pat
Valerie, Al
Valwaine, Mrs. M.
Van Allen, Mrs. Virginia
Van, Mrs. Mame
Vann, Mildred
Vigilante, Dorothy
Vogstad, Mrs. Geo.
Vuori, Iagyne
Walker, Jean
Wallace, Mary
Wallace, Elizabeth
Wallace, Mrs. Mina
Walsh, Mrs. E. L.
Walters, Irene
Wamy, Donna
Wasserman, Mrs. Sol
Waters, Esther
Watts, Mrs. H. H.
Webb, Mrs. Grace
Webb, Marie
Webster, Mrs. Billie
Weiner, Mrs. June
Weiss, Helen
Wells, Mrs. Gertrude
Westcott, Jerry & Terry
Weston, Louise
Whelan, Patrick
White, Mrs. Bob
White, Donna
White, Zella
Whitehead, Mae
White, Mrs. Sarah
White, Alvin
Willard, Mrs. Joe
Williams, Mrs. Alva
Williams, Beverly
Williams, Mrs. Joan
Williams, Mrs. James
Williams, Mrs. Ruth
Williams, Mrs. Sarah
Wilma, Madam
Wilson, Mrs. Alice
Wilson, Mrs. J. W.
Wilson, Mrs. Corlie
Wilson, Mrs. Max
Wilson, Mrs. Ruby
Wilson, Mrs. Ruth
Wilson, Mrs. Ellis
Wolb, Sue May
Wong, Mrs. Nellie
Word, Evangeline
Wright, Mrs. Vivian
Wright, Charles
Yardell, Marion
York, Margaret
Zimmerman, Mrs. Italy
Ames, Sinclair
Anders, P. L.
Anders, (Kokomo)
Anderson, Art
Anderson, Arthur
Anderson, Doc
Anderson, J. L.
Anderson, Paul
Anderson, Quinton
Anderson, Sig
Andrews, Walter C.
Andrews, Geo.
Anthony, Bob
Anzures, Eugene
Arbright, Roy
Archie, Walter
Arend, Lee & Trio
Arce, Tommy
Argentinell, Roy P.
Armstrong, Amy Lee
Arnold, Virgil
Arnold, Woodrow
Arredondo, S. W.
Arrieta, Tony
Arthur, Billy K.
Arthur, John R.
Asher, Charles
Ashka, Magician
Atkins, Geo.
Astrolongo, James
Atkins, Geo.
Atkins, Geo.
Atlantic Coast, Exp.
Aterbury, Ernest
Augustino, Louis

Men

- Booth, Harold
Boswell, B. Day
Boulton, Jack T.
Boush, Geo.
Bovey, Bob
Bowers, Eddie
Bowers, Hoke
Bowman, Sol
Boyd, Honer
Boyer, Lew
Bozar, Ray
Bradley, J. W.
Bradley, Jim
Bradley, Chas.
Bradley, R. C.
Brady, O. J.
Braham, Joe
Bramble Jr., Lonnie
Breese, Johnny
Breese, Wm. Bill
Brennan, Allen
Brennen, Eddie
Brent, L. H.
Brent, Louis
Brian, R. E.
Briggs, Ralph
Bright Light Show
Brighton, Raymond
Britt, Johnny
Brody, Chas.
Broadway, Chas.
Brodie, Eddie
Brody, L. E.
Brody, Edna
Brook, C. L.
Brooking, Robt.
Brook, Walter
Broun, Fred
Broun, Forrest
Brown, Geo. (Tiny)
Brown, Goldie
Brown, Tomert
Brown, Alex Congo
Brown, B. C.
Brown, Forrest
Brown, John (Buzz)
Brown, Geo. (Tiny)
Brown, Goldie
Brown, Herb C.
Brown, Jack
Brown, Peck
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Brown, Peck
Brown, W. F.
Brown, W. F.
Brown, W. F.
Brown, W. F.
Bruno, Pete J.
Bruno, Tomert
Brussard, Blackie
Bryan, Bush
Bryan, B. D.
Bryant, Ed. Herb C.
Bryant, Obit.
Bryant, Jimmie
Bryant, George D.
Buchanan, K. W.
Buckala, Magnus
Bullock, T. B.
Burd, Ted
Burk, Jimmie
Burke, Eddie
Burke, Sten
Burkum, Nick
Burkum, Jack
Burnett, Larson
Burns, "Hi-Bobby"
Burns, J.
Burns, Norman
Burns, Moriarity & Crowder
Burton, Harry
Buse, Prof. C.
Bush, Jerry
Butler, Jack H.
Butterfield, Bud
Butler, Howard P.
Byers, R. H.
Byrd, Steve
Byrd, Enoch, Show
Byrd, W. C.
Cain, J. L.
Caldwell, J. E.
California, Goldgate
Calkins, C. F.
Cambell, Frank V.
Campbell, Hank
Cannestrell, Fredrico
Cantara, Joe
Capes, Jack
Cares, G. A.
Caras, Gen.
Cararias, Genimos
Carl, Irvin J.
Carroll, Frank V.
Carroll, Harry
Carroll, Harry (Red)
Carroll, Jimmy
Carroll, S. T.
Carter, Charles
Carter, Fred
Carther, The Signman
Carnthers, R. C.
Cash, A. B.
Cashon Show Co.
Cassidy, Edw.
Castiglia, A. J.
Castro, J. R.
Catalano, Tony
Cate, Cecil L.
Catt, John H.
Chacoma, Mike
Chambers, Bob
Chambers, Earl
Chapman, Earle
Chapman, Earl
Chase, Howard
Chesterfield, Dr.
Chick, W. A.
Chilberg, Pete
Childs, Geo. A.
Child, Walter
Chitt, Walter
Christensen, Alward
Christensen, Big
Christman, Floyd
Chubb, W. W.
Chuans, Tony
Denison, Bill
Desmear, Roy
Devine, J. M.
Devitt, Johnny
Dick, Frank
Dieck, Jesse
Dieck, Herb
Dieck, Hiram
Dieck, Paul F.
Dieck, Stanley
Dieck, Willie
Dieck, Byron
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Dieck, Robert
Dieck, Robert
Dieck, Putman
Clayton, Al Homer
Clem, Tom C.
Clem, Robt. L.
Cleveland, W. H.
Clint & Clark
Conahan, Perry
Cody, J. M.
Cogan, Major Rides
Cohen, Ben
Cohen, Jack
Cohen, Julius
Cohn, Harry
Coleman, Lewis
Coleman, Max
Collier, Bernard
Collins, C. Show
Collins, Bartolon
Collins, Dick
Collins, E. G.
Collins, Jack
Collins, Pewee
Collins, Colorado
Colorado Fred
Concello, Arthur
Cowan, Bud
Conlin, Ray
Conlon, Jack J.
Connor, Jack
Conroy, Herbert
Conrad, Capt. Robt.
Converse, Art
Cook, Bud
Copeland, Paul
Ethelwyn
Corbin, Bernie Cole
Cory, John
Corley, Billy Amy
Cornfield, Bennie
Corns, Jack
Cory, Eric
Cortey, Jack
Costa, Louis
Costello, Joe
Costello, Peter
Coty, Art
Coutler, Arthur
Coutler, L. J.
Covington, Robt.
Cowan, Bud
Cuzzette, Joe
Cragulines, Laas
Crandell, G. W.
Crandell, Leroy C.
Cramer, Burton
Cramer, Jack
Crawford, Chas.
Crawford, Chester
Crawford, Frank
Crawford, Jack
Crawford, Aerial
Creig, Foyle
Creswell, Larson
Creson, Lee
Crisbes, Geo. Wilson
Crosby, Thur J.
Crown, Fred
Crown, Ray
Crotty, Michael
Crown, Francis
Crown, Ned
Crown, S. T.
Crum, Thomas
Crum, Tom
Cruz, Tom
Cryzler, Paul
Curdy, C. H.
Cunningham, A. W.
Cupero, Eddie V.
Curl, Dr. A. M.
Curran, Frank V.
Dabney, Tex
Daubert, Duke M.
Daily, Art
Daly, Fred
Daley, John
Daley, John
Daley, Theodore
Daly, Gen.
Daniels, Mickey
Dare, Jack
Darnaby, J. A.
Darwin, R. H.
Darwood Circus
Dass, Alano
Daughenbaugh, Samuel
Davidson, Frank E.
Davidson, W. B.
Davis, Carl
Davis, Carl & Essie
Davis, Ches
Davis, Everett
Davis, Homer
Davis, John C.
Davis, Orrel P.
Dawson, Dr. A. L.
Dawson, Harry
Dawson, Edw.
DeBella, Frydae
DeLorge, Boosy
DeLion, Leon
DeLuca, Dick
DeLuca, Frank
DeWitt, Harry
DeWolf, Linton
Dean, Doc M.
Dean, Ray
Decker, Ralph
Deis, Carl A.
Delaney, Pat
Delaney, Sam
DeLong, Harry
Delmar, Hypnotist
Delmonte, Jos.
Demetro, Walter
Dempsy, Johnny
Demment &
Demsey Shows
Dennis, Buckley
Dennis, Harry
Dennis, Ernie
Dessert, Roy
Devine, J. M.
Devitt, Johnny
Dieck, Frank
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# The 1939 World's Fairs

**- ATLANTIC -**  
 New York World's Fair  
 Flushing, L. I.  
 Opens April 30

**- PACIFIC -**  
 Golden Gate International Exposition  
 San Francisco  
 Opens February 18



## Ops Prepare United Front

### Concessioners' Association readies for ironing out fair zone problems

NEW YORK, Jan. 28.—Meeting at the Yale Club this week, about 20 representatives of signed concessions in the fair's amusement and exhibit zones officially organized the Concessioners' Association of the New York World's Fair. Temporary officers were elected, by-laws adopted and initial plan of action outlined by the org, which has been formed expressly for the purpose of presenting a united front to fair officials in ironing out problems facing concession operators individually and collectively. This week's action was prompted by two previous unofficial meetings called by a few individuals to get the ball rolling toward definite organization.

Harry G. Traver, operating rides and a show in conjunction with Harry C. Baker, heads the slate of officers until May 10, when permanent officers will be selected. Joe Rogers, of Dufour & Rogers' Strange As It Seems show, was elected first vice-president; Harry Dash, Cuban Village, second vice-president; Dr. Martin Couney, Baby Incubators, third vice-president; Jordan T. Mott, Parachute Jump, secretary, and Harry C. Baker, rides, treasurer.

#### For Emergency Action

Officers were also elected to act as an emergency committee to confer with the fair management immediately on pressing problems facing their end of the fair project. First item to be treated, it is understood, is the strip ticket proposition being considered by the Fair Corp. Concessioners feel that certain alterations should be executed before the ticket is given the fair's ok.

Other points of controversy to receive attention of the emergency committee as soon as possible include allegedly unfair insurance stipulations set down by the fair management and double-feature fireworks displays apparently scheduled by the fair in the exhibit and amusement zones.

#### Ask Eased Risk Rate

Concessioners will attempt to ease insurance rate requirements and are opposed to a strong fireworks spectacle in the exhibit zone, claiming that it will

(See OPS PREPARE on page 61)

## Firm Plans To Provide Loans to Concessioners

NEW YORK, Jan. 28.—Claiming approximately \$2,000,000 available for loans to fair concessioners, Play Fair Management Corp., Inc., has established offices here with plans to partially finance money-lacking amusement project operators. In behalf of the firm Executive Vice-President Leon Loeb, who until last July was an executive in the fair's entertainment department, said the firm will offer financial backing up to 40 per cent or sufficient to see an attraction safely thru its pre-fair preparation and construction period.

It is also the intention of Loeb to attempt to obtain sub-concession space for signed major attractions thru personal contacts with local amusement catering concerns. Major handicap to the fair's amusement area at present is an apparent inability of many signed attractions to secure finances sufficient to put their projects in operation.

Loeb feels that with construction costs taken care of it should be an easier task to obtain additional money from other sources.

## Special Events? About 700 Now Set

NEW YORK, Jan. 28.—Fair officials announced the first list of nearly 700 special days and events to be observed on the grounds during 1939, putting an end to fear in some quarters that "the New York World's Fair believes itself too big and important to indulge in petty tie-ups with organizations thruout the world." A separate special events department has been lining up working agreements with foreign nations, States of the Union, large and small civic, educational, fraternal and industrial associations for more than a year, and it was revealed this week that in addition to the 700 celebrations already released additional tie-ups will be made.

As usual at large fairs, the New York event has received co-operation from transportation, housing and information concerns in making arrangements feasible for mass entry into the city and Flushing fairgrounds. Excursion rates, etc., are being worked out by railroads, airlines and bus services.

According to announcement, each State and Alaska, Hawaii, Puerto Rico and the Virgin Islands will have special days, as will most of the 60-odd foreign nations exhibiting. Special ceremonies will be held, of course, on Decoration Day, Independence Day and Labor Day, the three legal holidays falling in the span of the fair. Opening day, April 30, will see the first big special attraction when President Roosevelt attends to officially set the fair on its way. Complete listing of special events and days according to date will appear in future issues of *The Billboard*.

## Replica of Irish Scenic Wonder Will Be Presented

NEW YORK, Jan. 28.—T. H. Rennie, representing the Aquatic Entertainment Co., Ltd., Glasgow, Scotland, this week signed contracts and met financial requirements to produce a semi-walk thru show in the amusement zone featuring a miniature replica of the Giants Causeway, ancient scenic wonder of Ireland. Rennie, who returned to Scotland immediately, said that the attraction will be mechanical in the most part, will cover several thousand square feet and will feature a novel front.

Attraction will be under management of William Dick, also of Glasgow, who is expected to reach New York next week with designers and engineers. According to Rennie, show will exhibit actual stones from the original Causeway, marking the first time that these stones have left Ireland.

## On Flushing Front

By ROGER LITTLEFORD JR.

NEW YORK, Jan. 28.—Tangible progress was made this week toward solving some of the many problems facing amusement zone concessioners when 20 signed attractionists organized an association to offer a united front at the fair's executive offices. Association is headed by and composed of many talented veterans of the exposition game, a fact that should be of untold value to the newcomer who has his future invested in entertainment projects on Flushing Meadows.

There are numerous problems to be ironed out. Just a few are (1) exorbitant insurance specifications; (2) unwieldy book-ticket proposal; (3) over-emphasis of night fireworks in the exhibit zone rather than the amusement sector's Fountain Lake; (4) lack of a late-evening reduced gate admission to

(See ON FLUSHING FRONT on page 61)

## Three Show Deals Closed

### Folies, Mae West's 'Palace' and Cantor night spot are announced by Connick

SAN FRANCISCO, Jan. 28.—Signed this week were contracts which closed some of the biggest production deals since Chief Director Harris Connick started buzzing around for bigger and better attractions. Entertainment which he said will be ready for delivery includes *Folies Bergere*, apaches 'n' all, for six-week run; Mae West's Palace of Education and Eddie Cantor's night club. *Folies Bergere* will come from New York, the run scheduled to be from March 17 to April 27 at top of 75 cents.

#### Cutting Down Passes

Expo office is working to cut down the credentials list, a check-up being made on all cardholders, and expectations are that the number will be greatly reduced. San Francisco board of supervisors adopted a resolution notifying fair officials that no one in the City Hall or elsewhere should be given a free pass. It is likely the management will decree that there will be no free tickets for anybody except those actually employed at the fair.

Lyn Fox, press bureau manager, making the check-up, is having all newspaper correspondents in and checking their work to ascertain the legitimacy of their purpose in obtaining passes. Supervisors see no good reason for newspaper people getting free tickets except those working on the grounds.

#### Big Opening Broadcast

Opening day will see a radio broadcast go out over 250 stations in this country if expo officials consummate the deal. Big network shows, however, won't take the air until April.

Victor Wetter and Nickle Page, here as advance guard for the Gayway's Midget Village being put on by Leo Singer, have spent a lot of time at exhibitions in Chicago, Dallas and San Diego. Carpenters have descended on a tract and are beginning to conjure up the under-pinnings of a town.

For six-day bike race beginning March 12 a 10-lap saucer will be a duplicate of the one in Madison Square Garden. Edward S. Martine, Santa Monica, Calif., has a diving-bell concession. Fair's radio programs will be broadcast in English, Spanish, Portuguese, Chinese and Japanese. A translux theater is being installed by Julian A. Harvey.

## AFA Works on Schedules For Employees on Gayway

SAN FRANCISCO, Jan. 28.—American Federation of Actors will have completely sewed up entertainment at the exposition as soon as an agreement is reached with the fair management for workers on the Gayway, it is said.

Wage scale and hours are being worked out for talkers, lecturers and performers who were inadvertently left out of the AFA contract negotiated some time ago. Group is under jurisdiction of the AFA.

Al Smith, AFA secretary, said the most favorable terms will be sought for this class of workers. Exposition Director Harris Connick called Smith's attention to the fact that such workers were not covered in the existing agreement, which is only for principals and chorus workers. Connick said he wanted no labor trouble at the fair.

## Culling Out Seen In "Resignations"

SAN FRANCISCO, Jan. 28.—Recent resignations of some department heads have led to conjectures of a wholesale freeze-out being worked out at fair headquarters. Ray Smith, who was director of finance ever since Treasure Island got a foothold in the bay, threw in the sponge when he couldn't see eye to eye with the way script-book sales were being handled. Expo officials apparently tried to make a mystery of his going.

Since the dissatisfaction exhibited by Smith the fair management is said to have discovered that resignations should be covered with dignity and that when a department head quits it might make people think there was lack of harmony.

So with the announcement this week that Walter Reimers was no longer to be director of special events, an explanation was that Reimers was retiring to enter a hospital for a physical check-up.

His post is being filled by Ren Condon, former assistant. Sherwood Hall also resigned from the same department.

## Removal of Workers Halts Threatened Labor Dispute

SAN FRANCISCO, Jan. 28.—First labor dispute on Treasure Island since a one-day strike nearly a year ago threatened on Tuesday but was settled when a number of non-union workers were taken off construction jobs.

Workers, reported at from 75 to 100, were ordered off jobs on demand of union agents, who declared they were non-union men.

Building Trades Council has an agreement with the expo management providing for all-union work and with a clause guaranteeing no stoppage of work. Agents' demands for removal of alleged non-union workers were based on this.

## Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Jan. 28.—Not many more working days before the premiere. Late arrivals coming in from all over the world demanding immediate service forget for the moment that they are the ones that are late—not the exposition company. Red tape has been thrown out of the windows, rules are being broken, adamant policies have been washed off the books and more work will be done by concessioners in the next three weeks than laymen could do in three months. They're always late but they are always ready for opening day and what a merry chase they lead the exposition officials in order to accomplish this!

Alexander von Seitz will have the largest registration book in the world ready for signing of names of expo visitors. The tome is 5½ feet wide, 7 feet high, 30 inches thick and weighs 2½ tons. This book will hold 5,500,000 signatures and four full cowhides were used to make the covers.

First contingent of An Clachan Village arrived from Scotland in the persons of Donald J. Cameron, architect; Thomas Brown, supervising inspector, and John Gentles, archeologist. William Russell, one of the owners and general manager, arrived in New York recently, where he is concluding some business.

At the Pacific Coast Showmen's Association banquet in the Hotel Biltmore, Los Angeles, on January 17, Frederick Weddleton, director of the division of concessions of the GGIE, was host to party that trekked from San Francisco

(See GLEANINGS on page 61)

## Parker - Watts Adds Elephants

Buys 2 from W. C. Richards—Watts, Webb, Kennedy return from South

SOUTH FT. SMITH, Ark., Jan. 28.—Ira M. Watts, manager of the Parker & Watts Circus; Joe Webb and Joe Kennedy returned from a trip to Macon, Ga.; Sarasota and Pensacola, Fla., and Mobile, Ala. At Pensacola Mr. Watts bought two elephants from W. C. Richards, which will be added to the herd here.

Thirty-seven men are at quarters preparing the show. Paint shop, under direction of Bruce LaFarra, has finished the advance trucks. The mechanics, under supervision of Frank Nally, have turned out 10 trucks. The woodworking department, in charge of Charles Brady, is building a band wagon to be drawn by eight horses. Big-top department, in charge of Red Monroe, is getting seats and equipment in shape.

Charles Oliver has arrived from his home at Noblesville, Ind., and has taken over the winter-quarters cookhouse. Hazel King is breaking horses and Jimmy O'Conner has broken three elephants to do rope walking. Jimmy Bowersock has the ring stock in excellent shape. Jimmy Watts is acting as purchasing agent and Sam Maratta is superintendent. Bill Durant and Shorty, sailmaker, are recent arrivals. Skinny Dawson is still getting plenty of publicity for the show.

Recent visitors at quarters were Jack Hoxie and Dixie Starr, Julian Rogers and Bert L. Wilson and wife.

CORNELL, Wis., Jan. 28.—Herbert Goerke, who has been with the Ringling show for a number of seasons, will be boss billposter and special agent of the Parker & Watts Circus.

CANTON, O., Jan. 28.—Marion Wallick, of near-by Dover, last season with the Parker & Watts Circus, will be with the same show again this season, he informed *The Billboard* representative here. He reported he had contracted to do his knife-throwing act with a partner in the side show and will also assist Manager William DeBarrie on the front and with second openings.

## Carmichael Says That Removal of Poles Would Take Away Much Glamour

Red Oak, Ia.

Editor *The Billboard*:

I read with interest in *The Billboard*, dated January 14, the article by the Ringling designer, Charles LeMaire, who says that the tent poles must go. If this is accomplished I think that much glamour will be taken from the circus.

To my surprise I have found that there are a great many people who go to a circus every chance they get and (See CARMICHAEL SAYS on page 36)

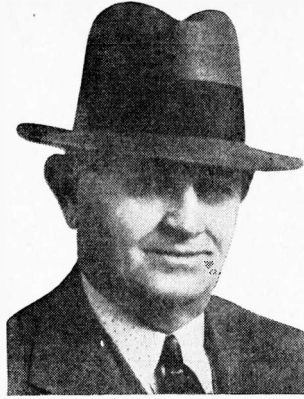
## Banard Has Good Week at Newark, O.

NEWARK, O., Jan. 28.—Banard Bros.' Circus was here last week, auspices of Federation of Labor. Attendance was very good; town heavily billed. Show presented in two rings and steel arena, program running an hour and 45 minutes.

The program: Madam Banard's dogs in Ring 1 and Ott's dogs in Ring 2; Lerch Duo, Roman rings; clowns; Banard's three bears; Fonda and Gladys, double traps; clowns; Kramer, with riding dogs and monkeys; iron jaw; Captain Banard's pony drill; high-diving monkey; single traps; clowns; Lerch's comedy table act; Reta, on the loop; comedy shooting act by joes; bucking mules; Captain Sells with his five African lions. A 12-piece band played the show. Was promoted and handled by Roy Barber.

## Theaters for Blomberg

COLUMBUS, O., Jan. 28.—Barker Bros.' Circus, a motorized unit, sponsored by William (Bill) Blomberg, of Dayton, is on a tour of Middle West theaters. Blomberg reported far success with his Christmas Santa parade.



JESS ADKINS and Zack Terrell, who again will have the Cole show on the road, moving this season on 20 cars. A new corporation was formed by them and Jess L. Murden at Indianapolis, Ind., January 19.

## WPA Has Turnaway At 212th Armory; Checks for CFA

NEW YORK, Jan. 28.—The WPA Federal Theater Circus closed its engagement at the 212th C. A. Armory January 21, having excellent business. At the Saturday matinee more than 2,000 adults and children were turned away. An estimated thousand people stood up during the show. These figures were estimated by the police department. Frank Hardy, last year on Robbins Bros.' Circus, and Major Charlie Paterno, director of employment for Federal Project No. 1, visited. Paterno is a member of the staff of Paul Edwards, administrative officer of Federal Arts Projects.

Checks are coming in from members of the Circus Fans' Association, also many letters assuring staff of show that there will be a big turnout of Fans on CFA night. In the "typical American boy" contest being conducted by the show more than 700 photographs were submitted for consideration. The lucky lad will sit with the Fans on February 3.

Sidney Shalett, a feature writer on *The New York Times*, interviewed several members of clown alley for a feature article in *The Sunday Times*, reports Wendell J. Goodwin.

## Let's Have a "Different" Circus

By ROBERT D. GOOD

How often have we heard people say "circuses are all alike"! How often, too, have we read, especially in the last year, of "streamlining" the circus!

At present there seems to be a wonderful opportunity for some wide-awake showman to explode this "all-alike" theory and make the public say "this circus is really different," due to being streamlined to a noticeable degree.

The past few years' experiences have definitely proved that something must be done, and quickly, if the circus as an institution is to survive.

The lack of interest on the part of the public is due to various causes. The radio and movies have made people blasé and less interested in circus entertainment. The automobile, too, has made it possible for them to go after the entertainment they want to see. Years ago many communities had to wait for the annual visit of the circus for entertainment.

False advertising and gross misrepresentation on the part of some shows have made the public distrustful of all circuses. This has done more harm to the circus business than we might realize. People are not as dumb as some managers and press agents would like them to be.

Real "streamlining" should be the salvation of the smaller circuses. An innovation which should be an immediate success would be a circus built along the lines of a one-ring European circus, with the four center poles on the outside of the center ring. The tent would be circular, or better still, slightly oblong and seat between 3,500 and 4,000 people.

There would be only one tent adjacent

## C. W. Webb III; Russell Show Will Again Be on Road

ROLLA, Mo., Jan. 28.—C. W. Webb, manager of Russell Bros.' Circus, is very ill, having been in bed for six weeks. It may be necessary for him to go to a hospital and it is not likely that he will be able to troupe before late summer if then.

His wife is going ahead with work at quarters here and show will be on road as usual.

## McClung in Schools in La.

EUNICE, La., Jan. 28.—C. C. McClung's animal circus unit is playing school auditoriums in this State, business being spotty. Best town was Monroe, with Alexandria second. Thirty-two animals, mostly monkeys, are in the 45-minute program. Show is carrying five people. Vic Girard is three weeks ahead.

## Feast for Gargantua

LONDON, Jan. 17.—By way of celebrating eighth birthday, Gargantua, gorilla from the Ringling-Barnum circus, held press reception at the Olympia. Photographers were admitted into sleeping compartment. Baskets of oranges, peaches and a chocolate cake made up the birthday feast.

## Ringling Animals, Property Arrive At Peru Quarters

PERU, Ind., Jan. 28.—After being dark the past season, Peru and winter quarters again take on aspects of old-time circus city. First movement occurred past week when five baggage and stock cars moving 15 elephants, 40 resin backs, 4 camels and other Ringling property came from Sarasota, Fla.

Bulls were in charge of Superintendent Larry Davis. Will work Shrine dates until opening of road season of the Ringling-Barnum circus.

Al G. Barnes property, consisting of big top, menagerie tents, poles, wagons, cookhouse, light plants, etc., shipped here past season, is being sent to Sarasota.

Second movement from city was to Grand Rapids, Mich., of five bulls and eight Liberty horses in charge of Davis for indoor date. Other dates are contracted. Capt. Terrell M. Jacobs and wife, Dolly, who have been breaking a mixed group of 50 cats at Sarasota, will play indoor dates. Davis' assistants are George Lafferty, Slicer Madison, George French, Harry Brown, Gabe Davis, Barney Kilbain, Wavy Klein and Cecil McComas.

James Gould is in charge of stock at farm.

Johnny Agee, with property, arrived here recently.

## Cole Show Plans Withheld for Month

SOUTH BEND, Ind., Jan. 28.—The Associates Investment Co., which took over the property of Cole Bros.' Circus last season, and Jess L. Murden, of Rochester, Ind., one of the incorporators of the new Cole Bros.' organization, state that they are not ready to release any plans for another month.

The Associates company is financing feed bills for animals in quarters at Rochester. The show has 21 elephants left from a herd of 25. It is expected that a parade will be given.

## Three Musicians Attach Haag Trucks

THOMASVILLE, Ga., Jan. 28.—Alleging back salaries were due them from the Mighty Hag Circus, which closed late in December, three of the show's musicians, Murray Thomas and Deatrick, attached several trucks.

Executives of the Haag show were in Thomasville January 18 trying to arrange settlement and release of the trucks, but according to D. Roy Hay, local attorney for the musicians, no satisfactory agreement was reached.

animals shown in our average circus menagerie. Then, too, most cities boast of zoos, which put to shame the offering of the average circus menagerie. For these reasons and because wild animals are so common in the movies, menageries have ceased to have the attraction value they had formerly.

If found feasible another department could probably be eliminated. That is the commissary or cookhouse. Arrangements might be made to have some local caterer feed the show personnel as was done years ago. In this case the local patronage angle would be worth a great deal to the show.

A show of this size could easily be loaded on a 15-car train, and because of its compactness many lots could be had in centers of towns. "A circus in town is worth two in the suburbs."

In fair-sized towns a two or three-day stand could be made, thus keeping down transportation costs. It is evident that a circus of this size could be handled with a minimum of equipment and labor, therefore at a minimum expense, which is most desirable for the times.

The public still has the price to see the circus if the circus arouses its interest sufficiently. Attendance at ball games, prize fights, bingo, etc., is as great if not greater than ever, proving that the public has the money if the entertainment attracts.

So why not give us a real "streamlined" circus, one that is really "different," and the man in the wagon will again have to hustle to sell his tickets. It seems worthy of a trial.





## With the Circus Fans

By THE RINGMASTER  
CFA

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.  
Secretary W. M. HUCKINGHAM, Thames Bank, Norwich, Conn.  
(Conducted by WALTER HOHNENADEL, Editor "The White Tents," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 28.—Mr. and Mrs. Burt L. Wilson visited the Parker & Watts winter quarters five mile south of Port Smith, Ark. They were entertained by Mr. and Mrs. Ira M. Watts, who like and appreciate Circus Fans. They are anxious for the Fans to hold their convention on the show this year.

Charles Sparks Tent No. 14 held its regular monthly meeting at the home of Lillian and Margaret Roarke in Norwich, Conn. The meeting was largely attended. L. Perry Raymond, boss canvasser of the tent, was given a miniature circus wagon full of cigars. It was his birthday anniversary. The wagon was made by our national secretary, Walter M. Buckingham. It's a great job, a model of wagon No. 119 of the Ringling show.

Karl L. King, of Fort Dodge, Ia., nationally known bandmaster and composer, led the WHO 38-piece band in its broadcast of January 23. Following his introduction King spoke of his riding the famous Barnum & Bailey "Two Hemispheres" band wagon. The first number played was his well-known *Barnum & Bailey March*.

Mrs. Emil Pallenberg, of Clinton, Conn., and her daughter, Dibirma, have returned from an extended trip in Europe.

About 30 members of Nemrod Grotto, Norwich, Conn., went to Worcester, Mass., evening of January 20 to attend the indoor circus sponsored by the grotto in that city. They met many old friends.

### Picked Up in Macon, Ga.

MACON, Ga., Jan. 28.—Charlie and Jules Poplin, formerly with Downie Bros.' Circus, played the Ritz Theater Friday and Saturday. Al Rocco, from Ft. Valley, is a regular Sunday night visitor to Macon, always bringing his wife and Miss Virginia. James Mortimer Beach has changed his quarters from the Central to the Dempsey.

The Kress Troupe, past season with the Downie show, passed thru here on way to Atlanta to join a musical show for one week, then to South Dakota to play indoor dates. The Butters wire act is working around Nashville, Tenn., and Lexington, Ky. Robert Spear is one of the greeters at the circus headquarters.

Ray Rogers, of Barnett Bros.' Circus, managed to get away from York, S. C., long enough to visit Macon over Sunday. Eddie Jackson is still helping to take care of his sister, who some time ago broke a leg in Akron, O. He writes that she is still in the hospital but doing very nicely.

Mrs. Addie Sparks is improving nicely at the Dempsey Hotel.

### Rex Ingham's Indians To Move Into South Carolina

LEXINGTON, N. C., Jan. 28.—Rex Ingham's Congress of American Indians is in the schools of Rowan and Davidson counties this week. Mrs. Dot Shores, general agent, has returned from South Carolina, where she spent past two weeks lining up schools. Outfit will move into that State from here. Jerry Burrell and troupe visited at Lexington.

Major Jack X. Van Buren has his Indian unit in Tennessee and will jump into South Carolina in the near future.

### Mrs. A. Nelson Improved

PEORIA, Ill., Jan. 28.—Mrs. Hilda Nelson Burkhardt informs that her mother, Mrs. Arthur Nelson, mother of the well-known Nelson family of circus fame, is at her home in Mt. Clemens, Mich., greatly improved after undergoing an operation in a Detroit hospital. Mrs. Nelson entered the hospital November 22 for an operation on her eyes. She remained there for 28 days. Her sight was greatly improved by the operation and she is getting along nicely.

# 15 Years Ago

(From The Billboard Dated February 2, 1924)

Louis Chase, for five years assistant manager of the Hagenbeck-Wallace Circus, severed his connection with the Mugivan, Bowers & Ballard interests after 10 years with that firm. . . . J. D. Kessler, veteran showman and for years manager of the Alhambra Theater, Canton, O., was assembling a circus, which he announced would take to the road in April. . . . Billy Exton signed to handle the banner department of the Sells-Floto Circus for his fourth season. . . . Duke Mills signed to have the side show on the John Robinson Circus. . . . Billposters employed by the Foster & Kleiser Advertising Co., San Francisco, Seattle and Los Angeles, went on strike January 16 for higher wages.

Bill Denny, for many years in advance of Barnum & Bailey circus, and Si Sammons, who had the opposition brigade on the same show, were heading a billposting plant at Washington C. H., O. . . . Manager Tom Atkinson canceled the Atkinson Circus' scheduled trip to Honolulu because the American Steamship Co. refused transportation of the elephants and other large animals. . . . Vernon Reaver, manager of the Robert Ringling Concert Co., which closed at Sarasota, Fla., January 19, went to his home in Des Moines, Ia., to rest a few weeks before going east to join the Ringling-Barnum circus. . . . F. C. Weaver announced that the Flying Weavers had retired from show business and were on their ranch at Ellsworth, Calif.

Joe (Dare-Devil) Cobb, former trouper, was on the police force at Birmingham, Ala. . . . Billy Dick and Art Powell were booked to again be with Golden Bros.' Circus. . . . Bee Jung opened in vaude at the Knickerbocker Theater, Philadelphia. . . . Paul and Louise Etz and Gene and Mary Enos were playing vaude dates in New York. Both acts were with the Hagenbeck-Wallace Winter Circus. . . . John Downing, formerly of the Walter L. Main cookhouse, was booked to be with the Main show. . . . Robert Daley, clown, died at Fort Worth, Tex. . . . Fred Ginnett, famous British circus owner and a member of one of the oldest circus families, died of pneumonia in London January 21. . . . C. A. Pelke, for eight years in the concession department of the Ringling-Barnum circus and later with Sells-Floto Circus, and Mabel Ward, member of the Flying Wards, were married in Chicago January 21.

### More Acts for Cleveland

CLEVELAND, Jan. 28.—Acts contracted for the Grotto Circus here February 6-18, in addition to those previously mentioned, are the Loyal-Repenski riding act; Captain Proske's tigers; Janet May, aerialist; Bobbie Warinner, Bonnie and Gloria Hunt, working elephants; Flying Concellos; Del Rio midgets; the Voices, aerial bars; Florence Tennyson, singer; Davenport riding act; Florescu, high perch; Naida and Perez, also high perch; Rink Wright Duo, balancing ladder; Theo Nelson, as Snow White leading her Seven Dwarfs.

A feature of the circus will be the presentation of an elephant to the children of Cleveland. Following the engagement the bull will be at home in the Brookside Zoo.

### Lulu, Albertino Offered Engagement With R-B Show

LONDON, Jan. 16.—Lulu and Albertino have been offered an engagement with the Ringling-Barnum circus, to open at Madison Square Garden, New York, and work thru tour. Both appeared this season in Bertram Mills' Circus at the Olympia, where they were seen by John Ringling North.

Lulu is most famous of British woman clowns and plays several musical instruments, with trumpet as specialty. Her father is Joe Craston, doyen of clowns still working in Britain. Brother and sister have vaude musical specialty under name of Crastonians and appeared in last Royal Performance at London Coliseum. Albertino is Lulu's husband and partners her in musical enterprises.

### Showfolk Hear Waddell Preach at Home-Coming

COLUMBUS, O., Jan. 28.—Memorial Hall here was the scene of a large crowd afternoon of January 22 to hear Doc Waddell preach his "Pennies From Heaven" sermon. It was an honor homecoming of the Scioto County organization headed by Hon. Herbert Davidson, president, and Mrs. Emily Wagner Stenzel, secretary, both former showfolk out of Portsmouth, O. Waddell was born there.

Circus people were largely represented by a delegation headed by Dode Fisk, Clyde Rinaldo, Abie Stark, and Fred Hunter, ex-circus man, now scout for the Boston Bees. It was planned to have Julia Marlowe, the great actress, present, but absence in France prevented. She heads the organization's honorary membership roll, having been reared in Portsmouth.

### Says "Barnes Show Status Uncertain"

CINCINNATI, Jan. 28.—People who were supposed to be with the Al G. Barnes-Sells-Floto Circus the coming season have been notified that the show will not go on tour. However, when queried about the matter, Henry R. (Buddy) North, Ringling public relations director, wired *The Billboard* from Sarasota, Fla., that the "Barnes show status is still uncertain."

### Bulls for Buck's Jungleland

SARASOTA, Fla., Jan. 28.—Four elephants of the Ringling herd left here last week for New York, where they will appear in Frank Buck's Jungleland.

No new activities have been launched at quarters pending the return of John Ringling North, now on a European tour. General Manager George W. Smith said he had no idea how many shows the Ringling interests would put on the road this season and that he had received no instructions concerning the Hagenbeck-Wallace Circus or the Al G. Barnes show, which completed the Ringling route last season.

### Steele To Close April 1 To Prepare for Summer

GOLDEN MEADOW, La., Jan. 28.—Buck Steele, who has a Wild West and trained horse show in Southern Louisiana and along the gulf since November, will close April 1 to prepare for the summer season.

Texas Jay Davis, who is in advance, has an interest in show, which moves on four units and has 12 people and 12 head of stock. Show has had good weather and only missed five days. In line-up are Joe Steele; Chief Clearwater, wife and two sons; Rose Steele, Old Uncle Dave and two clowns.

### Priddy on Lecture Tour

CANTON, O., Jan. 28.—Al Priddy, who was with major circuses, is appearing before Eastern Ohio civic clubs, giving accounts of what goes on behind the scenes on circuses and recounting many of his own experiences with the big tops. Much of the time is given over to discussion of trained animals. Priddy having started his circus career as a caretaker of animals in menagerie.

BABY LEE recently arrived in New York and met a number of friends at Hubert's Museum—Alex Linton, Seal, Melvin Burkhardt and Johnny Cummings.

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

# Under the Marquee

By CIRCUS SOLLY

McCOY WILD WEST wage claim assignments revealed. See page 3.

DODE FISK is clicking with indoor events in Central Ohio.

JACK ROONEY, former Hagenbeck-Wallace executive, is doing nicely in Texas with his tent show.

CLARENCE M. HOGE joined the Hayes & Watson Show, now playing the sticks in Southern Alabama.

L. RAY CHOISSER, calliope player, will attend the fair meeting at Springfield, Ill., this week.

KENNETH WAITE, clown, will play the Shrine circuses at Minneapolis and St. Paul for Mrs. Edna Curtis.

PHYLLIS DARLING is working night clubs around Chicago while visiting with friends, Claude Jarboe and wife.

ART LIND while playing night clubs in Cincinnati; last week called at The Billboard offices. Will be at the Cleveland Grotto Circus.

CALL IT what you will, but the mental attitude has a lot to do with a man's success.

JOHN ALVA JONES, formerly with the Al G. Barnes, Hagenbeck-Wallace and Ringling shows, has been engaged as treasurer of Parker & Watts Circus.

ED WILLIAMS, who has played several indoor dates, stopped off in Newark, N. J., last week and visited with William Postak, of the Ringling-Barnum show.

HARRY LaPEARL and his clowns have been contracted to produce clown numbers for the St. Louis Police Circus in April.

BERT NELSON, who has been working in pictures with his animal unit, will open in a downtown Los Angeles theater next week.

GLENN PURDY is with the LaPearl Circus Revue doing eccentric dance routines and comedy juggling in theaters and at night clubs in the South.

GEORGE HANNEFORD FAMILY was at the recent Grotto Circus, Worcester, Mass. When not working George teaches acrobatic work at home in Glens Falls, N. Y.

NORMAN HANLEY, band leader, is wintering in Greenville, N. C., conducting the Firemen's Band. With him are Ray Gosnell, drums, and Bennie Waters, cornet.

MARK SINGLETARY, formerly with Honest Bill Circus as car manager, has returned to his home in Montgomery, Ala., after a brief vacation in Florida. Will again be on road this season.

AERIAL ORTONS, upon completion of Chicago Shrine Circus engagement, spent a week with the Orton-Fanning Duo at

Janesville, Wis. The Fanning's recently signed with the Parker & Watts Circus.

NO PERSON is welcome that wears out his welcome.

LEE AND MOLLY STANTON, known to circus, dramatic tent and carnival troupers, are located at Fort Worth, Tex. The Stanton addition of new bungalow cottages is a point of interest.

MELL KIDDIE CIRCUS is playing the Fox theaters in California to fair business. Has 12 more houses in that State, then goes to Oregon and Nevada until March.

GEORGE SINGLETON, formerly with Hagenbeck-Wallace Circus, is now located at the Universal Studios in charge of canvas for circus picture, with Scotty Dunn as assistant.

BERNI (ZOO ZOO) MILLER, formerly with the Hagenbeck-Wallace Circus, produced a baton-twirling number at the Oriental Theater, Chicago, week of January 20-26.

WORD COMES from Geneva, O., home of Walter L. Main, that it has not been decided whether the Main show will travel by rail or motor, also that organization will play from two-day to week stands.

ELEVENTH ANNUAL reunion of circus folk at Criterion Restaurant, London, January 15 set up a new record in attendance. Americans present were John and Rowland Tieber, Emmett Kelly, Four Queens of the Air and Starnes Anavan Foursome.

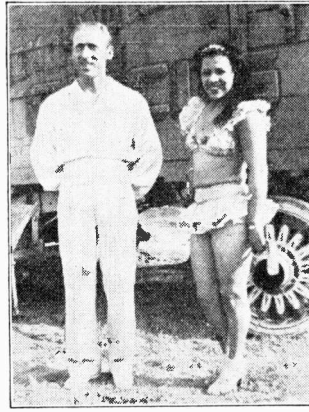
T. JEFF MURPHREE, who clowned for several years, recently visited Al Rock and wife, who were with the Downie show. Al is managing the Peach Theater, Ft. Valley, Ga., and Murphree is with the Standard Chemical Co. as policeman.

IF YOU PLAY the same territory regularly, see to it that there is a change in the performance. You can't fool the natives.

E. J. (RED) RUMBELL, who had been in the Veterans' Hospital, Johnson City, Tenn., three months, left there last week for Chicago. En route he stopped off in Cincinnati and visited The Billboard offices. He was with Lewis Bros.' Circus last season and after show closed made fairs.

PERU, IND., QUARTERS took on an air of spring with the arrival of 15 elephants and 40 menage and Liberty horses of the Ringling shows following the date of the Chicago Shrine Circus. Gordon Orton, past five seasons with Ringling-Barnum, is in charge of horses and working them out daily to keep them in good form for other winter engagements.

THE FOLLOWING are with Milt F. Taylor's One-Ring Circus in California: (See UNDER THE MARQUEE on page 56)



BILLY PAPE and Conchita, with the Hagenbeck-Wallace Circus last season and who played vaude dates when the show closed, are now with Polack Bros.' Circus.

## The Corral

By ROWDY WADDY

WHAT'S DOIN', Tex Marks and Shorty Myette? Let the column hear from you.

ART MIX is doing a whip and rope act in Kansas City, Mo.

EARL STRAUSS is training some new stock at Rich Hill, Mo.

STEVE HARPAN, bronk rider of the old 101 Ranch Show, is wintering at a ranch near Kansas City, Kan.

PINKY BARNES will handle publicity and do trick riding and roping this season for Clyde Miller.

HARRY BUTLER, old-time arena director and promoter, is reported to be in Kansas City, Mo., on business.

CLYDE MILLER and son, Bill, recently visited in Kansas City, Mo., while en route to Rich Hill, Mo., where they are wintering almost all of their stock.

PASCAL PERRY, rifle and pistol marksman, formerly with Ken Maynard on the Coast, is working vaudeville dates in the East.

M. R. THOMAS, commander of the Sunshine Post, V. F. W., announced last week that the organization will sponsor a rodeo to be staged at Ithing Field, Sarasota, Fla., early next month.

BILLY WALKER, 11-year-old rope artist of Danbury, Conn., who is said to do all the rope tricks of the late Will Rogers, made his Broadway debut recently with the Elsie Janis show at the Music Box Theater. Billy is the son of Mr. and Mrs. William L. Walker.

WEAVER AND JUANITA GRAY have been contracted to present their trick and fancy riding and roping and high-school horse acts at the rodeo to be staged in Tucson, Ariz., next month. The Grays are carrying an extra trick rider with them this season.

NEW OFFICERS of the Cardston, Alta., Rodeo Association include Dr. V. V. Christie, president; S. B. Kearl, II, R. Sloan, vice-presidents; and J. Y. Card, W. H. Duco, R. G. Wolff, secretaries. Warner Linder was named delegate to the Southern Alberta Rodeo Convention.

JOHNNY MULLENS has been named arena director for the El Paso (Tex.) Sheriff's Posse Rodeo. Port Daggett will assist him. Felix Hickman is president, while R. H. Booker will handle the secretarial chores.

JULIA ALLEN, who formerly operated the Julia Allen Wild West Show, is raising stock on a farm at Hudgins, Va. She left show business in 1928 and has lived in Hudgins since 1930, when her husband, who was better known as Fritz Williamson, died.

JASBO FULKERSON, clown, left Fort Worth, Tex., January 23 for Los Angeles, from which point he will sail for Sidney, Australia, on February 1, where he will appear at the Royal Easter Show. He plans to return May 5, in time to par-

ticipate in the rodeo at the San Francisco fair.

UNIQUE PLANS for ticket sales for 15th annual midwinter La Fiesta de Los Vaqueros Rodeo, Tucson, Ariz., are being made by the Junior Chamber of Commerce. J. C. (Jack) Kinney has been named rodeo boss, and Earl Thode, arena director. Rodeo Association of America rules will prevail. Local officials have erected an adobe shack on a downtown street from which tickets are being sold.

OFFICIALS of the nine-day Houston Rodeo, Fat Stock and Horse Show are Joe D. Hughes, horse show manager; Frank Y. Dew and Reese B. Lockett, rodeo managers and arena directors; Tom R. Booth, superintendent of rodeo live stock; W. A. Lee, office manager, and W. B. Warren, secretary. Show is a member of the Rodeo Association of America.

WHAT'S BECOME of the cow waddies with the old 101 Ranch? We have news on some of them, but would like to know about the remainder of them. Jack Brown, the boss cowboy, later became Silver Dollar Brady; Ken Williams made rodeos thruout the United States last year; Mark Raynor is in Nebraska; Floyd Shumacker is a policeman in Kansas City, Mo., while Curly Spencer was killed at Pottsville, Pa., in 1929.

WHERE are the following who appeared with the old 101 Ranch Show from 1910-14? Vern and Edith Tantlinger, Fred Burns, Ves Pegg, Tommy Grimes, Chet Byers, Tommy Kirnan, Hank Durnell, Ed Lindsey, Milt Hinkle, Harry Walters, Lufe Lewman, Clarence and Grover Shultz, Amos Clayton, Bill Pickett, Mexican Joe, Fat Mix, Otto Cline, Johnny Baldwin, Bessie Herberg, Beatrice Brosseau, Mabel Kline, Ethel and Juanita Parry, Martha Allen, Billie and Buster Mack, Bailey Sisters, Virgil and Bessie Barnett, Wes and Mrs. Rodgers, Princess Winona, Wayne Beasley, Buck Jones, O'Dell Osborne, Tillie Baldwin, Blanche Magahey, Fred and Ralph Beckman, Ollie Swan, Uncle Dan Boynton, Dan Dix, Bill Coress, Joe Lewis, Mike Quinlan, Frank Grotgote, George Conners, Harry Parrish, Fred Brunk, Billy Faulkner, Gyp Harris, Shorty Phillips, George Tyston, Arthur Davis, Tom Campbell, Johnny Feeney, Smiley Brown, Eddie Welch, George O'Brien, Eddie Clark, Tommy Durkin, William Tinker, Hughie Corrigan, Browne Gavin, Brake Bill, Bill Bush, Jim Nolan, Little Jack, Dynamic Jack, Billy Rutledge, Buster Lampkin, Bennie Hubbard, Bill Harper, Ralph Duval, Mike Welsh and Blackie Williams.

FOR THE FIRST TIME in the 43-year history of the Fort Worth (Tex.) Southwestern Exposition and Fat Stock Show here a dance band will furnish music for the 19 rodeo performances staged in connection with the event. Paul Whiteman and orchestra were signed January 20 by Manager John B. Davis of the Stock Show. Whiteman's Orchestra not only will play for two performances daily of the rodeo, but also for night dancing at the Round-Up, new night spot on grounds. He also will furnish the floor show entertainers. Whiteman's appearance at the rodeo undoubtedly will jack up attendance, as the rodeo, with the stock rodeo events, has been losing popularity because of its sameness from year to year. Arrangements already are being made for two of Whiteman's radio broadcasts to be made from there. First reports were that square dance contests would be substituted for the night club show, but the square dances now will be given after the matinee rodeo, and the night club show after the night rodeo. Rodeo is believed to be the first one in that section to use name dance bands.

### No McCoy Wagons to Bary

SPRINGFIELD, Mo., Jan. 28.—The Springfield Wagon and Trailer Co. states that the only wagons of the Col. Tim McCoy Wild West show disposed of were the ones sold in Washington, D. C., last summer. It was recently reported that Howard Y. Bary had purchased all the McCoy wagons from the Springfield company.

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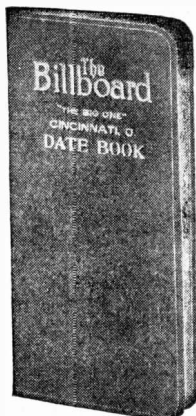
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# FIGHTS CARRIED TO SOLONS

## S. F. Target Of Neb. Body

Legislation will be aimed at board—Reed is winner amid turmoil of debate

LINCOLN, Neb., Jan. 28.—Dissatisfaction over management of Nebraska State Fair here threw into a turmoil of debate the annual meeting of Nebraska Association of Fair Managers in the Cornhusker Hotel here on January 23-25. The fight was carried into the State Fair board's share of the convention for the stormiest session in history of the annual meetings.

By a vote of 34 to 32, State Fair Secretary Perry Reed, Henderson, Neb., defeated E. J. Mille, Loretto, to hold his post. Among county fair men Joe Steele, Kimball, became president; A. D. Raun, Walthill, vice-president, and Chet G. Marshall, Arlington, secretary-treasurer, re-elected.

Tom Leadley, editor of *The Nebraska Farmer*, read a report of a poll he had conducted among fair men and agriculturists, which showed feeling against the State Fair board over the State. Leadley concluded by calling it "an old men's club." Retiring President W. B. Banning, Union, defended the State Fair by showing increases in money take after pari-mutuels were legalized, the amount of money other State fairs get to run on in comparison to Nebraska, and made accusation that Leadley's report resulted from hand-picked balloting.

Wedge of the county fair fight for a change in State Fair administration was handled by Stanley Matzke, retiring association president, who lashed out (See S. F. TARGET on page 37)

## Ohio Has New W. F. Head

COLUMBUS, O., Jan. 28.—Arthur Hamilton, Lebanon, former Republican speaker of the State House of Representatives, has replaced Earl H. Hanefeld, former State director of agriculture, as director of Ohio participation in the New York World's Fair. Hanefeld was named to the \$6,000 a year post by the World's Fair commission shortly before the recent change in State administration. Change in political complexion of the commission resulted in dismissal of Hanefeld.



CHARLES W. GREEN, secretary of Missouri State Fair, Sedalia, and a director of the International Association of Fairs and Expositions, who has received the 1938 "Saddle and Bridle" Honor Plaque for his work as a noted horse-show judge. Besides having greatly advanced Missouri State Fair under an "Everybody Pays" policy, he took time out last fall, on leave of absence, to organize and manage the 1938 Arkansas Live-Stock Exposition in Little Rock.

## Managers in Wash. To Add Attractions

SEATTLE, Jan. 28.—North Pacific Fair Association, a new body, plans to coordinate fairs in Washington, Oregon and Western British Columbia as a result of the second annual meeting of Washington Fairs Association here in New Washington Hotel on January 21, when 45 representatives of 15 fair boards conferred with concession managers and discussed dates. Entertainment features are more in demand than ever at fairs of the Washington group this year, as the fairs will take part in the golden jubilee being celebrated in the State.

Managers agreed unanimously to adopt the golden jubilee theme, each fair to work out its individual program and to (See MANAGERS IN WASH. page 37)

## MAFA To Protect Exceptions Period For Pari-Mutuels

NORTHAMPTON, Mass., Jan. 28.—On the second day of the annual meeting of Massachusetts Agricultural Fairs Association in the Hotel Northampton on January 19 and 20 in a closed session delegates adopted a resolution expressing opposition to any change in the State pari-mutuels law which might alter or interfere with the existing exception dates, August 15-September 30.

No pari-mutuels betting may be held during those dates excepting at recognized fairs. Members referred to rumors relating to the filing in the near future in the Legislature by some proponents of pari-mutuels betting bill which would (See MAFA TO on page 37)

## Mrs. Don Detrick Honored

BELLEFONTAINE, O., Jan. 28.—Mrs. Don A. Detrick, Midwest secretary of the United States Trotting Association, was elected honorary member of Logan County Fair board here on January 16. Win H. Kinnan, elected to the board in December, was formally sworn in at the meeting. He is new manager of Ohio State Fair.

## Pa. Farm Show Hits Record

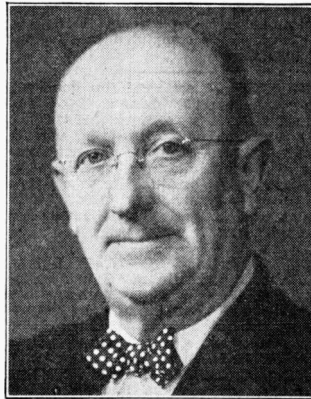
HARRISBURG, Pa., Jan. 28.—Pennsylvania Farm Show here on January 16-20 drew 570,000, officials of the exhibition have estimated, topping last year's record attendance by 30,000. M. J. Grimes, director of the show, estimated daily attendance at the no-gate indoor show as: Monday, 110,000; Tuesday (inauguration of governor also staged in town), 150,000; Wednesday, 100,000; Thursday, 110,000, and Friday, 100,000.

WOOSTER, O.—Walter J. Buss, secretary of Wayne County Fair, announced that Jack Raum's circus unit has been contracted for four days and nights of the 1939 event.

## McGowan Wants Publicity Head For N. D.; Act Budgets Hold Up

FARGO, N. D., Jan. 28.—D. F. McGowan, manager of North Dakota State Fair for Grand Forks, tried to sell North Dakota Association of Fairs at its annual meeting here on January 19 and 20 on the idea of hiring a trained publicity and advertising man on a co-operative basis but heads of smaller fairs bucked, leaving the plan cold for the time being. He declared he would continue working for the project, however, hoping to sell the idea eventually and pointing out that intelligent publicity and advertising provided by the association's own man would be welcomed by the press and would prove a big factor.

H. L. Finke, Minot, was elected president, succeeding E. W. Mueller, Jamestown. Other officers named are E. W. Vancura, Fessenden, vice-president; Dick Forkner, Langdon, secretary-treasurer, and McGowan and Mueller, directors.



WIN H. KINNAN, Degraft, new manager of Ohio State Fair, Columbus, who has been active 30 years in the field of fairs is said to be able to call every Ohio fair manager and horseman by his first name. Born in Bellefontaine, O., July 27, 1884, he became connected with Logan County Fair there and the State Fair in 1909. He was secretary of Logan County Fair three years; assistant secretary of Forest City Fair, Cleveland, three years; manager of Ohio State Fair in 1916, and 12 years secretary of the Grand Circuit and manager of North Randall Trotting Track, Cleveland.

## White Reports Plans Made For Sioux Falls Extension

SIoux FALLS, S. D., Jan. 28.—John F. White, new secretary of Minnehaha County Fair here and 12 years secretary of South Dakota State Fair, Huron, reports that plans are being made for this year's fair to be wider in scope, inaugurating an annual district exposition. The fair is expected to draw from the lower end of Sioux River Valley, embracing parts of Iowa and Minnesota, and premium classes will be expanded.

New grounds have been donated and a WPA project, calling for grand stand and bleachers to seat 5,000, exhibition buildings and a half-mile race track, will be started in the spring. In keeping with expansion plans, an enlarged amusement program will be arranged, he said.

## Young Revue for Louisville

CHICAGO, Jan. 28.—Ernie Young's Revue, it was announced from his offices, will be feature night attraction for the first time at the 1939 Kentucky State Fair, Louisville. The Young office also has contracted the Red River Valley (Minn.) circuit, comprising fairs in Warren, Ada, Hallock, Fertile and Barnesville.

## N. C. Battles Tax Increase

Managers, showmen pool fund against proposed levy—Wilson for cleanliness

RALEIGH, N. C., Jan. 28.—Officials of fairs and showmen attending the sixth annual meeting of North Carolina Association of Agricultural Fairs in the Sir Walter Hotel here on January 20 and 21 pooled a fund of \$500 with which to fight a proposal now before the General Assembly to graduate the tax on agricultural fairs upward to \$300 for shows playing within five miles of towns with 10,000 population.

They had hoped to see the tax reduced this year rather than increased. Altho the proposed schedule would begin at \$100, instead of the present \$200 flat tax, extension to the higher \$300 bracket would hit showmen considerably harder in the aggregate than the current levy. Ninety-five fairs of record in North Carolina last year paid \$18,600 to the State in taxes for privilege of operating one week each.

Leadership in the fight against the proposed tax increase is being taken by (See N. C. BATTLES on page 37)

## Va. Officials Vote To Banish Off-Color Shows, Concessions

RICHMOND, Va., Jan. 28.—Resolutions pledging members to bar indecent shows and every form of grift from their midways when contracting for 1939 were adopted by Virginia Association of Fairs in 22d annual session in the John Marshall Hotel here on January 23 and 24.

Reports of officers showed the association in thriving condition. Falling off in number of fairs in the State in the past nine years was attributed largely to business depression. Secretary Charles B. Ralston said it was probable three more fairs would be added to this year's list of 22, dates for which were set.

Officers: H. B. Watkins, Danville, president; Charles A. Somma, Richmond; T. B. McCaleb, Covington; R. W. Eanes, Petersburg; W. L. Tabscott, Lewisburg, W. Va., vice-presidents, and Charles E. Ralston, Staunton, secretary-treasurer were re-elected.

## Revival for Morton County After a Lapse of 10 Years

MANDAN, N. D., Jan. 28.—After a lapse of almost 10 years, Morton County Fair Association has been revived and a \$65,000 reconstruction program launched. William Cummins, association president, said reconstruction would begin with a crew of 30 working under a WPA appropriation. Later renovation work will be done to grounds and buildings.

Plans call for a new half-mile banked running track and baseball and kitten-ball diamonds. Addition to the grand stand will provide seats for 5,000. Present buildings consist of live-stock, 4-H Club and merchants' pavilions, live-stock barns, home products and administrative structures. A picnic area and parking space will be provided.

Aiding Cummins are Mark Wynkoop, engineer; H. M. Leonard, architect; J. R. Fitzsimmons, chairman of Morton County board of commissioners, and J. T. Rovig, secretary of Mandan Chamber of Commerce.

## Vail Repeats in Syracuse

SYRACUSE, Jan. 28.—Director Paul Smith, New York State Fair, has awarded the auto-race contract to Ira Vail, Manhasset, N. Y. This will be the 12th year of Vail management of auto races here.

## Kansans See Floor Show During Greatest Banquet

TOPEKA, Kan., Jan. 28.—Annual banquet of the State Association of Kansas Fairs during the 16th annual meeting in the Hotel Jayhawk here on January 10 and 11 was the most largely attended in history of the organization, reported Secretary-Treasurer George Harman, Valley Falls, who was re-elected for the 15th consecutive year.

Floor show, provided thru courtesy of Vic Allen and B. C. Truex, Paragon Enterprises, included Lang and Lee, Juggling Sensations; Jimmie O'Neill and company, barrel jumpers; Bobby Gilbert, violinist; Pauline Small, vocalist; Lowell and Bernice, roller skaters; Dot Burdett, girl globe walker; Burns Twins, novelty dancers; Betty Carr, acro dancer; Randall and Carr, adagio dancers, and Zada Maddox, pianist.

Among show and attractions people registered were H. W. Anderson, M. A. Srader, Anderson-Srader Shows; Ben Broadbeck, Broadbeck Shows; Amy Cox, Paul Cholet, Renee DuBrie, Amy Cox Booking Office; Charles Rotelo, Elite Exposition Shows; W. A. and Ralph Gibbs, Gibbs Shows; A. H. Sutton, Fair Publishing House; Luther Fuller, Fuller Family; Ole Graham, Graham Booking Agency; C. P. Klein, Klein Fireworks; C. G. Buton, J. L. Landes Shows; Vic Allen, Paragon Theatrical Enterprises; R. H. Pearson, Pearson Decorations; Frank Sharp, Regalia Mfg. Co.; Russell Green, E. G. Staats & Co.; Don M. Brashers, Tidwell Shows; B. C. Truex, Truex Fireworks; Ray Anderson, Thearle-Duffield Fireworks Co.; W. E. West, D. E. Belknap, W. E. West's Shows.

## Perey Turnstiles To Check G. G. Expo's Ferry Crowds

SAN FRANCISCO, Jan. 28.—To facilitate handling crowds on ferry boats going to and from Golden Gate International Exposition, a turnstile system registering at any time the number entering and leaving Treasure Island will be installed, reports the Perey Turnstile Co.

The Perey people say they will furnish about 450 turnstiles, the automatic devices aiding in handling crowds at island ferry terminals, at San Francisco Ferry Building and Oakland Pier. Turnstiles for 17 types of tickets will be installed, including coin-operated devices controlling entrances to ferries.

## Fair Grounds

DES MOINES, Ia.—A \$20,663 WPA project to continue sanitation work on Iowa State Fair grounds under sponsorship of city and State fair authorities has been approved by the federal government.

MANSFIELD, O.—Richland County Agricultural Society reported that \$3,500 of its debt was paid last year, leaving \$344 at the start of this year as compared with \$92 in 1938. The board borrowed \$500 in 1938 to meet expenses. Total debt is now \$4,000. C. L. Mitchell, chairman of the board of county commissioners, informed directors that the county will provide an additional \$500 for financing the 1939 fair, making a total contribution for 1939 of about \$4,500. Receipts in 1938 were \$15,803, while expenses were \$15,950. Admission and

grand-stand tickets in 1938 brought in \$3,442.

HAZLEHURST, Miss.—Chamber of Commerce is backing a move to acquire a permanent plant for Copiah County Fair. A fair association committee has announced raising of its required share for a PWA grant. About eight acres are to be used for carnival grounds and erection of stock pens and exhibition buildings, to be completed in time for the 1939 fair.

HOUSTON.—A series of five good-will excursions thru 101 towns in Texas and Louisiana on behalf of Houston Fat Stock Show and Livestock Exposition will be launched soon, said T. P. Wier, chairman of the manufacturers' committee of the show. Four-page folders to ballyhoo the show have been distributed. W. O. Cox, secretary, said entries insure an all-time peak.

ARKADELPHIA, Ark.—W. F. Spivey, president of Clark County Fair Association, said plans for enlarging the scope of the annual event include the acquiring of permanent grounds and erection of a plant thru a WPA project. I. D. Jones is chairman of the location and building committee. Larger exhibition buildings, rodeo arena and barns are also planned.

WEST POINT, Miss.—Directors of 23-County Northeast Mississippi Livestock Association voted to double the amount of premiums to \$3,150 this year and add classes. The association accepted a gift from the city of a 27-acre plot for permanent grounds, to be shared with Clay County Fair Association. A group of business men are ready to underwrite cost of buildings.

## Fair Elections

HERBERT, Sask.—Herbert Agricultural Society elected: President, Nels Nelson; vice-presidents, Joe Berezovsky, G. A. Jahnke; secretary-treasurer, H. Tilston-Jones.

ROSTHERN, Sask.—Rosthern Agricultural Society elected: President, Herman Roth; vice-presidents, A. W. Friesen, F. Henschel; secretary-treasurer, C. J. Wilkinson.

THIEF RIVER FALLS, Minn.—S. E. Hunt was elected president of Pennington County Agricultural Society; W. E. Dahlquist, vice-president, succeeding Hans Anton; E. J. Lund, secretary, and E. O. Peterson, treasurer.

BOTTINEAU, N. D.—Fred Brainard was re-elected president of Bottineau County Agricultural Society, and Lloyd Tarvestad, vice-president.

BLOOMSBURG, Pa.—Columbia County Agricultural, Horticultural and Mechanical Association, sponsor of Bloomsburg Fair, elected Bruce Snedman,

president; Harry B. Correll, secretary; Jacob H. Maust, treasurer; Carl H. Flickenshtyne, superintendent of concessions; Harry K. Gilmore, Albert G. Naunes, Paul D. Jacobs, D. Tilden Kline, directors. Mr. Kline, who was elected director for the first time, died of a heart attack in less than seven hours after his election.

KENOSHA, Wis.—West Kenosha County Fair Association re-elected M. M. Schnurr, president; Benjamin Kaskin, vice-president; E. V. Ryall, secretary, and J. W. VanLiere, treasurer.

RACINE, Wis.—Racine County Agricultural Society elected George Coake, president; John Borgenson, vice-president; E. A. Polley, secretary, and George Weiler, treasurer. Annual report showed a balance of \$2,165.28.

BEAVER DAM, Wis.—C. J. Schoenfeld was elected president of Dodge County Fair Association, succeeding H. E. Krueger. Others named were Harry Reckner, vice-president; J. F. Malone, secretary, and E. R. Frederick, treasurer. Association reported loss of \$3,273.13 in 1938.

MARSHALL, Tex.—Central East Texas Fair Association re-elected Knox Lee, president; Tom J. Agnor, Mrs. N. P. Cockrell, Erik Littlejohn, W. T. Kieley, W. B. Currey, vice-presidents; W. M. Thomas, treasurer; John Broggetti, secretary; Grace Keck, assistant secretary, and B. M. Browning, general superintendent.

MEMPHIS.—Raymond Skinner was re-appointed president of Midsouth Fair Association.

## CARMICHAEL SAYS

(Continued from page 32)

who think the same as I do. The reason why I know this is that I have interviewed about 75 people on the subject and they all say that if it is a good fast-moving show the little space the pole in front of them requires doesn't bother in the least. But they did say that those high blue poles were a sight and they consider them a part of the circus.

I would like to ask showgoers if they would go to a movie as often as they do if they had to sit for two hours on a hard board seat or a hard folding chair. I think the answer would be no. And if it was as hot as it gets in the big top I think the answer would be no again. Why not try to straighten these two uncomfortable factors instead of taking something away from the circus that the people like to see and go there expecting to see. Comfort is one of the great things in our lives.

I read in *The Billboard* of December 10, 1938, the article by P. M. Silloway, *Why a Biggest Show on Earth?* I enjoyed it very much, as there was much truth in it. H. M. CARMICHAEL.

## Agricultural Situation

Condensed Data From December Summary by U. S. Department of Agriculture, Washington, D. C.

IMPORTANT agricultural news of the month included signing of a reciprocal trade agreement with the United Kingdom, announcement of the Agricultural Adjustment Program for 1939 and the raising of estimates of farmers' cash income in 1938 to \$7,625,000,000. The trade agreement permits United States wheat to enter the United Kingdom duty free on the same basis as Canadian and Australian wheat; it abolishes the British duty on American lard, abolishes duties on certain fruit juices and reduces duties on fresh apples and pears. The adjustment program makes a reduction in the acreage goal for wheat but virtually no change in other major crops, and it offers considerably increased conservation payments to producers of cotton, corn, wheat and rice. The increase in the 1938 cash income estimates is the result of improved domestic demand for farm products and the buy-

ing of surplus commodities by the government. A deal involving the export of 20,000,000 bushels of domestic wheat to flour mills in the United Kingdom was announced by the Department of Agriculture on December 1.

### DEMAND: UP MORE

Industrial activity during November continued the advance which has been in progress since June. More than half of the ground lost in industrial production from the summer of 1937 to the summer of 1938 has been recovered. The improvement in consumer purchasing power apparently has been less marked, although data are not yet available for the last two months. Manufacturing plants have been able to increase production to some extent merely by taking up the slack with existing working forces, and the recovery of consumer incomes and purchasing power for farm products will follow more slowly the general spread of business improvement.

The sharp increase in industrial production in recent months has been a reflection mainly of increases in the output of steel, automobiles and textiles and a marked pick-up in building activity. The latter has continued at an accelerated pace, with a very sharp rise from September to October, after allowing for seasonal tendencies. Opera-

## The Needles

CINCINNATI, Jan. 28.—There were rumblings of the recent slaying of a 12-prong elk prior to attendance at the annual meeting of Rocky Mountain Association of Fairs in Havre, Mont., on January 22 and 23 by Harold F. DePue, North Montana State Fair, Great Falls; Harry L. Fitton, Midland Empire Fair, Billings, Mont.; Art Briese, Thearle-Duffield Fireworks Co.; T. P. Eichelsdoerfer, Regalia Mfg. Co., and Fred H. Kressmann, Barnes-Carruthers. So a couple of editors of *The Billboard* stayed their copy pencils only long enough to be mildly needed upon receipt of this wire on Monday from Havre: "Claude Ellis and Al Hartmann, *The Billboard*, Cincinnati, O.—En route to Great Falls for elk steak dinner. Wish you were here. (Signed) DePue, Fitton, Briese, Eichelsdoerfer and Kressmann."

tions in the automobile and steel industries, however, show evidence of approaching the limit of immediate expansion possibilities, and little or no added stimulus from these important industries can be looked for during the next several months. In fact, some slowing down in automobile production may occur, as dealers become completely stocked with new cars and the early rush to buy new models subsides.

Likewise, steel manufacturers have been working to a considerable extent on steel for the new automobile models and also to fill orders which were placed recently during the temporary decline in steel prices. When this business is partly cleaned up some decrease in steel output might occur. It now appears unlikely that expansion in building activity or in a number of other less important industries can be sufficient to offset these developments, and no large additional increase in industrial production before spring is indicated.

In general the outlook is for some additional improvement in consumer purchasing power and demand for farm products in the United States in the near future, followed by a period of relative stability.

### INCOME: ESTIMATE RAISED

BAE has increased its estimate of 1938 cash farm income from marketings and government payments to \$7,625,000,000, as compared with the \$7,500,000,000 estimate of last summer. Reasons for the increase are the improvement in demand for farm products and the purchases of surplus commodities by the Surplus Commodities Corp., which are resulting in larger income from meat animals, dairy products and fruits and vegetables. The 1938 income estimate includes \$7,125,000,000 from marketings and \$500,000,000 in government payments. In 1937 marketings yielded \$3,233,000,000 and government payments \$367,000,000. Cash income totaled \$7,944,000,000 in 1938 and \$4,328,000,000 in 1932.

Income from live stock and live-stock products has declined less this year than the income from crops. In the first 10 months of 1938 the income from marketings of live stock and products totaled \$3,304,000,000 compared with \$3,529,000,000 during the same period of 1937. Marketings of crops yielded \$2,499,000,000 of cash income in the first 10 months of 1938 compared with \$3,199,000,000 in the like period of 1937. Dairy products have been the principal sustaining factor in income from the live stock and products group, with marketings during the first 10 months yielding \$1,243,000,000 of cash income compared with \$1,241,000,000 in 1937. Meat animals returned \$1,529,000,000 of cash income compared with \$1,668,000,000 in 1937, and poultry and eggs \$439,000,000 compared with \$502,000,000. The crops group include: Grains, \$701,000,000 of income from marketings in the 10 months this year, compared with \$942,000,000 in 1937; cotton and cottonseed, \$525,000,000 compared with \$607,000,000; fruits and vegetables, \$765,000,000 compared with \$991,000,000. Government payments totaled \$395,000,000 compared with \$355,000,000 in 1937. Index of prices of farm products declined one point during the month ended November 15. The index was 94 and compares with 107 in November last year.

During the last month of record prices of grains as a group were unchanged, cotton advanced, fruits were up slightly, dairy products were up, egg prices advanced, meat animals were down. Lower prices of tobacco were primarily responsible for the decline in the index.

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## Canada B Contract To Young-Hamilton

WINNIPEG, Man., Jan. 28.—Western Canada Fairs Association, known as Class B, at the annual Western Canadian fairs meetings in the Fort Garry Hotel here on January 18-19, awarded contracts for 1939 grand-stand attractions on the circuit to Ernie Young in conjunction with the George Hamilton Booking Agency, Winnipeg, in addition to the awards of other contracts as announced in *The Billboard* last week.

Joseph Trimble, president, and Keith Stewart, secretary, both of Portage La Prairie, Man., were in charge of the Western Canada Fairs Association meeting, and J. P. Curror, Prince Albert, first vice-president, was chairman of the new Canadian Mid-West Fairs Association gathering in absence of President W. J. Cowan, Yorkton, Sask., who is in a hospital. Fred W. Kemp, Edmonton, president, and Sid W. Johns, Saskatoon, secretary, were in charge of the meeting of Western Canada Association of Exhibitions, Class A circuit.

John East, Saskatoon, was named president of Western Canada Association of Exhibitions; Fred Robinson, Regina, vice-president; Sid W. Johns, secretary, treasurer, re-elected.

Western Canada Fairs Association re-elected Joseph Trimble, president. Others elected are G. M. Cooke, Lloydminster, first vice-president; J. B. Holden, Vegreville, second vice-president; W. D. Strang, third vice-president; Keith Stewart, secretary, re-elected.

## N. C. BATTLES

(Continued from page 35)

Dr. A. H. Fleming, Louisburg, re-elected president of the association. John W. Robinson, Hickory, was re-elected vice-president, and new officers are W. H. Dunn, Wilson, secretary, and M. W. Williams, Monroe, vice-president.

Dr. Fleming pointed out that of \$104,606.30 grossed by 27 fairs in the State last year expenses were \$101,510.93. Total of \$35,243.94 went for premiums; \$59,359.22, labor and equipment; \$5,070.66, taxes to State and counties. Out-of-State showmen took about \$75,000 on 22 fairs and \$50,000 of this was spent in the counties before the showmen moved out, Dr. Fleming said.

About 60 fair secretaries and twice that many show and attractions people attended the convention, which Dr. Fleming, of Franklin County Fair, termed "the largest and most enthusiastic meeting the association ever had."

### Lobby Committee Named

At the annual banquet J. Melville Broughton, Raleigh, Democratic candidate for governor, paid high tribute to managers and entertainers at agricultural fairs for their part in the State's advancement. "I am sure that North Carolina will place no hindrance in the path of an agency that has helped so much to advance this State," he declared. His remarks were received with enthusiasm by the fair men, who named a legislative committee to lobby against the proposed tax increase before a General Assembly faced with the problem of raising more money to meet increased cost of government.

John W. Wilson, Cetlin & Wilson Shows and president of the American Carnivals Association, Inc., told the meeting: "It is our aim to remedy the old evils. We are going to make the carnival a decent place for ladies and gentlemen to go for clean entertainment." Talent for the banquet floor show was provided by offices of George A. Hamid, Frank Wirth and James F. Victor.

At the opening session speakers included W. E. Fenner, chairman of the State commission in charge of North Carolina's exhibit at the New York World's Fair; W. Kerr Scott, commissioner of agriculture; Allen J. Maxwell, commissioner of revenue; J. L. Walters, secretary of Cherokee Indian Fair, and Norman Y. Chambliss, co-partner with George A. Hamid in a string of fairs in the State. Elected directors were Mr. Chambliss, Dr. J. S. Dorton, Shelby; C. H. Hight, Henderson; F. A. Whiteside, Gastonia; C. J. Farnell, Mebane; A. J. Grey, Rocky Mount, and J. L. Clayton, Leaksville. Grey and Clayton are new members, succeeding P. W. Blum, Winston-Salem, and T. R. Walker Jr., Littleton.

## MAFA TO

(Continued from page 35)

top two weeks off the exempted time. Other resolutions expressed thanks to

Three County Fair Association, host to the conclave; Northampton Chamber of Commerce, speakers and others having a part in making the 19th annual meeting one of the biggest. At the banquet on the previous night 232 attended.

At the closed meeting members heard discussion of *How's and Why's of State Prize Money, Concessions and Progress Made in Judging and Classification*. If any member had a complaint he was free to express his opinions without fear that his remarks would be broadcast thru the medium of disinterested persons.

Despite havoc caused by the September 21 hurricane and flood, Massachusetts fairs escaped with comparatively small damage. Total loss of 16 fairs amounted to \$25,000, according to figures of Secretary-Treasurer A. W. Lombard. Figures as to damage at Eastern States Exposition, Springfield, were not included. Nearly half of the \$25,000 loss was suffered by Sturbridge Fair.

The named executive committee, headed by Past President L. A. Stevens, voted to hold the 1940 annual meeting in the Hotel Bancroft, Worcester, on January 18 and 19. Annual 1939 spring meeting will be in that city on April 26. Representatives voiced enthusiasm and optimism on the outlook and consensus was that, barring adverse weather, Massachusetts fairs would have the best year since 1930. Registration showed that 17 Massachusetts fairs were represented, as were five from Vermont, two from New Hampshire and one each from Maine and Connecticut.

Walter S. Kelly signed with seven fairs to handle candy pitches. Henry Rapp, American Fireworks Co., signed Brockton and Topsfield. Frank Wirth was much in evidence, and George Hamid signed numerous fairs. Al Martin, whose circus in Worcester was so successful he could leave it to attend the convention, signed with six county fairs to produce stage shows. Frank Wiswell, executive president of the United States Trotting Association, advocated the return of harness racing to all fairs. George Ventry and his Stetson Band were booked by Topsfield Fair. William A. Creed, Lawrence, Mass., Century of Progress Shows, was a newcomer. Paul Denish, Hamid's New England representative, smiled broadly over bookings contracted.

## MANAGERS IN WASH.—

(Continued from page 35)

co-operate more closely with others to make this the State's greatest fair year.

Washington Fairs Association re-elected President Chaplin D. Foster, Chehalis, and Waldo Carlson, Chehalis, secretary-treasurer. A. E. Bartel, manager of Western Washington Fair, Puyallup, was elected vice-president. His position on the board of directors will be filled by Earl Linius, Grandview.

Speakers included W. J. Robinson, State director of agriculture; Mr. Bartel; Lloyd Spencer, advertising counsel; Henry Walker, State 4-H Club leader; Lyle Abrahamson, Tacoma; J. A. Guitteau, director State FFA, and O. M. Plummer, manager of Pacific International Live-Stock Show.

## McGOWAN

(Continued from page 35)

Hamilton and Langdon, midway, Fairly & Little Shows; revue, Lew Rosenthal Attractions. Fargo, midway, Goodman Wonder Shows.

Resolutions adopted indorsed the United States Trotting Association and agreed to co-operate with the North Dakota Junior Chamber of Commerce to recognize the 50th anniversary of Statehood this year. Mr. Finke, discussing highlights of the Chicago annual meeting of the International Association of Fairs and Expositions, urged members to stage aggressive campaigns to sell fairs to public and exhibitors alike. He spoke at a Dutch lunch given by Red River Valley Fair Association, Fargo. He urged North Dakota fairs to co-operate with the national exhibit council and affiliate with the national organization to divert exhibit money of great manufacturers to smaller fairs. B. E. Groom, Greater North Dakota Association, urged study of the live-stock show from the viewpoint of placing greatest emphasis on the class of live stock best adapted to the area. Other speakers included H. E. Rilling, Fargo, State 4-H Club leader; Richard Crockett, Langdon, and Harry Greer, Fargo, who explained the merger of trotting associations.

### Attractions Reps There

Amusement interests and representatives present included Art B.

## Fair Meetings

Illinois Association of Agricultural Fairs, February 1 and 2, St. Nicholas Hotel, Springfield. E. E. Irwin, president, Springfield.

South Texas Fair Circuit, February 6, District Courtroom, Lagrange. G. A. Koenig, president, Lagrange.

Association of Tennessee Fairs, February 7, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Louisiana State Association of Fairs, February 7 and 8, City Hall, Eunice. P. O. Benjamin, secretary, Tallulah.

Mississippi Association of Fairs, February 9 and 10, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.

West Virginia Association of Fairs, February 17 and 18, Ruffner Hotel, Charleston. J. O. Knapp, secretary, Morgantown.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Ontario Association of Agricultural Societies, February 23 and 24, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Thomas Shows, Art B. Thomas; Affiliated Booking Agency, Vince Markee; Globe Poster Corp., Sunny Bernet; Edgar I. Schooley Productions, Edgar I. Schooley; Ernie Young Agency, Ernie Young; Flash Williams Thrill Drivers, Flash Williams; Lew Rosenthal Attractions, Lew Rosenthal, Milton Stultz; Williams & Lee Attractions, Gladys Williams; Northwestern Amusement Co., Jule Miller, Leo Sembe; Barnes-Carruthers, Fred Kressmann, Charles Keef, Rube Liebman; DeWaldo's Attractions; Music Corp. of America, Everett Johnson, Hogan Hancock; Fairly & Little Shows, Noble C. Fairly, Phil Little; John B. Rogers Attractions, J. K. Smith Jr.; Jimmie Lynch's Death Dodgers, Pat Purcell, Frank Winkley; Zimdars Greater Shows, Al H. Fine; Melvin's United Shows, Percy Jones, A. M. Balderston; Regalia Mfg. Co., William A. Lindeman, T. P. Eichleider; Hlnck's Congress of Thrillers, C. W. Hlnck; Thearle-Duffield Fireworks Co., Art Briese; Goodman Wonder Show, Max Goodman.

## S. F. TARGET

(Continued from page 35)

against the State Fair set-up as a "wheel within a wheel, a closed corporation, and more interested in control than either success or good will for the State show."

County fair men appointed a committee of five to meet a committee of five from the State board of agriculture to form some plans to streamline the State Fair from administration down to policy. Matzke headed the county fair group, and R. R. Vance, Hastings, the State board's five. County fair group got the 10 in agreement to oust Perry Reed by setting Mr. Millie in nomination. Mr. Vance, acting as chairman, so the committee said, was charged with making the Millie nomination, but when it came time he rose and entered the name of Perry Reed. Then C. Y. Thompson, one of the committeemen, entered Millie's name. The trouble was heard from the county fair group, which, after the vote was counted showing Reed's retention of the job, broke into a roar of protest. Stan Matzke, leader of the move, saw his head roll off the list of State board members when he was voted out while all others went thru uncontested.

But the fight is not ended, according to county fair men, who went immediately into meeting to draft some proposed legislation to be submitted before closing date for bill entries at the unicameral session here. Revision of the State Fair administration will be tried by law.

### Shubert Is Fair Head

J. F. Shubert, Shubert, became State Fair president, succeeding Mr. Banning. First vice-president is James Boyd, Kearney; second, Gates Lilley, Papillion; treasurer, Emerson Purcell, Broken Bow, and Mr. Reed, secretary. Directors are J. S. Golder, Okeana; E. J. Millie, A. A. Russell, Glandau; R. C. Johnson, Mead.

It was not a convention of idea exchange on operation of county fairs, but one themed and aimed for the target of breaking up the control by the same people of the State Fair. Maurice W. Jencks, Topeka's general fair manager, handed the meeting a few laughs with

stories of running Kansas Free Fair. He said the biggest mistake any showman ever made was to play anybody for a sucker if he intends to do business with him year after year, and he cautioned every fair man to deliver goods as advertised.

Barnes-Carruthers contracted Bellville, Kan.; Burwell, Sidney, Culbertson, Trenton and Cambridge fairs; Williams & Lee got Elwood and Orleans; Lew Rosenthal got Beatrice and reported five and a half weeks of the D circuit of fairs garnered at the Havre, Mont., meeting. Thearle-Duffield Fireworks Co. ticketed Trenton, Burwell; Sidney, Ia., and Red Oak, Ia., and Northwestern Amusement Co. took Oakland, Neligh, Stanton, Beatrice, Pierce and Hartington.

Annual banquet acts included Straight Sisters, Phyllis Patterson and May Brody, Fisher Sisters, Betty Whitmore and Janis Beecher, Rolling Rockets, Will Schroder Family, Margaret Niles, Alice Persson, Phyllis Marshall, Bernice Miller, Beverly Neil, Dot Williams and Don Saunders, for Franklin Vincent and Barnes-Carruthers; Mercedes Banks, Paula Hunter, Jones Brothers and Phillips and Wolfe, for Ole Graham; Freddie Langenheim and Skip Dean's hillbillies, for Ernie Young, Oskar Sederholm, president of the Danish Community Fair Association of Copenhagen, Denmark, gave a humorous account of fair troubles and incidents which proved the business much the same the world over.

### Show-Attractions Visitors

Show and attraction reps present included J. L. Landes Shows and Elite Exposition Shows, J. L. Landes, C. G. Buton; J. C. Michaels Attractions Co., J. C. Michaels, William Groth; Northwestern Amusement Co., Leo Semb, Jule Miller; W. E. West Motorized Carnival, Jameson White, W. E. West; Gibbs Show, Inc., W. A. and Ralph Gibbs; Interstate Fireworks Co., Albert Reader; Garrett Sound Systems, Bill Garrett; Williams & Lee, Billy Williams; Paragon Agency, Vic Allen; Tom Drake Agency, Tom Drake; Model T Derby, Al Roth; Collins United Shows, R. L. Collins; Flash Williams Thrill Drivers; Ernie Young Agency, Ernie Young; John B. Rogers Productions, J. K. Smith Jr.; Truxex Fireworks Co., R. W. Anderson; Clyde S. Miller Rodeo, Clyde Miller; Hartzler Public Address, W. L. Hartzler; Central States Shows, P. M. Maser; Fuller Family Circus, Luther Fuller; Frederick Amusement Co., R. S. and J. C. Frederick; Harper Dogs and Ponies, Fred Harper; Regalia Mfg. Co., Frank Van Brocklin, Frank Sharp; South Dakota Dirt Track Association Auto Races, Earl Matron; E. G. Staats & Co., Russell Green; Ewalt Amusement Co., Thomas Ewalt; Barnes-Carruthers, Jack Polk; Anderson-Sruder Shows, Inc., H. W. Anderson, M. A. Strader; Peggy Thomas; Rhoades Fireworks, Ralph Rhoades; Amusement Corp. of America, L. Clifton Kelley; Central States Independent Shows, Jimmy Carpenter; Ole Graham, Inc., Ole Graham; Schroeder Family Band, Will Schroeder; Illinois Fireworks Co., George McCray; Savidge Rides and Shows, Walter Savidge; Consolidated Amusement Enterprises, Billie J. Collins; Lew Rosenthal Enterprises, Lew Rosenthal, Milton Stultz; Gus Sun Exchange, E. F. Lampkin, E. J. Newman; Earl Hammond's Alaska Eskimo Shows, Earl Hammond; Fairly & Little Shows, Noble C. Fairly.

SHORT TAKES: Perry Reed's 1938 financial report showed \$7,500 in the black, best in nearly 10 years. . . . Ernie Young reversed the usual procedure—instead of using flutter-fluid on the fair men, he gave them candy. . . . M. H. Barnes made one of his rare appearances out this way, very happy about how things turned out in Canada. . . . L. Clifton Kelley was exploiting the Rubin & Cherry Exposition. . . . Jack King, slugged by two guys on a country road, had his blackened eyes given sympathy and caress from two young things—nice sympathy if you can get it. . . . Barney Oldfield, *The Billboard* man, got sick just as the banquet show opened, but it wasn't because of Vic Allen's drum beating. . . . Buzzers for hand-shake gags were used liberally by Billy Williams. . . . Billie J. Collins' new booking office name is pretentious and his card is almost that big. . . . C. G. Buton picked up weight since the last convention. . . . Convention martyr: Stanley Matzke, Seward, who went down protesting to the last.

MURFREESBORO, Tenn.—Mid-State Colored Fair Association here, organized last fall, recently sent a bill to the Legislature asking for an annual appropriation of \$2,000, reports Dr. James R. Patterson, secretary.

# RISK DRIVE FROM NEW BASE

## NAAPPB Moves Exec Quarters

Chicago offices to change location—convention body considers spot for 1939

CHICAGO, Jan. 28.—After having been situated in the Hotel Sherman here for the past three years, the executive offices of the National Association of Amusement Parks, Pools and Beaches will be moved to Suite 1130, 201 North Wells Building, northeast corner of Lake and Wells streets, it being the feeling of officers, said Secretary A. R. Hodge, that independent offices will place the association in a better position regarding convention accommodations.

The new offices are commodious and modern and provision has been made for the accommodation of members who will need a Chicago office when passing thru the city for the purpose of receiving mail and telegrams and meeting appointments previously made by mail.

Shortly after moving into the new headquarters Secretary Hodge will launch the 1939 public liability insurance campaign, which promises to be the biggest in association history. Convention locations committee is investigating hotel accommodations in New York and Chicago with a view to determining location of the 1939 meeting.

Secretary Hodge invited all members of the association and friends to visit the new offices when in Chicago and suggested that all corresponding with him during the year make note of the new address.

## Changed Steamer Schedule Made for Lake Erie Spots

SANDUSKY, O., Jan. 28.—C. & B. Transit Co. steamer Goodtime excursions from Cleveland to Cedar Point and Put-in-Bay will not be operated this year, it was learned this week. The line's services will be limited to seven-day cruises by the steamer Secandbee, the present line to Buffalo, and possibly occasional excursions by the City of Erie.

Hundreds of high-school groups, church societies and other organizations have made a ride on the Goodtime an annual event. Decision to curtail business after 47 years followed an industrial survey just completed for the board of directors. Burning of the old ship City of Buffalo last spring was believed to be the basic cause of the decision to limit the activities of the line.

The Erie may be used this season, it was said, to replace the Goodtime on the Cedar Point run and also for the traditional moonlight rides. In the event the excursion steamer run from Cleveland to Cedar Point is abandoned, officials of the G. A. Boeckling Co. here, operators of the amusement center, are expected to make other arrangements for handling excursionists the season, which opens late in June.

## Pier Opera Head To Bring Young Singers From Abroad

ATLANTIC CITY, Jan. 28.—Jules Falk, director of music for Steel Pier, who in 1938 received the Baldwin Award for outstanding promotion of music in America during the prior year, sailed for Europe on the Ile de France this week to bring back a number of young American singers now abroad for appearances with Steel Pier Opera Co. and to prepare material for presentation of two new works to be given American premieres this summer.

The opera company, in its 12th consecutive year, has given more than 400 performances.

GLENS FALLS, N. Y.—Extension of the Adirondack Mountains summer season, with closing on the last Sunday in September instead of on Labor Day, is one of the aims of Adirondack Resorts Association. Robert F. Collamer, manager of the Queensbury here, is treasurer.



MAURICE PIESEN



JOHN WENDLER



GEORGE H. CRAMER

MEMBERS AT LARGE OF THE EXECUTIVE COMMITTEE of the American Recreational Equipment Association, recently appointed for 1939 by President George A. Hamid, are Mr. Piesen and Mr. Wendler, and Mr. Cramer is a member ex-officio. With them besides the president on the committee are the other officers, C. V. Starweather, first vice-president; R. E. Chambers, second vice-president; Harry C. Baker, treasurer, and R. S. Uzzell, executive secretary.

## Enlarged Pittsburgh Zoo Ups Attendance

PITTSBURGH, Jan. 28.—Arnold Schaumann, head keeper at Highland Park Zoo here, operated free by the zoo commission, reports that attendance during 1938 greatly exceeded that of 1937. Stone bear pits with limestone pools were completed early last year and more than 25 grizzly, black, European, cinnamon and polar bears installed in the pits drew crowds. Shipments of Alaska Kodiaks and wild fowl are expected soon.

Recent additions include pairs of African water buffalo, peafowl, ostrich and gray fox and three Australian emus, giant gull, several species of African monkeys, Brazilian ocelot, peccary, four nine-banded armadillos, an elephant, a large tusker, and a guanaco, giving the zoo a pair for breeding.

Cold weather has halted work on new seal, elephant and hippo bathing pools. (See Enlarged Pittsburgh opposite page)

## Free Acts Pull Good Gate For New Dixieland in Jax

JACKSONVILLE, Fla., Jan. 28.—Dixieland Park, operating here since December 1, has drawn 38,000 five-cent admissions to date, said Dick Oldham, proprietor. Recent free acts were Capt. Frank Cushing's Thrill Show; Mrs. Mar-

(See FREE ACTS on page 40)

## Wild Animal Farm Started By Phelan in Boston Area

BOSTON, Jan. 28.—Charles W. Phelan, who recently retired as general manager of the Yankee-Colonial Network, made known today that he has begun foundation of a wild animal farm at Georgetown, suburb of Boston. The farm is also to serve as a zoo and there are to be daily exhibitions of trained animals.

Phelan, who also is awaiting confirmation from the Federal Radio Commission to open two new independent radio stations at Salem and Lynn, Mass., (See WILD ANIMAL on page 40)

## A. C. Publicity Fund Nixed

ATLANTIC CITY, Jan. 28.—The much-ballyhooed \$50,000 publicity fund, to have been raised by private subscription and used to boost the resort this year thru an outside agency, throwing out the present publicity set-up, was junked this week when Commissioner Frank B. Off sent back the checks had been collected. The idea, conceived by group of business men, was given thumbs down by the Press Club and several other bodies that waged a campaign against it. Commissioner Off said the plan failed because of lack of support.

ATLANTIC CITY.—The sixth annual Children's Week will be staged here on June 23-30, it was announced by Alvin Foffenberger, chairman of the committee in charge.

## Attaches To Give Ideas on Policy for Key West Playland

KEY WEST, Fla., Jan. 28.—Resumption of normal wages after the holidays and an influx of tourists boosted last week's business in Playland Park here close to opening-week gross. Ben Beno, trapeze performer, was enthusiastically received. Wiltsee's Side Show continued to draw, and the Ridee-O, Rolo-Plane and Octopus were top money getters. Cold weather on Thursday kept patrons away, but on Saturday, with warmer weather, about 6,000 had passed thru the entrance by 8:30 p.m., and attractions reported good business. Manager Curtis L. Bockus has leased the location for next year.

McKiernan & Van Cellette's Hollywood Revue closed January 21 to fulfill Florida fair contracts and was replaced by Alice White's Ginger Girls. Mrs. Julien reported that she arrived in New York on January 18. First of a series of weekly meetings was held Tuesday for the purpose of making construction. (See ATTACHES TO on page 40)

## A. C. Aud Gets Fed Funds

ATLANTIC CITY, Jan. 28.—Two WPA projects for repairs to cost more than \$150,000 at Municipal Auditorium were accepted okeh from Washington this week and will furnish work for 235 men. One calls for roofing, brick pointing and electrical work and the other provides for expenditure of \$34,957 to reconstruct a portion of the ice-skating rink, 125 feet long and 100 feet wide.

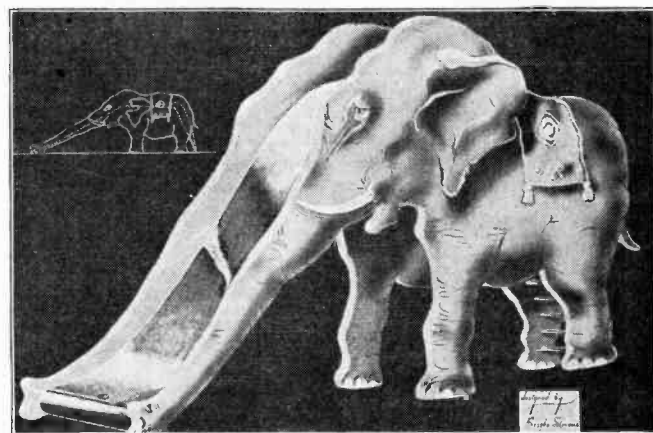
## Carl Sinclair Builds Home

CANTON, O., Jan. 28.—Carl Sinclair, manager of Meyers Lake Park here, plans to move his family into a home he has just completed on the former site of Lakeside Country Club on the shore opposite the park. George Sinclair, head of the park, and Mrs. Sinclair, supervisor of bathing beach and bathhouse privileges, have occupied a home within the park since last fall.

## Object to Tourist Camps

ATLANTIC CITY, Jan. 28.—The hotel men of this resort are going to fight for their share of the New York World's Fair money. They have already started a fight against the proposition of Mark O. Kimberling, superintendent of State police, to license 5,000 tourist establishments to handle overflow fair crowds.

ROCHESTER, Ind.—Fire of undetermined origin destroyed Fairview Hotel and Dance Pavilion on Lake Manito here on January 22. Harry Paige, owner, estimated damage at \$100,000.



BOYS AND GIRLS WILL SLIDE down the elephant's trunk on this novel piece of playground apparatus at the Children's World of the New York World's Fair. It was designed by Brooks Stevens and is 11 feet high and nearly 30 feet long. Stevens is drafting plans for other modernistic and streamlined apparatus for the fair, including teeter-totters with lifelike heads of animals and birds and a climbing structure called a "Jungle gym."

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Good News

Arrangements were completed last week to conduct the second world's high-diving championships around Decoration Day in Palisades (N. J.) Amusement Park, which was the site of the initial competitish a few years ago. Plans are for the contest to be conducted in the big salt water pool at the Jersey resort instead of in a portable tank as the first meet. So the proposed battle of jackknives and back flips should interest a bigger field than before. There will be no restrictions whatsoever, and as the diving will be into a big tank instead of a portable one the sky's the limit!

Of course, all plans are tentative. Cash prizes will be awarded to winners, and the tourney will be open to men and women. But sponsors want ideas and opinions. Many divers failed to enter the first competitish, even though they were present, because, they said, they were bridge or pool divers. Some performers have been belittling the exploits of Sol Solomon, who was winner in the first tourney. The writer has had no opportunity to discuss the proposed competitish with him, but I am certain he will be willing to defend his title, for he is as anxious as others to dispel any rumor.

Who is the highest diver in the world? So far as this column is concerned, this question was answered when Solomon dived from the highest perch in open competitish in Palisades Park three years ago. But the Pool Whirl is open-minded and so will concede that carnival divers had a little edge over bridge leapers in that first fray. The most important thing is for all high divers to communicate with this column at once. To make the meet a success the majority of competitors must be satisfied. So what are their desires?

## Resumes Race Policy

Harry Lanzner pepped up operations on his Park Central indoor tank, New York City, the past few weeks by having it house various championship races. The natatorium should do well this summer with the World's Fair crowds, and one presumes Lanzner wants to make certain that people will hear of his place. Intra-college meets are being staged at the Park Central with resultant ballyhoo. Lanzner ran swim meets continually when Joe Laurie was manager a few years ago. All during last year, however, activities were practically nil. It's good to see the change.

## Stop Being Babies!

Publicity up north this winter anent swim activities in Florida has been way behind previous season's records. At first I thought editors were just getting tired of publishing the usual Miami leg art, but the p. a.'s in action down south are no slouches and the ideas are still there—but not enough of them are breaking. Heard something last week that might be one of the reasons for this listlessness. Seems one publicity crowd handles Miami Beach and another crew beats the ballyhoo drums for the city of Miami. Instead of working hand in hand, the two factions, according to a reliable informant, have been tearing at each other's throats. To illustrate, whenever one group arranges a beach stunt for still photos or newsreels the other stages something on the same day. In this way working press boys must decide between the two, with the result that one or the other gets across. Many times newshawks have suggested postponing certain stunts so that both can be covered, but in all instances one office refused to co-op with the other. All of which seems a shame, because the only losers are Miami and Miami Beach. Therefore stop being babies, boys. Southern beaches and pools are having enough competitish as it is from ski resorts.

## Dots and Dashes

Joe Ruddy, coach of New York A. C. pool team, was to have gone to Europe with Marvin Nelson, marathon star, with the latter plotting a two-way swim of the Channel. They're still trying to get Georgia Coleman to go into the Eleanor Holm water act when she plays Radio City Music Hall in New York.—Ironical that more tanks did not co-

operate with the President's Birthday Ball celebrations last week, especially since F. D. R. is such a swim enthusiast. Which reminds one of Mack Rose's suggestion that certain types of swim tanks should run special sessions on off days for children afflicted with paralysis.

# Long Island

By ALFRED FRIEDMAN

Coldest snap in several years just about brought things to a standstill. Roller chairs, often discussed but never installed at any of the Island beaches, may be a reality next summer at Long Beach.

An attempt will be made to put oysters and clams on a popularity plane matching the hot dog with World's Fair visitors, and Long Island fishing interests are behind the move. The Long Island Daily Press carried a quarter-page feature, with photos, on Oscar Buck Sr. (dad of the carnival operator), depicting the elder Buck's capacity as a Merry-Go-Round manufacturer and how his products have enlivened many of the Island's beaches. Ice skating is winning favor nightly with thousands at Rills Park, Neponsit, where the pool serves as a rink.

A. J. Kenny has been named for a second time president of Rockaway Chamber of Commerce, which is trying to work out a feasible method with officials for underpasses to the beach, now that there is to be a highway fringing the beach off to bathers. Unified plan for a series of gigantic firework displays thru summer on the Long Island shore, in which shore resorts will co-operate, is to be discussed shortly. Word from Pete Leister, local concession operator, now at Miami Beach, indicates the 200 or more Long Island concessioners in Florida are having a reasonably good season.

The Long Beach by no means proposes to spike effectiveness of rules and regulations pertaining to operation of concessions and games on the Boardwalk, it plans to adopt a "more lenient policy in granting permits to deserving operators."

# American Recreational Equipment Association

By R. S. UZZELL

Alfred W. Nichols, of Revere, Mass., who is with John T. Benson on the Wild Animal Farm, tells us that some lions will run from a spider and some elephants will run from a mouse but, while he does not fear wild animals, he prefers not to have a steel door of a wild animal cage freeze shut in cold weather while he is in the cage with the animals. Even in warm weather your author preferred not to go into a cage where Benson was working to get a \$10 bill. We do have queer notions at times.

The New England park meeting has been set for March 21 in the Manger Hotel, Boston. The later date has been chosen to insure better weather than can be promised for February or early March dates.

## "Daddy" Rich Passes

Daddy Rich, he of baby show fame, has passed on at 77 years. Pneumonia was too much for him this time. He went thru it in 1932 and recovered in time to attend our convention in the Pennsylvania Hotel in New York City, his last attendance at one of our conventions. He was a pioneer promoter of the baby show and at one time the nation's best. He hailed from Bridgeport, Conn., to which place his remains were returned for interment in Mountain Grove Cemetery. Lucius M. was his name, but "Daddy" was his greeting from all who had known him professionally. He had not missed Mineola (L. I.) Fair in many years. As a judge at a baby show he had no superiors and few equals.

These unusual winter winds do not help Coaster building. Vernon Keenan was making progress on the new Coaster for Playland, Rockaway Beach, when that gale of January 21 upset about two weeks' work. Fortunately, the structure was very slightly damaged and can all be set up again.

## Bartlett Speeding Up

George P. Smith Jr. is supposed to have an office job at the New York

# THE OUTSTANDING HIT OF THE CHICAGO SHOW

Mangels New Kiddie Ride

# ROTO-WHIP

ORDERS PLACED NOW WILL RECEIVE EARLY SPRING DELIVERY.  
W. F. MANGELS, Coney Island, New York, N. Y.

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WATER SKOOTER.

World's Fair but, after all, he scouts around by air, rail and boat in inspection of proposed rides and attractions for the big show.

The winter sports and snow trains which fared so badly last winter are having a go of it again. We are having colder weather on the Atlantic Coast than at any time since 1936. On the night of January 23 it was 18 degrees below in Montreal, while Rex Billings is basking in sunshine in Miami, Fla. Most of us would not mind changing from fur coats to abbreviated bathing suits, but how about the return trip the latter part of February?

Norman Bartlett has been sending out to his friends a six-year metal pocket calendar with the New York World's Fair trylon and perlephere on the reverse side. Do you suppose this calendar is responsible for his speed in advancing his work so that he will be ready for the opening in April?

## Trauba as a Prophet

That fellow Leonard Trauba is a courageous chap. Your author has always boosted for him as a baseball player but as a prophet he takes us so completely by surprise as to catch us off guard. We never suspected him of being a prophet or the son of a prophet. His write-up of the close of the World's Fair in the January 28 issue of *The Billboard* has all but counted the change in their pockets and the buttons on their coats, as of November, 11, 1939.

We got an order by cable from the other side of the earth just four hours before it was sent, which hardly puts us in the same class with Leonard, but with his new gift of foretelling the future he can, no doubt, tell how this all happened. While the hired man of George Hamid Traube kept his feet on terra firma, but just what has happened to him since returning to *The Billboard* is beyond our power of analysis. This may be only a temporary outburst, but if it continues we shall speak to his wife and little daughter about it.

# Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Jan. 28.—Among walk spots still defying wintry blasts are Johnny McClay's bumper, shortly to be moved into better quarters opposite Hamid's Pier; Miller & Simms' radio parlors, Murray Rosenblatt's sport center in Convention Hall, a new golf set-up on Central Pier, Mike Surock (Abdullah) and the usual line-up of shops. Rosenblatt, who had the skating rink on Hamid's Pier last year and has an amusement machine concession and sports center in the Auditorium, has leased Waltz Dream Arena for roller-skating events.

The Harvey (Apollo Theater) Andersons are vacationing. Irving Berlin is reported giving up his summer home here. Phil Thompson, manager of the Auditorium, this week sailed for Algiers aboard the Vulcania. George A. Hamid is expected here shortly to confer on pageant plans. George Ruty, of Board-

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# CONCESSION GAMES LOCATIONS WANTED

Locations for Games at either Amusement Parks or Beaches. CAN PLACE One or ten Games if your Park or Beach looks interesting.

## HARRY GERMAIN

P. O. Box 292, Newark, N. J.  
P. S.—Want to book for the Fall and Winter months of 1939 and 1940 3 Kiddie Rides for my Indoor Carnival. These Rides must have flash and be in A-1 operating order.

walk game note, is running midget auto races on the site of Funland Park, Miami, Fla. Charlie Seel, who had a mouse game on the Walk last summer and who will return in 1939, took his mice to Key West, Fla. Harry (Steel Pier p. a.) Volk is sunning in Miami. Sid Lubin, who had the old-time movies on Hamid's Pier last season, is doing plenty of club work.

Al Gold, the Boardwalk's No. 1 news photographer, signed with the city publicity office with instructions to shoot plenty of bathing beauties for next season's publicity. Mayor C. D. White has okeed an appropriation for the annual Headliners' Frolic. Idea of the planning commission to tax visitors is hitting rough bumps, with the Atlantic City Beverage Association throwing in the latest wrench.

MILWAUKEE.—Ernest Untermyer, superintendent of Washington Park Zoo, reported to the county park commission that animals are worth \$51,539, a \$3,371 drop from a year ago. Most valuable is Jacob, hippopotamus, worth \$4,000. Zoo population declined by 13 to 840 specimens during the past year, a decrease in number of birds more than offsetting an increase in mammals and reptiles. There were 328 mammals, 489 birds and 23 reptiles at the end of 1938 as compared to 285 mammals, 551 birds and 17 reptiles in 1937.

# ENLARGED PITTSBURGH

(Continued from opposite page)

slated to be occupied this spring, but work will soon be completed on the 100-foot monkey island. It is expected that work on a proposed primate, giraffe, rhinoceros and reptile house will begin this spring. Woodlands surrounding three new waterfowl pools are being replanted.

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

**FIRE** caused by an explosion of undetermined origin destroyed Alfred Maher's Skateland Roller Rink, Greenville, O., on January 23, causing damage estimated at \$25,000. About 80 were skating in the frame structure, constructed 20 years ago, when the fire broke out. Until six years ago the building was known as Palais Garden, dance pavilion. The body of a boy who left the building but re-entered to get his coat and did not return was found later in ruins of a cloakroom. It is believed he died of suffocation.

**ARENA ROLLER RINK**, New Castle, Pa., will hold a six-day jamboree and indoor festival, ending on March 4, featuring acts and team races, reports owner J. E. Richardson.

**ISAAC CAPLAN'S** Waverly Roller Rink, Baltimore, will hold a valentine mask party on February 18, reports Gordon Gibson, publicity director. A pair of shoe skates will be awarded as door prize, and awards will be made for costumes. On the roster are Max Caplan, manager; Jerry Clark, floor manager; Herbert Evans, instructor; Jerome Caplan, skateroom; Edna Syms, concessions; Ben Ayd, Clint Bosley, skate boys; Winnie Caplan, wardrobe, and Sylvia Caplan, cashier.

**BECAUSE** of protests of district residents against lease of a portion of the historic Palace of Fine Arts for a roller-skating rink, San Francisco park commissioners rejected a proposal of promoters. City is without a roller rink since Golden Gate Pavilion was converted into a dance spot a month ago.

**RAY KEYS**, who opened a rink in Folsom, W. Va., in November, was recipient of poetry recently, written by a patron and boosting roller skating as a healthful and entertaining diversion.

**SKATELAND**, Cleveland, remodeled and enlarged last summer, is drawing increased patronage, reports Francis J. Baldwin, Ravenna, O. Rink's main floor is 78 by 210 feet and a 21 by 138-foot balcony rink is devoted to instruction of beginners. Two other floors, one 40 by 40, and the other 21 by 220 feet,

are for advanced skaters who wish to practice dance steps and trick skating. A two-ply floor with waterproof felting between layers was laid last year, interrupting business only for a short time. Rink has an electric organ. Thursday nights are devoted to instruction in waltz, collegiate, 14-step and schottische dances.

**BEBEE RINK**, Astoria, L. I., is being decorated and generally improved in expectation of a busy season next spring and summer. It is within close approach of grounds of the World's Fair, Flushing, and management hopes to attract many rink-minded expo visitors.

**THE Seidemanns**, operators of Rockaway Arena, Edgemere, L. I., will greatly enlarge roller-skating facilities within the next few months, hoping to make their spot one of the largest in the East. Open three years, the rink has done unusually well, considering that it had to overcome the attraction of the six-mile wooden Boardwalk at Rockaway which, up to the point of their opening, was a favored site for skating. Rink is home of the Rockaway Rollers, skating group of more than 300. Facilities for more than 2,500 skaters will be provided in the new rink.

**MANAGERS** of a rink in Schenectady, N. Y., Edward Miller and B. General, have leased the boxing arena at the Capitol Theater, Albany, N. Y., from Paul Gregorius, lessee of the arena, the latter retaining its use for only Tuesday evenings each week. The rink will be operated the remaining days and nights. Roller skating is said to be somewhat of an innovation in Albany, as no rink has been operated there in some years and its popularity seems assured, judging from the first week's business. Miller and General plan to open a roller rink in New York City.

**A. D. PIERSON**, operator of Moonlight Gardens Roller Rink, Springfield, Ill., recently leased Moonlight Dance Pavilion, Troy, Ill., and converted it into a rink, naming it Moonlight Roller Rink, reports Alvin N. Hysler. Floor is 112 by 50 feet. Ernest Hayes is floor manager and Charles Okey is in charge of the skateroom. Rink is equipped with an electric

organ and operates nightly except Mondays, with matinees on Saturdays and Sundays.

**JOHN E. A. COX**, new manager of White City Park Roller Rink, Worcester, Mass., reports that the Roll-o-Way Girls' Club staged a party on January 13, novelties and a pair of skates being given away. Cox, a veteran rink man, has managed rinks in Spofford and Manchester, N. H.; Salisbury Beach, Mass.; Warwick, Oakland Beach, Central Falls, Pawtucket, Providence, R. I., and Meriden, Conn. On the White City roster are Mrs. Anna Fay, cashier; Frank Dillido, skateroom; Paul Tynan, floor man, and Bruno Mascowski, checkroom.

**WILLIAM SNELL**, formerly of the skating act, Renee and Evans Brothers, reports he will be general manager of a rink being constructed in Atlanta by Kahn brothers, of Philadelphia. Rink will accommodate about 1,200 and is scheduled to open on February 15. It will be equipped with Chicago skates.

**HERMAN P. THOMAS** and J. H. Gray and son, Gerald, Harrisonville, Mo., leased a building near Warrensburg, Mo., for a roller rink which opened on January 7. The Grays operated a rink near Harrisonville last summer and fall and plan to reopen it in May.

**"WHEN TRAVELING** thru the Middle West I come into contact with many rink managers and find most of them doing good business," writes Peter J. Shea, Detroit. "Well-managed rinks continue to operate year after year because roller skating is not a fad, as some would have us believe. I recently visited George Zindel's Coliseum Rink, operating in Grand Rapids, Mich., since 1910, and found a good crowd. Rinks in Bay City, Mount Morris and two in Flint, Mich., are within a radius of 30 miles and are doing business. While in Grand Rapids I met Ed Rexo, formerly of the skating act of the Rexos, who toured the United States and Europe years ago. He is now more than 70 years old but doesn't look a day older than 55. He makes his home in Grand Rapids."

**ROYAL ROLLERS**, Dusty, Lucky and Rusty, were recent visitors to Warner Park Roller Rink, Chattanooga, and demonstrated dance steps for patrons, reports Jack Britton, manager.

**WHILE** in Tampa, Fla., the Royal Rollers visited Harry Warner's Davis Isle Coliseum Roller Rink which has a 250 by 350-foot floor and skates nightly except Sundays, reports W. C. Christian, manager. The act left for Winter Haven, Fla., January 23 to play the six-day Florida Orange Festival ending on January 28.

**NEW ARENA** Roller Rink, Cuyahoga Falls, O., is operating nightly except Mondays. Norwood Carnes is at the electric organ. Matinees are held on Saturdays and Sundays.

## FREE ACTS

(Continued from page 38)

Jorie Bailey, high pole; Arthur Dunn, aerialist, and Ting, strong man. Boxing is staged on Thursdays and on Fridays gate awards are made. Silas Green Minstrels were booked recently.

L. C. McHenry's rides include Ferris Wheel, operated by Cleveland Haney. Specs Morgan; Chairplane, Mrs. McHenry, Charles Fallon; Merry-Go-Round, Blackie Argo, Eddie Harrison, and Loop-o-Plane, Eddie O'Hara. Other rides are Joseph T. Britt's Tilt-a-Whirl, Mrs. Britt, Frank Geisendafer, Tom Lambrecht; Ferris Wheel, Tom and Trooper Britt, and Red Brady's Octopus, Alex Evancheck, Billy Ricks.

Concessioners include Tom Richards, pan game; George Bell, glassware; Don Belliste, flasher; J. Zoller, high striker; William Hamilton; Sammie Bellamy; Dick Oldham Jr., bottle ball; Marton Altee, duck game; Jewell May Jones, jingle board; Janey Argo, penny pitch; Will Hall, Mary Amos, balloon pitch. Thunder Sky presents Indian acts and Dutch Jones, boxing bouts, and also on the roster are Lillian Pauline, gate cashier; T. O. Thornton, tickets; Sam Oesche, superintendent.

## ATTACHES TO

(Continued from page 38)

tive suggestions on management. Manager Bockus was appointed chairman pro tem and George Dorman was secretary. Bonus will be paid for each idea adopted. Talks were made by Manager

Bockus, Robert Coleman, George Dorman, Charles Cohen, George Hirschberg, Chet Dunn, Chris Smith, Annette McKiernan, Emma Van Cellette, June Coleman, I. Colvin, Charles Everschop and Simon Krause.

Mr. and Mrs. George Whitehead, of Kaus Shows, motored from Miami and were guests of the management on January 21. Congratulatory messages were received recently from Mr. and Mrs. Stanley Reed, of the Tip Top Shows, and Gus Kants, of Pittsburgh. Al Bloomenthal took over his Rolo-Plane on January 16 and was pleased with the first week's business. Barney Tassel visited here for two days.

A surprise birthday party was tendered Bob Coleman January 22 in Gulf Stream Hotel, attended by Mr. and Mrs. Royal, Mr. and Mrs. Stiner, Dixie Keple, George Hertzberg, Charles Cohen, June Coleman, Helen Hull, Mr. and Mrs. Saltzberg, Annette McKiernan, Emma Van Cellette, Sam Applebaum and C. L. Bockus. Petite Helen contributed a pantomime act. The affair was emceed by Little Sammy. Reported by Bill Eaton.

## WILD ANIMAL

(Continued from page 38)

has a 100-acre farm at Georgetown, where he has been stabling and training his string of race horses. Last fall he turned over his thoroughbreds to his former trainer and now will devote all of this acreage to the animal farm. There will be a small admission charge and free parking space for 1,000 or more cars.

George Trayman, formerly with the Sparks Circus, has been engaged to train Phelan's animals.

"There will be a dignified, beautiful zoo and daily exhibitions of trained animals," said Phelan. "I plan to publicize the farm extensively and to make it the means of bringing thousands of visitors to this part of New England."



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## MSWC Installs Officers, Board

Dinner features party — Mrs. Grace Goss wins membership award

ST. LOUIS, Jan. 28.—Impressive ceremonies marked Missouri Show Women's Club's ninth birthday anniversary party and installation dinner in the Mezzanine Tea Room of the American Hotel here on January 9, reports Kathleen Riebe. Festivities got under way with a salute to the flag and invocation by Mrs. Daisy Davis, chaplain, after which Mrs. Nell Allen, as installation officer, thanked the retiring officers and presented them with appropriate gifts.

New officers were then inducted into office and instructed in their duties. They were Mrs. Anna Jane Pearson, president; Mrs. Daisy Davis, first vice-president; Mrs. Florence Parker, second vice-president; Mrs. Catherine Oliver, third vice-president; Mrs. Grace Goss, (See MSWC INSTALLS on page 43)

## Goodman Wonder Signs Six Northwestern Fairs

CHICAGO, Jan. 28.—After an extensive trip thru the Northwest, during which he booked six fairs, President Max Goodman, Goodman Wonder Show, is en route to quarters in Little Rock, Ark., where he will look over activities before leaving for a brief vacation in Hot Springs, Ark., reports Beverly White. Fairs booked include those at Rochester, Minn.; La Crosse, Wis.; Sioux Falls, S. D.; Fargo, N. D., and Owatonna and Mankato, Minn.

Goodman reported that while two of his New York agents are lining up features new to this country, he is not at liberty to state what has been booked. At quarters in Little Rock artisans and mechanics are losing no time in carrying out extensive plans made before the new year. Some 60 men comprise the staff. On part of the Northwestern trip Goodman was accompanied by C. W. Finney, new general agent.

## Conklin To Augment Endy Shows for Quebec Dates

HAMILTON, Ont., Can., Jan. 28.—Endy Bros.' Shows, augmented by some of the Conklin Shows' equipment, will furnish the midway attractions at the Valleyfield, Sherbrooke, Quebec City and St. Hyacinthe fairs, all in Quebec, it was announced here this week by J. W. (Patty) Conklin.

Manager Dave B. Endy visited here with Conklin on January 24.

## Art Lewis Lists Eleven Fairs on Southern Route

NORFOLK, Va., Jan. 28.—F. Percy Morency, secretary of the Art Lewis Shows, announced here this week the organization's list of Southern fairs for 1939.

Numbering 11, list includes Great Radford (Va.) Fair; Galax (Va.) County Fair; Shenandoah Valley Fair, Staunton, Va.; Alleghany County Fair, Covington; Lexington (N. C.) County Fair; Williams-town (N. C.) Fair; Southside Virginia Fair, Petersburg; Emporia (Va.) Fair; Vance County Fair, Henderson, N. C.; Person County Fair, Roxboro, N. C., and Pitt County Fair, Greenville, N. C.

## Brown Amends MSA List

CINCINNATI, Jan. 28.—George H. Brown, secretary of Michigan Showmen's Association, in a letter to *The Billboard* this week stated that in the report of the club's annual election, which appeared in the January 21 issue, several names of members of the board of governors were omitted. They were Lester Davis, Frank Hamilton, Frank Wagner, Louis Wish and Harry LeVine.

## A Home for Troupers?

President J. C. McCaffery, Showmen's League of America, discusses the proposed Showmen's Home. See page 3 of this issue.



MRS. MARGUERITE FARMER, new second vice-president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, altho a newcomer to the Coast, has won many friends since joining the Coast Defenders. She has had more than 10 years' experience in outdoor show business and for several years was associated with the West Coast Amusement Co.

## Ben Williams Making Annual Southern Tour

NORFOLK, Va., Jan. 28.—Benjamin Williams, of the Ben Williams Shows, accompanied by his daughter and business manager, Mildred Williams, and chauffeur, Augustus Kennedy, spent Monday night here en route south for their annual midwinter tour.

While here the Williams party visited William Judkins Hewitt at his sister's home in Fox Hall Park. Art Lewis Shows' quarters and Oscar C. Buck Shows' quarters in Portsmouth.

Williams said that following a visit to the Royal American Shows in Tampa, Fla., the party would head for San Francisco, via the gulf States, Texas and up the Pacific Coast, with probably a dash into Mexico, before returning to New York early in March.

Main objectives of the party are to attend opening of Golden Gate International Exposition, a visit with Walter K. Sibley and other showmen at the fair. Upon his return to New York, Williams will attend to the shipment of some amusement devices to Caracas, Venezuela, for the fair to be held there.

## Rea With Great Lakes Expo

INDIANA, Pa., Jan. 28.—John T. Rea, owner of Rea Attractions, said here last week that after some pleasant seasons with the Happyland Shows, he has signed with the Great Lakes Exposition Shows, managed by C. D. Clark and Al Wagner, for the coming season.



HERE'S THE HAPPY GROUP of members of the Happyland Shows who attended a lawn party staged by Mr. and Mrs. William G. Dumas in their honor at the latter's home in Gibsonton, Fla., on January 8. A delectable dinner, served by the ladies, was followed by entertainment furnished by guests. Those at the festivities included Mr. and Mrs. Ray Takash, Mr. and Mrs. Frank Allen, Mr. and Mrs. Eddie Miller, Mr. and Mrs. Harry Boyles, Mr. and Mrs. Bernie Matteson; Mr. and Mrs. V. L. Dickey and sons, Bobby and Jimmy; Buck Allsup, George Spanyer, Mr. and Mrs. Fred Bedford, Mr. and Mrs. Joseph Alexander, William Hartwick and Lucille Whalen.

# Club Committees To Survey Feasibility of Home Project

Decision is reached at joint meeting of SLA, NSA and CSSCA in Richmond, Va.—wide difference of opinion apparent regarding values of proposed institution

RICHMOND, Va., Jan. 28.—Conference here on January 22 of delegates of the Showmen's League of America, National Showmen's Association and Circus Saints and Sinners' Club of America on various plans for constructing a home for aged and infirm troupers terminated, after a discussion of ways and means that consumed eight hours, in a decision to survey, thru three separate committees, the feasibility of establishing such an institution. Local business leaders joined in the discussion, and the club delegates were warned of the proposed project's expensive character and unlimited responsibilities.

## Morris To Manage Sam Lawrence Org

PHILADELPHIA, Jan. 28.—Milton M. Morris, Washington, D. C., widely known outdoor showman, has been named manager of the Sam Lawrence Shows for the coming season, it was announced here.

Starting in the business when carnivals were young, he has been active in many executive capacities, having been part owner of the former Morris & Castle Shows, later manager of several carnival organizations, and last season affiliated with the Goodman Wonder Show.

## Sutton To Return to Road

OSCEOLA, Ark., Jan. 28.—F. M. Sutton, who retired from outdoor show business year ago to conduct a night club and cafe here, will return to the road in 1939 with his Great Sutton Shows, he announced here. He recently purchased new canvas from U. S. Tent and Awning Co., and has placed orders for new banners with Baker-Lockwood Co., he said.

## Montana Circuit to Zeiger

BILLINGS, Mont., Jan. 28.—Contracts to furnish midways on the Class B Circuit of Montana fairs, starting in Havre, were awarded the C. F. Zeiger United Shows here on January 24, reported Manager C. F. Zeiger. It will mark the organization's third year on the loop.

## C. & W. Book N. C. Fairs

GREENSBORO, N. C., Jan. 28.—Returning to winter quarters here from the annual meeting of North Carolina Association of Fairs in Raleigh on January 20 and 21, John W. Wilson announced that the Cetlin & Wilson Shows signed contracts for the 1939 Stanley County Fair, Albemarle; Rowan County Fair, Salisbury; Wilson County Fair, Wilson; Rocky Mount Fair and New Kinston Fair and Exposition.

Former Gov. Harold G. Hoffman of New Jersey headed the CSSCA delegation, George A. Hamid the NSA and Milton Morris the SLA. Edward Penn acted as spokesman for a group of independents. All had plans in embryo, none a definite scheme for establishment of the home. The NSA committee consists of George A. Hamid, Max Linderman, Arthur E. Campfield, Oscar Buck, J. L. Greenspoon, Sam Lawrence and Art Lewis.

The CSSCA committee: Governor Hoffman, Charles A. Somma, F. Darius Benham, Fred Fitzer, Rennie Arnold and Tex O'Rourke. Milton Morris, former president of the SLA, said he would announce his committee later. He did not feel that he was authorized to act without consulting the league's officers.

These committees are to gather accurate data concerning cost of building (See CLUB COMMITTEES on page 43)

## Eddie Lippman To Manage Ideal Exposition in 1939

CHARLOTTE, N. C., Jan. 28.—Edward A. (Eddie) Lippman, past three years manager of Endy Bros.' Shows, has been engaged in the same capacity for the Ideal Exposition Shows for 1939 by President William Glick, it was announced here this week.

Active in show business since 1911, Lippman has been in executive capacities with such organizations as Sheesley Greater Shows; Levitt, Brown & Huggins; Great Middle West, Bernardi Greater, World's Exposition, John Marks and Blue Ribbon shows and Rubin & Cherry Exposition.

## Carolina Dates on World's Exposition's Southern Trek

PHILADELPHIA, Jan. 28.—Owner Max Gruberg, in announcing the World's Exposition Shows' Southern route for 1939 this week, said the organization has been contracted to furnish the midway features at seven North Carolina and one South Carolina fairs.

List includes the Lumberton, Clinton, Concord, Tarboro, Durham, Beaufort and Wilmington fairs, all North Carolina, and Georgetown (S. C.) Fair.

## Pete Thompson To Manage Three Girl Shows With Ideal

CHARLOTTE, N. C., Jan. 28.—Pete Thompson will manage the girl shows, three in number, on the Ideal Exposition Shows, opening the season here April 3. All will be office-owned. There will be a revue with all new canvas and the front repainted, and posing, dope and rumba shows. Thompson last year was with the Art Lewis Shows.

## Starr Silver State G. A.

EL PASO, Tex., Jan. 28.—Bill Starr has been named general agent of the Silver State Shows for 1939, owner Paul Towse announced here. Starr, who handled the press duties last year, succeeds Louis Ringold, now general agent for Mel H. Vaught's State Fair Shows.

## Danville Fair to Jones

RICHMOND, Va., Jan. 28.—While attending the Virginia fair meeting here, E. Lawrence Phillips, owner of the Johnny J. Jones Exposition, said his organization had been awarded the midway contract for the 1939 Danville (Va.) Fair. After conferring with President A. D. Starling and Secretary H. B. Watkins, Owner Phillips left for Orlando, Fla., for a short stay at his home there.

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CONCESSIONS: All open except Bingo, Cookhouse, Diggers. Mike Rosen not with us.  
RIDE HELP for 10 Major Rides. Those with truck and semi-trailer experience preferred. State former employer and experience. Chief Won a Poney, Jack Hardy, Chief Long Wolf, Deacon Hampton, can place you. Those who have written, write again. Mail was misplaced.  
Winter Quarters: PHENIX CITY, ALA.

**J. H. THELIE, JR., Gen. Manager.** **EMPIRE STATE SHOWS** **J. J. MISTROT, Supt. of Concessions**

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WANTED: One Flat Ride with own transportation; also one Kiddie Ride. Will book Shows of merit with own outfit. Want Two Girls for Revue; also a Male Accordion and Guitar Player.  
CONCESSIONS: All open except Bingo, Cookhouse, Diggers. Mike Rosen not with us.  
RIDE HELP for 10 Major Rides. Those with truck and semi-trailer experience preferred. State former employer and experience. Chief Won a Poney, Jack Hardy, Chief Long Wolf, Deacon Hampton, can place you. Those who have written, write again. Mail was misplaced.  
Winter Quarters: PHENIX CITY, ALA.

**Showmen's League of America**

165 W. Madison St., Chicago, Ill.

CHICAGO, Jan. 28.—President McCaffery presided at the January 26 meeting. With him at the table were Vice-President Frank P. Duffield, Treasurer A. L. Rossman, Secretary Joe Streibich and Past Presidents Edward A. Hock, Sam J. Levy and C. R. Fisher. Committee reports were interesting and showed co-operation in all departments. Bernie Mendelson and his committee have been busy making arrangements for the Sam J. Levy Testimonial Party, which was held tonight. Application of S. E. Kramer was presented for ballot at the next meeting. President McCaffery phoned Kansas City, Mo., for a report on the condition of Brother Harry Hennies, who is seriously ill. Reports indicate he is slightly improved after a serious relapse. Others on sick list include Colonel Owens, Tom Rankine and Tom Vollmer.

Mal M. Fleming is in American Hospital for attention. Max Goodman returned from the Northwest fair meetings and promises to be with us for a few days. Welcome letters were received from Mrs. Beatrice Maxwell, W. D. Bartlett and Ladies' Auxiliary. Brother Elwood A. Hughes writes that he is pleased to accept the chairmanship of the 1939 banquet and ball and promises to put it over in real style. Report on the Showmen's Home conference at Richmond, Va., has not yet been received from Brother Milton M. Morris. Condolences have been extended to Brother Rudolph Singer, whose wife died recently. Brother John D. Starkey writes that there is not much change in his condition. Brother Starkey is in Odessa, Tex. Richard J. Bulver, Owatonna, Minn., sent in a pledge for the Showmen's Home Fund and a message of appreciation has been sent. Several members sent dues during the week and this action is much appreciated. President McCaffery and his committees have been busy making plans for the summer. Brother Jack Duffield and Pat Purcell visited. Mike Rosen advises he will leave soon to get ready for the summer. Jimmie Simpson advises he is taking things easy at his home.

**Ladies' Auxiliary**

Mrs. Mattie Crosby was hostess, assisted by President Leah M. Brumleve, at the January 26 social. Beautiful prizes prevailed. Sister Louise Rollo won the evening's award, a handmade pair of pillow slips. Mrs. Evelyn Rosen, guest, chose a perfume set as first prize. Sister Lucile Hirsch was awarded an odd set of pictures, and Pearl McGlynn chose a lovely picture. Maude Geller was tendered a hand-painted dish, and Ida Chase won the box of figs and newtons. Members received Sister Mrs. Charles Driver enthusiastically after an absence of some time. She has been ill.

Club's regular bi-weekly meeting will be held on February 2. Another social, with Sister Maude Geiler as hostess, will be held on February 9. Club is formulating plans for a big party to be held in the West Room of Hotel Sherman on (See SHOWMEN'S LEAGUE on page 53)

**Mrs. MacMahon Honored On Birthday Anniversary**

LOS ANGELES, Jan. 28.—Mrs. William MacMahon was pleasantly surprised here recently when her showfolk friends tendered her a party in celebration of her birthday anniversary in her suite in the Rutland Hotel, reports Stanley F. Dawson. Party lasted until early in the morning and all voted the evening a success. Feature was the lunch served under direction of Mr. and Mrs. Lew Korte and John (Spot) Ragland, who sent to Virginia for a 20-pound ham, which was baked by Fern Chaney.

Other delectables included stuffed Utah celery, baked beans and Waldorf salad. Plenty of liquid refreshment prevailed. Apartment was beautifully decorated, and Mrs. MacMahon received many nice gifts, including a lounging robe, handkerchiefs, vanity case, house slippers and a huge vase filled with native flowers, the present of her husband.

Those enjoying the festivities were Mr. and Mrs. Lew Korte, Mrs. Margaret Farmer, Mrs. Eloise Kelley, Clara Woods, Ben Korte, Mrs. Marge Corey, Mr. and Mrs. Joe Krug, Stanley F. Dawson, Mr. and Mrs. Claude Barle, Mr. and Mrs. Ted LeFors, Spot Ragland, Betty Wilson, Vivian Gorman, Fern Chaney, Vera Janek, Roberta Korte and E. L. (Yellow) Burnett.

**Heart of America Showmen's Club**

Reid Hotel  
Ladies' Auxiliary

January 20 meeting was called to order by First Vice-President Ruth Ann Levin. Reports of committees were read and approved, and Mrs. Rose Hennies was elected to membership and introduced to members. Helen Bralner Smith, Elizabeth Yearout and Mrs. Al Baysinger reported an excellent time in St. Louis and brought back flowers from the Missouri Show Women's Club, St. Louis, for Mrs. Letty White, who is ill in Menorah Hospital, and an invitation to a dance to be staged there on February 24. Elsie Brizendine was awarded the evening's prize, donated by Ruth Ann Levin.

Ruth Martone, entertainment committee chairman, called for a meeting of her committee with members of the HASC entertainment committee to discuss a joint entertainment. Mrs. Duncan, chaplain, adjourned the meeting with a benediction, after which the entertainment committee served a lunch, arranged by Ruth Ann Levin, in honor of the ladies who will soon be leaving for the road.

**Michigan Showmen's Association**

DETROIT, Jan. 28.—Club's regular meeting on January 21 was presided over by President Stahl. Also seated at table were First Vice-President Edgar J. McMillen, Past President Leo Lipka, Treasurer O. A. Baker and Secretary George H. Brown. Meeting, the first conducted by the new officers, was well attended and members were well pleased with Chairman Leo Lipka's report on the success of the annual dance.

The Grim Reaper reached into our ranks for the second time in two weeks and took Brother Jimmie Hubbard. President Stahl had the assembly stand in silence for one minute for Hubbard and the late Jack Maxwell.

Plans to cover MSA members with a blanket insurance for burial have almost been completed. New members included Del Delbridge, Ben Morrison, Jack Davis, Charles H. Wade, Glen H. Robinson and Daniel Lewis. Dues were received from Brothers Ralph Barr, Vic and Ed Horwitz, K. C. Barkoot, Roy Myers, Earl Ingalls, John Mulder, John F. Reid and William J. Dumas.

Members are glad that Brothers Hymie Stone, Harry Levine and Waldron Sallust are on their way back from Florida, and were pleased with Brother J. C. McCaffery's visit. Just a reminder to those who have not paid their 1939 dues. After February 15 dues will be \$10 instead of \$5 because of the blanket insurance, which will be installed by President Stahl.

**Pacific Coast Showmen's Assn**

LOS ANGELES, Jan. 28. — Monday night's meeting, with President Harry Hargraves presiding, attracted 105 members. Other officers present included Joe Glacy, first vice-president; John R. Ward, third vice-president, and Ross R. Davis, treasurer. New official family is now well under way and some radical changes have been made in the new by-laws and constitution by the special committee which worked six weeks on the job. Changes have been approved by the board of governors and the books will be off the press soon.

Communications: From Joe Streibich, Showmen's League of America, acknowledgment of flowers sent at time of burial of E. B. Alexander. Mrs. Francis E. Wagner, noted California writer, lettered she enjoyed the club's Christmas dinner. She enclosed an original poem written after the dinner, paying tribute to the organization. Ladies' Auxiliary sent a note thanking the club for the friendly gestures on part of the new officers and pledging support in matters concerning the parent organization. There were no new members or reinstatements. Chairmen of the various standing committees were asked to take seriously the duties they had accepted. It is the club's intention to have the committees meet at more frequent intervals. Banquet and ball report was held in abeyance, but it was the consensus that the event was a highly entertaining one. Weekly award went to Charles Gammon.

Matter of obtaining new quarters was discussed by First Vice-President Joe Glacy, John T. Backman, H. C. Rawlings and Charley Haley. When President Hargraves asked for a standing vote to indicate what proportion of the membership favored a change from the present location 80 per cent voted for it, with a downtown location preferred. A committee to handle these details will be appointed soon.

President Hargraves then told the entertainment committee that it was his intention to provide various activities at different intervals, and Chairman Al Fisher stated they would begin with Past President J. W. (Patty) Conklin's visit here. Brother Dan Meggs' suggestion that more ceremony be incorporated in the initiation of new members received favorable comment. Initiation fee is now \$10, with the dues, as in the past, \$10 per year. Lunch and refreshments served after adjournment.

**Ladies' Auxiliary**

Meeting was called to order at 8 p.m. with President Marlo LeFors presiding. First Vice-President Mora Bagby, Second Vice-President Margaret Farmer and Edith Bullock, secretary-treasurer, were the other officers present. About 65 attended. Many suggestions were heard and taken under advisement. Members were sorry to learn of Past President Peggy Forstall's illness, and flowers were ordered sent to her at the hospital. House committee, functioning under the capable direction of Nina Rodgers, served a delectable lunch which was commended by all members. Marge Corry and Ruth McMahon furnished a 15-pound ham. Beer was donated by Rose (See PACIFIC COAST on page 56)

**Showfolk Friends Lay Blooie-Blooie to Rest**

RICHMOND, Va., Jan. 28.—Funeral services at the Frank A. Billely funeral home here on January 19 for William F. Troyk, better known in outdoor show circles as Blooie-Blooie, whose death was reported in last week's issue, were arranged by Charles A. Somma, president of the Virginia State Fair, Richmond, and member of the W. W. Workman Tent of the Circus Saints and Sinners' Club. Pallbearers included Cash Milier, for whom Blooie last worked, and James Zabriski, William Marcum, Fred Leatherman, Joseph Lee and Thomas Heath, fellow members on the John H. Marks Shows.

**Heth Gets Georgia Annuals**

NORTH BIRMINGHAM, Ala., Jan. 28. —Joe J. Fontana, L. J. Heth Shows, said here this week that he had contracted the organization to present midway features at the 1939 Americus (Ga.) Sumter County and Hawkinsville (Ga.) Pulaski County fairs.

# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DeBELLE

Bloomer by the Sea Fla.  
Week ended January 28, 1939.  
Dear Mixer:

Arrival of Ballyhoo Bros.' Exposition Orange Special marked the show's fifth appearance in this spot. In 1935 the show was rained out; in 1936 bitter cold weather killed the date; 1937 was the bad year of unemployment in these parts, and in 1938 we arrived too early for the tourists and orange picking. We again returned because the bosses wanted to play it under normal conditions to see if it could be good, Pete Ballyhoo saying: "If it isn't red this year we will play it till it does come red."

Unloading of the show's 700 people and animals (mostly dogs) was a sight worth seeing. All creeds, colors and races unloaded from the stock, flat and baggage cars. Some hopped off the caboose, several dropped out of the possum bellies and a few climbed off the rods, which they had been riding by force of habit. Of course, the show's elite traveled first-class in our gayly painted coaches.

The long room-hunting procession was soon formed, the 700 people and animals silently plodded towards the main drag in an orderly manner, becoming ladies and gentlemen of the midway. Several carried their bed rolls with them to let the landlords know that a room was not as compulsory as they might think and thus hold down the rates. Naturally most of them would check out after the wagons were unloaded.

When the city's hotel zone was reached the entire line of marchers suddenly broke and the rush was on to see who could get in first. Streets rang out with cries from those who had been in the different flats, rooming houses, private homes and hotels, such as "It's a bowl and pitcher"; "Nix, lay off; they have mouse-trap rooms"; "It's a three-flight Jacob's ladder"; "The hype is on in there"; "This joint doesn't want dogs"; "It's on the line, and the mark says, 'No cuff'"; "This joint has stalls, not rooms; strictly a riding academy," etc. Quite a crowd left the runs to witness this strange performance, finding it more interesting than the unloading of the train. The room-hunting ballyhoo gave the show an unlimited amount of publicity that money couldn't have bought.

Monday night found all wagons on the lot but not on location, having buried themselves in the deep sand. A local bingo party that was being held downtown kept everyone away from the lot, and the digging out and moving of the wagons was held up until Tuesday. By nightfall everything was in place and setting up was well under way, guaranteeing the midway an early Wednesday opening. Wednesday afternoon the chairman of a local business men's civic club requested of the bosses the re-enacting of our 700 and animals' wild room hunt as presented on our arrival on Sunday for the entertainment

of tourists. Always willing to co-operate, the staging of this spectacle started at 7 p. m. and again held the crowd off the lot.

Nobody could get the brothers to commit themselves regarding the rest of the week's grosses. Having resolved on New Year's Day never again to pull the switch on pay day, but not saying anything about paying off in the dark, the paying off of all employees was postponed until the show started north and will be handled while going thru tunnels. MAJOR PRIVILEGE.

### MSWC INSTALLS

(Continued from page 41)

secretary and traveling representative, and Mrs. Gertrude Lang, treasurer. On the board of governors are Mrs. Norma Lang, chairman; Mrs. Judith Solomon, Mrs. Lela Gerety, Mrs. Mayetta Vaughan, Mrs. Kate Dodson, Mrs. Peggy Smith, Mrs. Kathleen Riebe, Mrs. Viola Fairly, Mrs. Millicent Navarro and Mrs. Clela Jacobson.

President Pearson then appointed the following committees: Finance, Lora Potter, chairman; Nell Allen, Ruby Francis, Virginia Laughlin and French Deane; Sick and hospital, Grace Goss, chairman; Nell Allen, Florence Parker, Kathleen Riebe, Leah Brumleve, Francis Keller, Blanche Latto, Phoebe Carsky, Hattie Hawk, Helen B. Smith and Lela Gerety, Entertainment, Nell Allen, chairman; Norma Lang, French Deane, Mary Francis, Florence Parker, Irene Burke, Daisy Davis and Catherine Oliver. Daisy Davis was appointed chaplain, with Millicent Navarro named sergeant at arms. Kathleen Riebe again was named to handle the publicity. Retiring President Norma Lang opened the birthday box, adding a substantial sum to the treasury, and President Pearson outlined some interesting programs for the coming year.

### Delectable Dinner

Moving into the banquet room, members found the tables beautifully decorated with flowers, presented by Grimm & Gorly, florists; Ladies' Auxiliary, Showmen's League of America; Ladies' Auxiliary, Heart of America Showmen's Club, and Mrs. Judith Solomon, who was unable to attend. Mrs. Inez Jaap played a lively march on the piano as the officers and guests of honor took their places. A delectable dinner was served. It consisted of sea-food cocktail, paradise salad, American special steak, baked potato, asparagus tips, hot rolls, celery and olives. Chocolate parfait was served with the birthday cake, the annual gift of the founder and mother of the club, Marietta Vaughan.

President Pearson acting as toast mistress in place of Viola Fairly, who was unable to attend, read telegrams of congratulations and good wishes from Mrs. Marietta Vaughan; Mrs. Mabel Pearson; Mr. and Mrs. Malden, Danville, Ill.; Mrs. Virginia Kline; Vesta Kleinman, Paris, Ill.; Heart of America Showmen's Club and Ladies' Auxiliary; Business and Professional Women's Club, Paris, Ill.; Mr. and Mrs. R. E. Bean, Danville, Ill., and International Association of Showmen.

Grace Goss was presented with the first prize offered in the membership drive. Mary Francis, representing the Ladies' Auxiliary of the Pacific Coast Showmen's Club; Helen B. Smith, Ladies' Auxiliary, HASC, and Nell Allen, Ladies' Auxiliary, SLA, were presented with corsages, while the new president and the retiring president received bouquets of roses. President Pearson also received bouquets from the Eli Bridge Co., Leonard Bros. and Lora Potter, and corsages from Harry Hoffman and Mrs. Mat Dawson. Interesting talks on the growth of the club were made by the past presidents. At the conclusion of festivities members retired to the Maryland Hotel clubrooms, where the husbands and boy friends enjoyed a lunch and refreshments.

Those present included Grace Goss, on crutches as the result of a serious fall; Kathleen Riebe, recovering from a recent operation; Elizabeth Yearout, Helen B. Smith, Maude Baysinger, Nell Allen, French Deane, Norma Lang, Mary Francis, Daisy Davis, Gertrude Lang, Lora Potter, Florence Parker, Irene

Burke, Ruby Francis, Beatrice Giuliani, Mildred Laird, Millicent Navarro, Elma Obermark and Inez Jaap.

### CLUB COMMITTEES

(Continued from page 41)

and maintaining a home in various sections of the country, results of which are to be submitted at another joint meeting in New York in the near future.

Visible assets on which the project rests at this time were shown to be the 20-acre tract of Mrs. Charles Ringling at Sarasota, \$22,000 available from the SLA, \$7,000 from the NSA and a few thousands to be contributed by the tents of the CSSCA. Spokesmen for the Dexter Fellows Tent, New York, however, said they were confident 50 members of that tent would donate \$1,000 each on call.

Mayor Fulmer Bright of Richmond cautioned the conference against plunging into the construction program before making sure of an adequate maintenance fund for the home.

### Wide Difference of Opinion

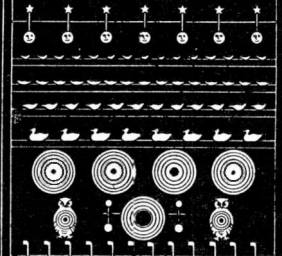
The meeting was marked by a wide difference of opinion regarding the values of a haven for the outdoor profession's old and indigent. The New York delegation from CSSCA and NSA President George A. Hamid led the optimist faction, while NSA-ite Arthur Campfield, Mayor Bright and local business men were obviously in doubt as to the merits of the project. Morris, speaking for the SLA, stated that his organization did plan to build a home but that at no time had they said when, intimating that it would be many years before SLA felt wealthy enough to undertake such a venture. Hamid and the CSSCA plan to start building by the end of 1940.

NSA members are decidedly split on the home proposition and are looking forward to the reports of the fact-finding committees with keen interest. Many believe that the home idea should be substituted by other means of aid, while another group is of the opinion that the home is feasible. Nearly all agree that in any case all outdoor organiza-

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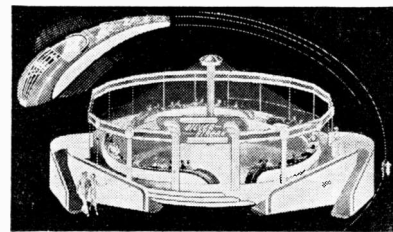
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tions should unite in a common drive to aid their old and needy, whether the means be by home, pension or tie-ups with previously established public and private institutions. All seem to want to know more about the costs and problems of each system before their organization takes definite steps in any direction.

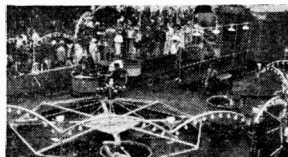
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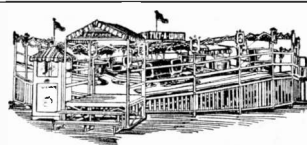
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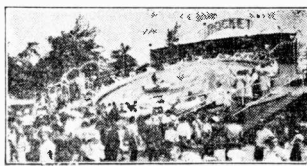
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Care Bill Hames Shows.

# Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

**EPIDEMIC** of banquet stomachs!

**ROBERT SICKELS** is spending layoff months at home in Louisville.

A **GOOD MIDWAY** merits and gets the attention of the paying public.

**CHARLES VIERECK** has contracted his corn game with the Wyse Greater Shows, reports Owner H. L. Wyse.

**THE LATE** Henry J. Polje once said, "Expensive opposition is financial suicide to the box office." Boy, page Clarksville, Tenn.

**JACK COHEN**, concessioner, cards from Bath, N. Y., that he is in the Soldiers' Hospital there and is desirous of reading letters from friends.

**MYRON COLEGROVE** again has booked his concessions with the O. J. Bach Shows.

**LEO GRANDY** reports that C. B. Hawley has booked two concessions with the O. J. Bach Shows:

"YES, we booked six fairs at the last meeting. Our show is so well known that the fair officials contacted us first."

**SOME CARNIVALS** have their routes for the season set, and contracts for others are being rapidly closed.

**DISPOSE** of that surplus property and excess baggage in the way of helpless talent. Now's the time for it.

picture in every boudoir on the route.—Muggin' Machine Mazie.

**BEN GARLOCK'S** photo gallery again has been contracted with the O. J. Bach Shows for next season.

**SAMMY GREEN**, since closing with James E. Strates Shows, has been working in stock in the Bailey Theaters, Atlanta.

**AMONG SHOWFOLK** wintering in Hudgins, Va., are Mr. and Mrs. W. L. Weisman and Mr. and Mrs. Clarence Weisman and son, Charles.

**CONCESSIONERS** who live in glass houses should pull down the shades before going to the cookhouse to attend daily sessions of the Anvil Club.

**JOE BAKER** advises from Seattle that among showfolk awaiting the opening of the season there are Harry Goodwin, Spike Huggins and Harry Merkle.

**LEVERN RAYMOND** has returned to his home in Ohio from the hospital in Los Angeles, where he was for some time.

**GOLDIE AND ORVILLE STEVENS**, formerly with Hughy Bros.' Shows, are operating their photo gallery on Main street in Piedmont, Mo.

**MANAGEMENT** of the Raw Deal Shows

to take his own funhouse on the road next season.

**EVERY** manager ought to take a winter vacation far, far away from his winter quarters and thus get an insight into what others are doing.

**CHARLES (BOUNDING) JOHNSON** has returned to the Great Southern Shows in Mt. Vernon, Ala., where he is presenting a free act after a three-week absence.

**JACK BEAL**, general agent of the Peerless Exposition Shows, returned to Pittsburgh after a short visit in Parkersburg, W. Va.

**J. R. EDWARDS**, of the shows bearing his name, reports having contracted Myers Concessions, Toledo, for the frozen custard privilege on his organization for 1939.

**MINSTREL** show stage producer to his manager: "Boss, we are going to have to 'pat' the show tonight. Someone done stole our musicians."

**PAT RYAN**, who has been working for the Caller Times Publishing Co., Corpus Christi, Tex., pencils that he again will be associated with Billy Rosen's corn game on the Greater United Shows.

**MARY GORDON**, automobile stunt artist, is doing her Death Leaps with Captain Cushing's Death's Holiday Circus in Dixieland Park, Jacksonville, Fla., reports Mildred Gouldsberry.

**BOBBIE BURNS** resigned as general manager of the Australian pygmy exhibit, West Fifth street, Cincinnati, and left for New Orleans, where he will vacation.

**LOOKS** like size of shows is no longer rated by the number of cars, wagons or trucks carried but by the number of loudspeakers on the midway.

**FRED MEYERS** pens from Macon, Ga., that he will not be with the L. J. Heth Shows as agent, as previously reported, but that he has signed with another organization.

**JOHN H. KOHLER** has returned to his home in Decatur, Ill., after undergoing an operation in St. Mary's Hospital there on November 16. He's reported well on the road to recovery.

**DAUGHTER** of Mr. and Mrs. Al C. Hansen, Gladys J. Hansen, is author of two poems recently appearing on the editorial page of *The Memphis Press-Scimitar*.

**THOSE** cookhouse managers who insist upon making long trips on poor rubber should blame no one except themselves if they fail to check in on time.

**RECENT** visitors to Wallace Bros.' Shows' quarters in Memphis were William Strode and T. J. Smith, Osceola.

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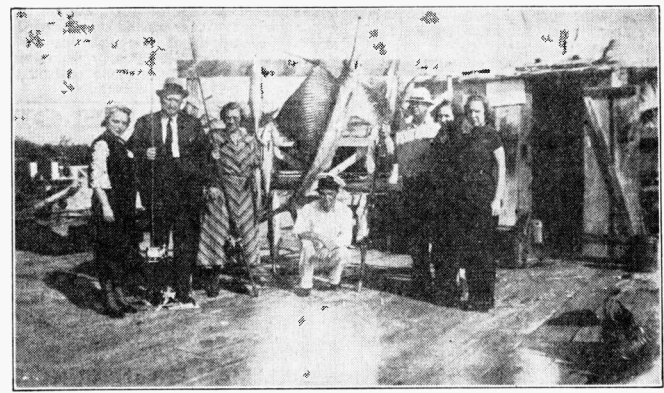
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No. 5 or No. 12 ELI WHEEL. Must be in good condition. Address  
BOX D-170, care The Billboard, Cincinnati, O.



A GROUP OF IZAAK WALTONS, headed by S. R. Dodson, father of C. G. and M. G. Dodson, owners of Dodson's World's Fair Shows, after an afternoon's fishing tour during the elder Dodson's recent holiday visit with his sons in Miami, Fla. The boat used is owned by Mr. and Mrs. Harry Johnson, grab-stand operators. In the group, left to right, are Mrs. C. E. Sherman, S. R. Dodson, Mrs. S. R. Dodson, Harry Johnson, C. G. Dodson, Mrs. C. G. Dodson and Mrs. Harry Johnson. In the background is a sail fish measuring 6 feet 11 1/2 inches caught by Mrs. Sherman. Next largest was a king fish weighing over 25 pounds, annexed by S. R. Dodson.

**D. FAIRLIE**, torch diver, is in General Hospital, Montreal, recovering from a recent eye operation.

**MANAGER** of the Great Pinhead Shows has decided to retain his old staff for next season against the counsel of his confidential advisers.

**MR. AND MRS. KENNETH WALTERS**, with five concessions, have been booked with the O. J. Bach Shows.

**O. J. BACH** Shows have contracted Mr. and Mrs. W. A. Delaney's concessions for next season.

**JOHN R. WARD**, of the John R. Ward Shows, recently visited at his mother's home in Memphis.

**WONDER** whether those Florida fair managers will live up to the no-grift policy that they ranted about last spring.—Colonel Patch.

**HARRY L. SMALL** is taking life easy in Baton Rouge, La., while Mrs. Small is visiting relatives in Boston.

**AL C. HANSEN**, Hippodrome Shows, was a recent overnight visitor in Memphis.

**ABIE STARK**, wintering in Columbus, O., has signed with the Gooding Greater Shows for 1939, reports Doc Waddell.

**WHAT I** advocate for 1939 is a ride boy's

offers a prize of \$2 in brass to the first person this season who asks, "Where do we go next week?"

**WALTER BOLINGER**, of the former S. W. Brundage Shows, is promoting a Golden Gloves boxing tournament in Piedmont, Mo.

**MR. AND MRS. L. E. (Roba) COLLINS** continue to click with cafe they are operating during the winter in Piedmont, Mo.

**W. D. BARTLETT** advised from Miami that he has booked a set of diggers with Wallace Bros.' Shows for the coming season.

**HEWERS** of wood and drawers of water are rapidly becoming more disgusted with concessions "flashed" with three blankets and a shawl.

**JAMES L. REED**, ride foreman, reports he will again be with Wallace Bros.' Shows, making his sixth season with that organization.

**LEO GRANDY** cards from Ormond, Fla., that Jimmie Devito has booked his two concessions with the O. J. Bach Shows.

**PAUL W. FAUN**, who is vacationing in Tampa, Fla., reports that he's planning

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Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

**SMITH & SMITH**, Springfield, Erie Co., N. Y.

Ark., the latter now organizing the Four States Exposition Shows.

AFTER A SUCCESSFUL engagement at El Paso (Tex.) Sun Carnival, the Charles Greiner-Sidney Presson Girl Show has been booked for an indefinite stand at the Open Door, Tucson, Ariz., night spot.

RAY NELSON, who has been off the road for the past three seasons to operate his own business in Ponca City, Okla., reports that he will return with a new illusion show next season.

I ALWAYS buy the highest price typewriter on the market during summer because it will hock for more scratch during winter.—John Onceyear, p. a. for Gate & Banner Shows.

AUSTIN DRAKE letters from Alton, Ill., that he has been spending the winter there building a new cannon to replace the one destroyed by fire last season.

TAYLOR BROTHERS have signed their aerial acts with Heller's Acme Shows for next season. Before joining, however, they will go on an extended hunting trip in the Mississippi Delta.

JACK TAYLOR, who contracted his mental act with Mary Webb's side show after closing with the Mighty Haag Circus, also will handle the front on Ray Yette's annex on the Wise & Sutton Shows next season.

SOME years ago a manager who had always paid his agents in brass at close of the season became incensed because another agent to whom he had sent \$13 to join his show became sick and could not report immediately!

HAPPY RAY WARE, part of last season with Byers & Beach Shows, has been confined in General Hospital, Nashville, Tenn., since November 16. He cards that he'd like to read letters from friends.

O. WHITE, cookhouse manager on several carnivals, pens that he did not take to the road last year and expects to remain in Centralia, Ill., where he is operating a cafe to good business, until next year.

ROSE CITY SHOWS concluded a week's stand in Morgan, Ga., on January 21 to satisfactory business, reports Manager S. J. Western. Harry Lamont is general agenting the shows, with Sam Hausner handling adjuster's chores.

MOST of the cookhouse general agents who joined the Hot Stove League at close of business last season are returning to their respective winter quarters to get first-hand info.—Milo (Not So) McGoo.

JACK PERRY cards from Bowling Green, Fla., that he has booked Merry Rose Perry, fat girl, with the West Shows. He adds that altho the Florida spots aren't so good they have been managing to play to fair results.

DENVER (KID) CURLEY, veteran girl

**Keeping in Step**

Showmen who visit other midways often return to their own lauding the beauty and modernism of the organizations visited. Never did a carnival reach the top without a co-operative investing and beautifying spirit on the part of all its independent attraction operators.

Carnival managers spend thousands annually for electrical effects, chromium, paint and modernistic fronts. Yet when the independent operator is asked to keep his own equipment up with the trend of the times, as well as go along a line of progress with the management, he frequently shies away from the whole deal—and then cannot see where the other shows visited had looked so hot.

Of course, this doesn't go for all. It is a fact that many indie operators have been progressive enough to neonize and otherwise modernize their shows and rides. All should be more than willing to spend money with a carnival that gives them a route. It will help to hold that route, not only for the office but for them as well. Money thus spent will add to patronage, and the expenditure will soon be made up. Most managers now demand of all operators that they go modernistic. The day of allowing farmers to tie their horses to the ride fences has passed.

and athletic show operator and past season with the Tidwell Shows, is in Veterans' Hospital, Muskogee, Okla., and would appreciate reading letters from friends.

MRS. RUBY PEARL KRUG, wife of Clarence H. Krug, F. H. Bee Shows, returned to her home in Erin, Tenn., after undergoing a physical analysis in Noble's Memorial Hospital, Paris, Tenn. She would like to read letters from friends.

WHENEVER I answer some promoters' ads amfuls of mail and jobs galore arrive. But when I wire for money to join on, all activities cease. I was just wondering if they were broke, too.—Road Map Johnson, the Hop-scotching Trouper.

AFTER CLOSING with the Southern States Shows in Live Oak, Fla., Mr. and Mrs. C. E. Kidd left for Baltimore and Abilene, Va., where they have been vacationing. They have booked their photo gallery at Camden (S. C.) Shrine Circus.

SINCE CLOSING at the Sun Carnival, El Paso, Tex., Milo Anthony has been playing one-night stands under canvas in West Texas to good business with his Freak Museum. Billie Baker continues as annex attraction.

C. D. SCOTT, manager of Scott Bros.' Shows, is in Virginia on business, and



HARRY (DAD) WARD, associated with the De Luxe Shows of America several years and the past season. The Billboard agent on the organization, is pictured here with one of the members of the finny tribe which he has been bringing in from Lake Okechobee, Belle Glade, Fla. He has been spending the winter as manager of a tourist camp there. Photo furnished by Mrs. C. M. Simmons.

Mrs. Scott is handling the winter unit in his absence. Quarters activities, with Gus Litts as foreman, are progressing, reports B. M. Scott.

LETTERHEAD carnival manager is his lot man: "Bill, when all these show and ride operators get their stuff loaded on their trucks be sure to throw my switch box on one of them. And make sure that it's one that will show up at our next spot."

FRANK GASKINS, veteran trouper, having spent many years in carnival and circus fields, is operating a hotel in Laurel, Miss. Count Zaino, midget magician, has been spending the winter there.

MR. AND MRS. CON WEISS, who are spending the winter in Eau Gallie, Fla., had visits recently from Jack Haskins; E. Limbuscher, Rocky Glen Park, Scranton, Pa.; Mr. and Mrs. Herman Bantly and Bill Whitmore, Bantly Shows, and Harry Copping.

CARL CARLOTTA cards from Los Angeles: "Last year was one of the best seasons I ever had, and it looks as tho old times are returning. Have just taken delivery on a new car, and since closing my show have been planning to rent a local night club."

AGAIN the bosses are talking about putting out two shows this spring. From the appearance of their equipment I believe it would be a good idea for them to get one show out.—Egbert Ironbender, artistic and modernistic blacksmith.

HARRY C. DUVALL has signed with the James E. Strates Shows for the prize

candy privilege for next season, making his fourth consecutive year with the organization. Harry has been spending the winter in Philadelphia pitching food remedies and monogram neckwear.

HARRY LEWIS continues to rule as Casanova at the Pete Kortess Museum in New Orleans, while Billy Ellis still holds the reputation of being the unit's Beau Brummell. Joe Preveau and Swede Peterson are holding down the front door in commendable style.

TIMOTHY GREEN, after spending the last 10 winters as head bartender in a Clare (Mich.) hotel, has taken time out to go fishing thru 10 inches of ice at Houghton Lake, Mich. He says he will return to the road next season with two stores on a leading carnival.

DEAR MIXER: Kindly contradict the unfounded rumor that I will return to the Duke & Shilling Odorless Midway as the feature dancer on the Turkish Nights Revue. I have decided to stick with the laundry.—Lizzie Schmidt, featured native dancer.

HUBERT'S MUSEUM, New York, on Broadway, grabbed off plenty of newspaper publicity recently when it signed Grover Cleveland Alexander, affectionately known as "Old Pete," to the baseball world, to relive his baseball past and act as lecturer.

MR. AND MRS. GERALD BARKER and son, Lawrence, are spending the winter in Miami, Fla., trying their hand at landing kingfish. They will leave for their home in the North about March 1 to prepare for opening of the Greater Karl Middleton Shows' season.



ROY E. LUDINGTON, left, general manager of Crafts 20 Big Shows, is being interviewed here by the announcer on the "Man on the Street" program, a National Broadcasting Co. West Coast feature, while riding in a Ferris Wheel at Los Angeles County Fair, Pomona, last fall. Radio technicians, aided by ride men of the Crafts organization, hooked up the broadcasting apparatus in such a way that listeners caught the voices of ride patrons while midway scenes were described by the announcer as the wheel turned. Another feature was the 10-minute broadcast emanating from the top of the wheel. Photo by Jimmy Lynch.

JOHN T. REA cards from Indiana, Pa., that he has re-signed Mr. and Mrs. Fred M. Bedford on his Musical Revue; William Siebert, lecturer on Unborn Show, and almost all former side-show employees for the Great Lakes Exposition Shows for next season.

THERE'S a lot of good hidden talent on every midway. All should be given equal opportunity to prove what they can do. That old dread of "spoiling a good workingman" is unfounded. Many big-shot managers drove stakes and put up rides at one time or another.

C. J. FRANCO, general agent Model Shows, made a flying trip to St. Petersburg, Fla., last week from Raleigh, where he attended the North Carolina fair meeting to confer with Manager W. R. Harris regarding business and the shows' opening. He reports that he has about completed the route thru Eastern territory.

RAY YETTE, after closing with the Look at Life Museum in Portsmouth, O., spent a two-week vacation at home before joining the Mary Webb side show for remainder of the winter. Jack Taylor is handling the emcee chores on the Webb unit.

L. CLIFTON KELLEY, of the ACA, returned to Chicago Thursday from a Northern trip. L. S. Hogan, also of the ACA, and J. C. (Tommy) Thomas, Johnny J. Jones Exposition, who headquartered in Chicago the past week, have departed for other fields.

JOHN F. ENRIGHT, of the F. E. Gooding Amusement Co., who left Florida for a week to attend the annual Ohio fair meetings in Columbus, O., has departed for Ruskin, Fla., to resume his fishing feud there with George Pence, ride unit foreman with the Gooding organization.

E. L. BLYSTONE, Bly the Rice Writer, now appearing with Carl J. Lauther's Oddities on Parade Museum in Pittsburgh, letters that he received a contract from Dufour & Rogers as a Christmas gift and will appear with their Strange as It Seems show at the New York World's Fair.

THOSE dollar-in-hand contracts which some carnival managers force employees to sign, giving nothing and taking all and even asking them to sign away all rights of a laborer as well as health and life, are insults to a worker's intelligence and take advantage of his circumstances.—Cousin Peleg.

WALTER HALE, recently engaged as publicity director by Hennies Bros.—(See MIDWAY CONFAB on page 48)

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CAN PLACE THE Loop-o-Plane, Auto Baby Ride, or what has you. Opening in March. Address all mail GEO. T. SCOTT, Box 40, Dishman, Wash.

James E. Strates

SAVANNAH, Ga., Jan. 28.—Work here is coming along nicely. Merry-Go-Round has been repainted and new light effects installed. Crew is steadily increasing, and ideal weather permits much outdoor work. Owner James E. Strates will return here about February 1 before visiting the Tampa (Fla.) Fair. Harold English is doing all the buying here, while Choc and Mona Phillips are still in Tulsa, Okla., as is Les Applegate.

Mr. and Mrs. Blackmon write from Bartow, Fla., that they will return to quarters about March 15. Mel and Guy Dodson visited while on their way back to Miami, Fla. Joe Baker is a daily visitor here. Ed Seaman and Jack Sanborn are in charge of a large lumber camp. Mr. and Mrs. Eddie Allen are here and will be associated with Jack Baillie. Tom Evans and wife have been catching their share of fish each Sunday. Keith Buckingham is in Tampa, Fla., but will return soon. Mrs. English attended the South Carolina fair meeting at Columbia last week. Reported by S. J. Putnam.

Rubin & Cherry

MOBILE, Ala., Jan. 28.—Work is rapidly progressing at the fairgrounds under direction of Superintendent Nat Workman. Mrs. Nat Workman, who has been under a physician's care for about 10 days, is much improved in health. Ralph Williams, press agent with the show last season, is connected with a local newspaper.

Visitors this week were Mr. and Mrs. J. A. Waters, Snapp Bros.' Shows, and Mr. and Mrs. Abner K. Kline. Mr. and Mrs. Rubin Gruber are en route to Florida for a few weeks' vacation and a visit to the Tampa, Fla., Fair. Mobile is making extensive preparations for the Mardi Gras. Reported by Frank S. Reed.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

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Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked off punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Lapboards, white cards, 8 1/2 x 14, Per C., 1.50. Stamping Bingo Cards on same, Extra, per C., .80. Bingo Card Markers, in strips, 25,000 for 1.50. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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WANT Cookhouse, Rides and Shows that do not conflict. Concessions that work for stock, absolutely no graft. Have Fairs in North Dakota, Canada, Iowa and Missouri. Long season South. Ride Help and Foreman for new Shows-Whirl.  
BOX 184, St. Paul, Minn.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Wallace Bros.

MEMPHIS, Jan. 28.—The writer recently returned to quarters from a prolonged vacation with relatives in Pennsylvania and found much work had been done during his absence. Show occupies the three-story brick building on North Front street, formerly used by Zimdars Shows, and all trucks are stored in rear of the building. On the top floor is the paint department; woodworking and shops department are on the second floor, with sleeping quarters and storage space on the ground floor. Seven men are employed, with more to be added later. Fourteen new crests are being made for the Merry-Go-Round and the horses have received their annual coat of varnish. Chairplane has been overhauled and painted, while the Ferris Wheel has received its first coat of white paint.

Tilt-a-Whirl, new last season, has been touched up a bit, and the Loop-o-Plane and kiddie rides will be overhauled and painted. Three new tops and new banners have been purchased. Official opening has been set for the third week in March in a town near here and for the first two weeks out no gate will be used. Staff, which remains the same as the last two seasons, includes Ernest E. Farrow Sr., owner-manager; Walter B. Fox, general representative; Jack L. Oliver, business manager; Margaret Miller, secretary; Mrs. Dorothy Farrow, treasurer, and Ross Crawford, lot superintendent. Ernest E. Farrow Jr. is convalescing from a recent appendicitis operation at his parents' home here, but expects to return to school soon. William Wallace has been in a Murray, Ky., hospital almost all winter undergoing treatment for a ruptured blood vessel in his leg. Mrs. Amelia Wallace is wintering in Murray, as is Charles Q. Troop. Mr. and Mrs. M. F. Tillotson are in Indianola, Miss.; Arthur Sorrell and wife are in Sunflower, Miss., while William Avery is at his home in McComb, Miss. Mr. and Mrs. Abe Frank made a flying visit here recently and returned to their Clarkdale home the same day.

Recent visitors included James Loughlin, West Bros.' Shows; L. J. Heth, L. J. Heth Shows; Joe Galler, Buckeye State Shows, and Dr. F. H. Angel, Bald Knob, Ark. Reported by Walter B. Fox.

World of Fun

STAMFORD, Conn., Jan. 28.—With opening date near, shows' quarters activities at Greenville, S. C., will get under way soon with a crew of 10 starting work on all show fronts and painting and repairing of rides, owned by the management. A 150-foot Ten-in-One front, a 70-foot Minstrel Show tent also will be built. Jim Conley, of Conley Trio, has been contracted to furnish the free acts. The Conleys also will have a large Animal Show. Manager J. E. Steblar has returned from a trip thru Pennsylvania and New York, where he looked over the territory and also booked some fair and celebration dates. He's well pleased with the outlook for the next season. This will be the first time in 17 years that the show has played that territory. Many new faces will be seen on the midway this year.

Ray Simpson will operate the bingo, having been promoted from assistant to manager. Vera Steblar is going to great expense to improve her pop-corn stand. Joseph Steblar will return to quarters soon from Florida, where he has been vacationing. Whitey Davis, ride superintendent, will accompany him. Charles E. Morfoot has been signed as assistant manager and is at work in quarters. Reported by J. E. Steblar.

Model

ST. PETERSBURG, Fla., Jan. 28.—President W. R. Harris' new Greyhound Bar and Grill, which he opened recently, seems to be the mecca of all the show-folk here. C. J. Franco, general agent, is here talking over business of the show, which will open the first week of April, and play Eastern territory. He will leave for Baxley, Ga., quarters soon to start building three new show fronts and prepare for opening. Show will travel by trucks this year. Harris recently purchased five new trucks. Reported by C. J. Franco.

Crowley's

CORPUS CHRISTI, Tex., Jan. 28.—General Agent E. W. Wells returned to quarters here with contracts to furnish the midway attractions at Mansfield (Mo.) Ozark Summit Exposition; Conroe (Tex.) Montgomery County Fair; Liberty (Tex.) County Fair, Mt. Pleasant (Tex.) Fair and Stock Show; Montgomery County Fair, Coffeyville, Kan., and American Indian Exposition, Anadarko, Okla. He brought the new office wagon with him from Springfield, Mo., and equipment and files are being added.

Dad Britton, chief electrician, has the new transformer wagon ready, and a new Minstrel Show front, designed by Otis Vaughan, is under construction. Abner K. and Virginia Kline visited and their "movies" were enjoyed by all. Ticket boxes are ready for the scenic artist and quarters work is expected to be finished in 10 days, after which concessioners will do their building, repairing and painting. Fred Webster, former chief billposter, is wintering in El Dorado, Ark. Recent visitors included E. L. and Molly Stanton, Rev. E. S. Matheny, Fred and Nettie Hunter, Jack Rooney, Ed Bratt and family, Jack Dalton, Manny Levi, Alice Josephine Jones, Porter Loring, Rev. Carl Wirth, Charles Griesheimer, Allen Douds and Rev. John Campbell. Reported by Doc Waddell.



MRS. BERTHA (GYP) McDANIEL (right), operator of the Rocky Road to Dublin and the Arcade on the Johnny J. Jones Exposition, who has been on an extended sojourn in Cincinnati, will shortly be leaving for Dicie and the Jones quarters in Augusta, Ga., to prepare for spring work. She attended the Indiana and Ohio fair meetings. Shown here with Mrs. Claude R. Ellis, the girls seem to be reacting to some crack by Red Hicks or maybe Sunny Bernet.

Weyls

PAINESVILLE, O., Jan. 28.—Owner-Manager Ed Weyls with Business Manager Frank R. Graves have returned here from an extended business trip well pleased with results. Two sound cars, one in advance, will herald the show this season, with F. A. Todd, second agent, in charge of the advance car. Harry Froebes, European Swaying Pole act, has been contracted as one of the free attractions. The writer is recovering from a severe cold contracted during the recent and sudden changes of weather. Reported by R. L. Overstreet.

Smith's Greater

APEX, N. C., Jan. 28.—Activities are progressing in quarters here. New faces are arriving daily. Manager K. F. (Brownie) Smith has been attending fair meetings in several surrounding States the past two weeks and reports booking several good fairs and prominent celebrations for 1939. Show is to be enlarged this season. Shows' roster includes K. F. (Brownie) Smith, owner-manager; Mrs. K. F. Smith, secretary-treasurer; Ed Fuzz, lot superintendent; Karl F. Smith, manager Twenty-in-One;

Hawaiian Show, J. Berman; Joe Kenlaw, electrician; C. B. (Heavy) Whaley, foreman Merry-Go-Round; Al Smith, assistant; Eddie Kertz, Chairplane foreman; Harry Ware, assistant lot man. Wives of ride managers are in charge of the cookhouse here.

Several new shows and rides will appear on the show this season, with the organization playing North and South Carolina, Georgia, Virginia and Pennsylvania territory. Reported by Karl Smith.

Reynolds & Wells

WENTWORTH, Mo., Jan. 28.—General Manager Reynolds and the writer have returned to quarters here from the fair meetings in Milwaukee, Minneapolis and Winnipeg. Crew is being increased in order to have everything ready for opening. All show fronts are being rebuilt and rides repainted. Show has booked the fairs at both Mankato, Minn., and Marshalltown, Ia., again. W. H. (Buck) McClanahan has returned to get his equipment in shape, while Tex Baker, Ferris Wheel foreman, is overhauling the ride.

Al Kish is expected soon to supervise building of the Casa Loma, girl revue. Kenneth Price, Motordrome operator, reports from Providence that his wife underwent a serious operation there and that an infection developed. It will be some time before he can come to quarters. Mr. and Mrs. Reynolds are visiting in Corpus Christi, Tex. Management recently purchased two semi-trailers and tractors. Recent visitors were Fred Strombo, Strombo Shows; Dug Thomas, Dug Thomas Shows, and Mr. Campbell and Mr. Williams. Reported by W. J. Lindsay.

Buckeye State

NATCHEZ, Miss., Jan. 28.—General Manager Joe Galler has returned to quarters here after spending several weeks in Hot Springs, Ark. Quarters are in charge of Pat Brown, master mechanic and show is being completely motorized. All old equipment is being overhauled; several new trucks and trailers have been added and a new office wagon purchased. W. N. Clay arrived here on January 20 to direct repainting and remodeling work. Mr. and Mrs. Date Curtis have returned from their annual trip to the Everglades of Florida, as has Douglas Douglas. Mrs. Joe Galler is in good health and her pet parrot, Mickey, has been keeping her company.

Mr. and Mrs. Freer, who are installing a new cookhouse here, have their daughter and son-in-law as their guests. Mr. and Mrs. F. R. Rainey, bingo concessioners, have been here all winter. "Key Check" Harry is still doing business with local citizens. Visitors included Hugh Hart, paymaster Ringling circus, and Hoskins L. (Dud) Dertley.

White City

VENICE, Calif., Jan. 28.—With show slated to open February 18, quarters activity has increased. More men have been put to work, with Casey Taylor in charge. All equipment is being repainted; trucks overhauled and new lighting effects worked out. New office to replace the one wrecked last season has been built. It will serve as office and transformer unit and Manager Corey has ordered new transformer units to be placed in it, under supervision of Casey Taylor. Painting and lettering will be directed by Max Williams.

Staff, excepting Walton de Pellaton, who made other connections, remains the same, with C. F. (Ted) Corey, manager-owner; Mrs. C. F. Corey, president; Arthur Hockwald, general agent; Marge Corey, secretary-treasurer; Lucille King, special agent and publicity; Claude Renner, lot superintendent; Casey Taylor, superintendent of trucks and rides. Frank Forrest's Ten-in-One, as well as many of last season's concessions, has been booked. Joe Krug will have the cookhouse and Ethel Krug the sweet shop, while a new Girl Show, owned by Van Dees, and several shows under supervision of Frank Forest and Max Williams will grace the midway. May Collyer, high diver, and the Great Barrati, aerial act, will present the free acts. Former is a holdover from last season. Shows plan to play Oregon, Washington, Utah, Nevada, Idaho and California territory. General Agent Hockwald returned from a booking trip in the Northwest and reports conditions look favorable. He will leave soon on a scouting trip in Idaho and Montana. Many show-folk have visited here. Reported by Lucille King.

### Kline's Greater

HATTIESBURG, Miss., Jan. 28.—With good weather, much work is being done outside under direction of Glen Allen. Show opens here March 4 and folks are reporting every day. Manager Robert R. Kline returned from a business trip, and while away purchased six new trailers from the Fruehauf Trailer Co. Harold Griffen will have charge of the new corn game and also has his new sound truck booked. Theodore Meadows is the new electrician. Construction has started on the marquee and the new Girl Revue and Minstrel Show fronts. Rides have been overhauled and new lighting effects installed.

Mrs. Robert R. Kline is in Chicago on business for the show and while there will buy new wardrobe for the Girl Revue. N. C. Pettit and family are spending the winter in Tampa, Fla. With them are Mr. and Mrs. C. Hopper, who have signed their fishpond with the show for 1939. Visitors included Doc Bass, Harold Griffen; John L. Murray, Fruehauf Trailer Co., and R. D. Burrow, International Equipment Co. Dick Gummells will be in charge of the billposting truck. He is wintering at his home in Dolton, Ala. W. D. (Rube) Wadley is in the North lining up dates. Reported by Joe Cussack.

### Miner's Model Exposition

PHILLIPSBURG, N. J., Jan. 28.—Quarters activities are slated to begin soon. A new top for the kiddie auto ride has been ordered, as have new lights for the Ferris Wheel and tubs for the Baby Octopus. Two concession tops have been purchased from Leroy Krauss.

Mickie Vagtell reported from Georgia that he will have a new pop-corn stand with the shows this season. Showfolk re-signed for 1939 include Meyer Pimentel, Raymond Parker, James Brown, Willie Stout and Blackie Stain. R. H. Miner Jr. will take out a ride unit for his father. He has 10 spots booked, and Owner Miner has purchased a new house trailer for him. Reported by R. H. Miner Jr.

### Fuzzell's United

NORTH LITTLE ROCK, Ark., Jan. 28.—Work is progressing in quarters here. Among recent visitors were Mr. and Mrs. Abner K. Kline, of Eyerly Aircraft Corp., and Milford Smith, Baker-Lockwood, who was given some orders for side show and other tent equipment. General Manager Fuzzell has contracted a local building concern to erect a permanent building to house his shows and a new electrical truck is being constructed. A modernistic arch is being built and W. J. Dunne reports that he has ordered new banners and bally cloths for his Museum of Oddities, and that Professor Wade's Mentalist and Temple of Knowledge acts have been contracted. Harold Clippard again will have charge of the bingo with Goldstone's concessions, assisted by Bill Krug and Otto Robisch.

Jimmy Stepina will manage Mrs. Goldstone's fishpond and George and Ruth Heiman have signed as managers of the Midway Cafe, making their fifth season in that capacity. Mr. and Mrs. Barney Rambo will direct the ham and bacon stand for the second consecutive season. Mr. and Mrs. F. W. Pratt have purchased a new car to haul their pop corn and peanut stands. Pratt also will handle the mail man and *Billboard* agent chores. General Manager Fuzzell, accompanied by his publicity agent, left for an extended tour of the North. Mrs. Fuzzell recently entertained a number of show-folks with a buffet lunch and refresh-

ments. All reported an enjoyable time. Reported by R. W. Pratt.

### Krekos West Coast

OAKLAND, Calif., Jan. 28.—With the season opening set for March 25, quarters activities will get under way February 1, with Ralph Deering in charge of the construction department. Twelve men will be used in the painting and carpenter departments under Angelo Terrilla's direction. Ralph Deering will have charge of the new transformer wagon, transformers and the lighting towers which are to be constructed. Charles Walpert again will have two concessions and bingo, while Harry Meyers will be back again with two concessions. Charles Youngman also will have two concessions, as will Christenson, of pop-corn note.

Ed Helwig will have the ball games, while Martin Arthur again will have the major side shows. William T. Jessup, general agent, contracted several festivals and fairs upon his return from the Oregon fair meetings. Among them was the annual Klamath Falls (Ore.) Buckaroo Days and Elks' State convention. Manager Mike Krekos has been lining up attractions and getting ready to open his No. 2 show. George Kocan is busy with his night club in San Francisco. Louie Leos, shows' auditor, is wintering in Paris, France. He expects to return about March 1. A. H. (Bert) Lea, manager-secretary Oregon Multanomial Fair, Portland, visited the writer last week and both visited the Golden Gate International Exposition. Arthur Craynor, of the shows' promotional staff, left for Los Banos, Calif., to prepare for the shows' appearance there. Hans Jackaro, *Billboard* agent, also will have charge of the adjustment department. Reported by Mike Krekos.

### United American

NORTH LITTLE ROCK, Ark., Jan. 28.—Owner-Manager C. A. Vernon returned to quarters here January 5 after a six-week vacation in Texas. Quarters are now officially open, with a crew of 10 at work. L. E. Harvey, electrician, is building a new lighting system. Wayne Herndon, master mechanic and builder, is remodeling the Mix-Up and building three new fronts. Management recently purchased a Dodgem.

J. C. Wilson has re-signed his eating emporium, Baby Ride and Penny Arcade with the show. Al Zeldman, manager of Mrs. Vernon's corn game for the past four years, will be back again, while C. C. Vernon, C. A.'s brother, will join the official staff as secretary. His daughter will be private secretary to Owner Vernon. P. H. Hill's Girl Revue has been re-engaged. Reported by S. Evans.

### Hilderbrand's United

LOS ANGELES, Jan. 28.—With the many counter attractions slated for the West Coast for 1939, shows are rushing their 1939 edition to rapid completion to take the road in March. Owner O. H. Hilderbrand and General Manager Everett W. Coe are sparing no expense in attempting something different for the coming season. Numerous giant Hollywood Klieg lights will be installed and the circus side shows will feature novel fronts and lighting effects. Management is attempting to obtain the same effects on a small scale as an exposition, and Hilderbrand and General Manager E. W. Coe report they have created something new in the line of traveling carnivals. Reported by Walton de Pellaton.

### Lee Bros.

NORTH TOPEKA, Kan., Jan. 28.—Owners Coleman Lee, better known as Curly Lee, and S. O. Lee have moved show equipment here and quarters work will get under way about the middle of February. All equipment is almost new and will not require much work, just a little touching up. Show will be motorized this season will be its first on the road. Management plans to open some time in April and play the Middle West. S. O. Lee purchased a Merry-Go-Round recently and has moved it to quarters here.

There are several show people wintering in Topeka, and visitors included are Nelson Wells and wife, of Frisk Shows; C. H. Brewer and wife, Ray Armstrong, Harry Bass and Jim Hart. Coleman Lee left on a 10-day business trip, and Ben Kast has booked his concessions. Reported by Mrs. C. Lee.

## NEW ENGLAND MOTORIZED CARNIVAL, INC.

Opens Middle of April Near New York City

CAN PLACE Loop-o-Plane (Dick Smith, write), Whip or any other Flat Ride.

SHOWS—Will furnish new fronts and tops for reliable showmen. What have you? Carol Miller, write. Can place Monkey Show, Snakes, Illusion, 10-in-1. Special proposition given Motordrome and Fun House. Can place Penny Arcade (Bill De Vault, write).

CONCESSIONS—Cook House, Pop Corn, Bingo and Diggers booked. All other Concessions open. No exclusives on Wheels or Grind Stores.

FREE ACTS—Have booked Captain Buster Gordon's New Cannon Act. Captain Gordon being shot over two Ferris Wheels. Have also booked Captain Gordon's sensational Water Act consisting of four people.

FAIR SECRETARIES—We have a few Fair Dates open. Will be pleased to hear from you, or will see you at Albany Fair meeting.

RIDE HELP—Communicate with P. S. McLAUGHLIN, Business Manager, 33 Crissman St., Forty Fort, Pa. All others address

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## HILDERBRAND'S UNITED SHOWS AND COMBINED CIRCUS

On 16th Annual Tour of the Northwest

Playing the best Celebrations, Fairs and Still Dates.

### WANT SHOWS

Ten-in-One. Will furnish complete tent and banner line, and will offer special inducement to a real show.

Mechanical Show — Fun House — Motor Drome.

### WANT RIDES

Tilt-a-Whirl — 8-Car Whip.

### WANT CONCESSIONS

Frozen Custard — Fish Pond — Bumper. No coupons. Other Ten-Cent Concessions, write.

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Los Angeles, California

Winter Quarters, 14th at Alameda Street.

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THIS WEEK and EVERY WEEK

## HAPPYLAND SHOWS, Inc.

### Can Place a Good Side Show

This Show has been efficiently and profitably operated by John T. Rea over the same territory, on our Midway, for the past five years. It is only through the mutual desire of Mr. Rea and the management, for a change of scenery, that we are in a position to contract a new show. A contract with us will assure its owner every co-operation on our part to make 1939 a pleasant, profitable season, now completely booked in excellent territory. An inquiry will bring you a very attractive proposition.

Openings Available for Other Showmen With or Without Outfits.

JOHN F. REID  
3633 SEYBURN ST., DETROIT, MICH.

WILLIAM G. DUMAS  
GIBSONTON, FLORIDA.

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

# Museums

Address Communications to Cincinnati Office

## Lauther's Oddities Biz Continues Satisfactory

PITTSBURGH, Jan. 28.—Cold and stormy weather continued to hold sway here, but warmed up enough on Saturday to give Carl J. Lauther's Oddities on Parade the biggest single day business of the engagement. Unit is now in its sixth week here, and business is still above expectations, despite the weather.

Harley Rogers, billed as Pretzo, the Human Pretzel, is slated to join next week. Ralph Sprague is constructing a glass engine to be used as a window bally. Carl Lauther Jr. celebrated his 17th birthday anniversary on Wednesday. Herbert Walberg and Raleigh Branderberg have been alternating on front ticket box. Cavilla, one-man band, left for his home in Charleston, S. C., on business.

Manager Lauther is planning to construct two new midway shows for the coming season. Reported by Paul D. Sprague.

## Weather, Tie-Ups Help Kortés in New Orleans

NEW ORLEANS, Jan. 28.—Pete Kortés' World's Fair Museum's stand here this week was featured with a party on Friday afternoon when over 600 orphans were the guests of Mayor Bob Maestre and Owner Kortés. Ticket sales were suspended for three hours while the kiddies roamed the exhibition hall. At the

conclusion of festivities each was given a sandwich and soft drink and a personal gift from the mayor in the form of a book.

Business during the eighth week held up well with weather conditions favorable. George Rody, accordion and leader; Eko and Iko, xylophones, banjo and guitar; Allan Greenstreet, banjo; Thelma and Doris Parent, accordion and ukulele; Hoppie, frog boy, musical saw, and Jack Halligan, mentalist, guitar and soloist, presented a musical Jamboree over Station WWL recently. Reported by Roy B. Jones.

## Philadelphia Houses

PHILADELPHIA, Jan. 28.—Eighth Street Museum enjoyed good business this week with the following: Musical Johnson; Ernie Magill, comedy cartoonist; Selko, magician; Poses Plastique and illusions. Dancing girls are in the annex. South Street Museum reported the best business of the season this week. Attractions include Margery White's Jitterbug Revue; El Diablo, hot iron demonstrations; Harry Wilson, human enigma. Dancing girls and Prince Singh, mentalist, are in the annex.

## MIDWAY CONFAB

(Continued from page 45)

Shows, visited *The Billboard* Cincinnati offices last week while en route from Chicago to the Tampa (Fla.) Fair. At conclusion of the fair he plans to leave

for the Shreveport, La., quarters of the Hennies organization.

TED C. TAYLOR cards that General Agent Joe J. Fontana, L. J. Heth Shows, recently visited the Funland Shows quarters in Marietta, Ga., and reported some good bookings and a better outlook for 1939 than last season. Joe was general agent and secretary of the Funland organization two seasons.

NORMA NORMAN cards from Seattle: "Wintering here seems an endless activity of meeting showfolk. The town seems full of them. Have been presenting my sex exhibitions at the Star Theater under Hal Compton's management. Louis Louise, my sister, is wintering in Tampa, Fla."

MICKEY WARD, past two seasons with the side show on the James E. Strates Shows, is wintering in Washington, D. C., where he is in charge of the Polle Parking lots. He reports that Alice Pet Burns, formerly with W. H. Smith's side show, is wintering there and will return to the road next season.

GEORGIA, Alabama, Mississippi and Louisiana committees wishing to raise money for their organizations get in touch with us. We have dates open during February and March. Will book shows, rides and concessions for our long string of 20 fairs. Have three signed with 17 pending. Positively will not play any still dates; all celebrations.—*Suit & Case's Enshrouded Playland.*

MAX GOODMAN, Goodman Wonder Show, stopped off in Chicago on his way back from the Northern winter fair meetings and conferred with his general agent, C. W. Finney. Max intends to look over work at quarters in Little Rock, Ark., then relax a while at Hot Springs, Ark.

BILL POWELL pens from Los Angeles: "Attended the Pacific Coast Showmen's Association Banquet and Ball here, making it a grand slam as I also made the National Showmen's Association and Showmen's League of America affairs. Among the few Easterners here were Lew Dufour, Mr. and Mrs. Walter K. Sibley, Mrs. Bertha Melville and Nate Miller."

JAMES DEWEY, general agent for various carnivals for the past 15 years and who was associated with Russell Bros.' Circus in 1935, has been signed as general agent and placed in charge of advertising, publicity and promotions with the Funland Shows for 1939, reports Ted C. Taylor. Dewey is in quarters at Marietta, Ga., and has begun his duties.

SOME carnival managers who do not own and operate the money-making attractions on their midways carry a number of attractions that lose money annually. They take this loss on their own shoulders while a number of small-salaried shows mop up and are operated by independent showmen. Naturally, these "loss shows" are carried to provide a higher type of amusement for midway patrons. But why not take a little sweet with the bitter?

JACK GALLUPPO letters from Plainfield, N. J., that he has recovered from a recent attack of the flu, causing him to spend the holidays in bed. He says that Al Crane, Long Island, visited him

# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 28.—During the past few days there have been some developments in connection with the wage and hour law activities in which the carnival industry will undoubtedly be interested. In a report filed by Elmer F. Andrews, wage-and-hour law administrator, with Congress he declares in substance that surveys by his department have failed to produce evidence of any widespread layoffs resulting from adoption of the new labor standards. In fact, it is his claim that there was slightly more employment in December, 1938, than the seasonal increase from September to November, 1938. From figures submitted by Administrator Andrews, he estimates that the minimum 25-cent-per-hour wage rate affects only about 300,000 workers, and that less than 1,500,000 received shorter hours or overtime pay as the result of the 44-hour work week.

However, the administrator recognizes deficiencies in the present Fair Labor Standards Act, and has recommended certain amendments as follows: (1) Simplification of the law without a change in its fundamental principles. (2) Incorporation in the law of provisions relieving the employer from retroactive penalties where he operates pursuant to advice of the administrator and later finds that the advice is bad by reason of a court decision. (3) Further definition of area of production insofar as it affects agriculture.

Principal amendment of interest to the carnival industry is, of course, the second, which provides for elimination of retroactive penalties. Confusion has arisen as the result of the specification of definitions of general terms incorporated in the act by Congress, and the administrator has pointed out that, although he can advise employers on some questions, there is always a possibility that a court will overrule his decision. Whether the amendments desired by the administrator will be adopted is something no one can predict at this time, although it is reasonable to expect that some changes in the act will be made.

recently and both enjoyed a swell Italian dinner. Jack is working on a concession deal with officials of the New York World's Fair.

EDWARD K. JOHNSON was pleasantly surprised recently in Columbia, Tenn., while en route to the Columbus (Ga.) quarters of the Blue Ribbon Shows, of which he is general agent, when Mr. and Mrs. E. B. Braden, who were visiting with E. B.'s sister, happened to see Johnson sitting in the lobby of the Hotel Bethel. The Bradens wouldn't take no for an answer, with the result that Johnson was their guest at a delectable dinner in the home of Mrs. A. B. Goldman, Braden's sister. Others in on the party were Mrs. Ben Chapman, Mrs. F. M. Braden and Clyde Foster, who owns carnival grounds in Columbia.

# GRUBERG'S WORLD EXPOSITION SHOWS, Inc.

Show Opens Early in April in North Carolina

We Have Contracts With the Following Southern Fairs

LUMBERTON, N. C., FAIR	DURHAM, N. C., FAIR
CLINTON, N. C., FAIR	GEORGETOWN, S. C., FAIR
CONCORD, N. C., FAIR	BEAUFORT, N. C., FAIR
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NOTE—We will announce in *The Billboard* on February 20 five more outstanding Northern Fairs.

CAN PLACE Showmen with real carnival experience at all times.

WANTED—Fat People. We have a beautiful framed outfit for Fat Show on percentage basis. WANTED—Manager to take complete charge for beautiful framed Girl Show Revue. Prefer one that has costumes. WANTED—Musicians and Performers for Plantation Show. Will book Midgets. We have beautiful framed Midget Show.

WANT CONCESSIONS. Will sell exclusive on Wheels and Grind Stores, Palmistry, Diggers, etc. Will sell exclusive Popcorn, Peanuts and Candy Apples.

WILL BUY OR BOOK Octopus and Rolloplane.

WANTED—Ride Help of all kinds. Must be sober and reliable. Foreman for 8-car Whip and Foreman for Tilt-a-Whirl.

HAVE FOR SALE—12-Car Lindy Loop, good as new. A real bargain. Complete Wax Show with 25 figures. Beautifully framed. Cheap.

MAX GRUBERG, Manager, P. O. Box 101, Philadelphia, Pa.

# WHITE CITY SHOWS, Inc.

OPENING FEBRUARY 18, NEAR LOS ANGELES.

WANT RIDES—Octopus, Rolloplane, Baby Rides.

WANT SHOWS—Fun House, Animal Show, Manager for Athletic Show.

WANT CONCESSIONS—Will sell X on Corn Game. Want Palmistry, Watch-La, Diggers, Cigarette Shooting Gallery, Fish Pond, Penny Arcade or any other Legitimate Concession. No Wheels or Coupons.

Want Ride Help That Can Drive Semis.

40 WEEKS IN THE WEST.

All Address: C. F. COREY, Mgr., 1839 S. Main St., Los Angeles, Calif.

# IDEAL EXPOSITION

WANTS FOR SEASON

1939 OPENING IN CHARLOTTE, N. C., APRIL 3.

YOUNG, GOOD-LOOKING GIRLS—Specialty Dancers, Chorus Girls, Girls for Posing Show, Blues Singer and Rhumba Dancers. Prefer two Latin Girls. Also Piano Player, High Class Talker for Posing Show and Ticket Sellers. These are office shows. Salary paid every week by the office. Mr. Click never misses a pay day. McGary and Jack Ward write.

Address: PETE THOMPSON, 516 East Kingston Ave., Charlotte, N. C.

P. S.—For Sale. 4 for 10c Picture Machine. A-1 condition.



A PORTION OF THE CROWD of 3,041 which visited Pete Kortés' World's Fair Museum, exhibiting on the main stem in New Orleans, on January 7. On the following day 2,485 paid to witness the show, boosting total attendance for six weeks to an estimated 50,000. Kortés opened a No. 2 show on South Rampart street in the Mardi Gras City on January 14, with Hank Goudy handling the managerial reins. Picture, furnished by Roy B. Jones, was snapped by an Item-Tribune staff photographer.



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Vent Dialogues requiring no lip movement,  
\$2.00 each. Three Dialogues, \$5.00. TIZZARD,  
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new features, everybody buys; 200% profit;  
particulars, sample 10c. SIMMONS, 315 East  
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**AGENTS—300% PROFIT SELLING GOLD LEAF**  
Letters for store windows. Free samples.  
METALLIC CO., 439 North Clark, Chicago. x

**AGENTS - DISTRIBUTORS — EARN BIG COM-**  
mission selling Newest Razor Blades. Keener,  
smoother, 10-20 shaves to each blade. Re-  
peat sales build business. Write for terms and  
sample to MARIPOSA, 116 Broad St., New York. x

**ATTENTION, SUBSCRIPTION SALESPERSONS—**  
If you work east of Rockies and north of  
Mason-Dixon line, write for proposition.  
AMERICAN POULTRY JOURNAL, 538 S. Clark,  
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**BE YOUR OWN BOSS — OPERATE USED-NEW**  
Clothing Business from store, home, auto.  
Up to 300% profit. Everything furnished.  
Catalog free. PORTNOY, 566-B Roosevelt, Chi-  
cago. fe4x

**BEAUTIFUL BIRD PICTURES — HANDSOME**  
and genuine feathers. Sell on sight! Large  
profits! Free particulars. Samples, 10c stamps.  
MARQUEZ-BAQ, Apartado 1176, Mexico City. fe4x

**BIG MONEY TAKING ORDERS—SHIRTS, TIES,**  
Hosiery, Underwear, Pants, Uniforms, Dresses,  
etc. Sales equipment free. Experience un-  
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**EXPERIENCED RURAL ROUTE SUBSCRIPTION**  
Men wanted for Attractive Club National  
Magazines. Liberal proposition. PUBLISHER,  
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**JOBBERS — "WEDDING RING PUZZLES."**  
Samples 35c; gross \$18.00. Production ma-  
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profit 30% by working for us. Write PUBLISHERS' CIRCULATION SERVICE, Inc., Dept. F, 407 S. Dearborn, Chicago. fe4x

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ceptional. Sell by mail. Use our powerful  
literature. Big profits. Particulars free.  
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Maine forests. You can't miss. New Eng-  
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Classes—Big laugh. Send 15c samples. Partic-  
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Selling, Profitable Items. Athlete's Foot  
Ointment; Corn, Callous Liquid; Foot Shampoo.  
Beautiful meritorious packages. Sample 25c.  
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Articles. Free Directory and other valuable  
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Macaws for Pets and Shows. List free. SNAKE  
KING, Brownsville, Tex. fe11

**ANIMALS, BIRDS AND REPTILES—IMPORTED**  
direct by MEEMS BROS. & WARD, INC.,  
Oceanside, N. Y. Write for wholesale price  
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**BABY RHESUS MONKEYS, \$7.00; 4 AT \$25.00;**  
Odorous Skunks, \$5.00; Female Canaries,  
\$7.00 dozen; Parakeets, \$12.00 dozen; Star-  
lings, \$12.00 dozen. FRANK LAMB, 5792  
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**FOR SALE — LIVE PORCUPINES, \$4.00 FOR**  
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**FOR SALE—LARGE, GENTLE FEMALE ELEPH-**  
ant; does nice act; cheap for cash.  
F. O. B. New York. CAPT. V. H. WALKER,  
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**YOU CAN ENTERTAIN FOR ALL OCCASIONS**  
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Catalog 10c. BALDA ART SERVICE, Oshkosh,  
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ness of your own. Details for 3c stamp.  
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**PITCHMEN! SOLICITORS! — MAKE EXTRA**  
money with new Stamping Outfit. Stamp  
Checks, Plates, Fobs. Catalog 69-B free.  
C. H. HANSON, 303 W. Erie, Chicago. x

**TEN CAREFULLY SELECTED PROFESSIONAL**  
candy formulas; all fast sellers and easily  
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ditioned Machines, Payouts, Phonographs,  
Legal Machines. Write today and save money.  
ADGER NOVELTY, 2546 N. 30th St., Milwaukee,  
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**AAA-1 RECONDITIONED—100 UP-TO-DATE**  
Counter Machines, \$4.00 and up; 50 Skee  
Ball Games, all types, in excellent condition,  
at \$27.50 and up. Floor Samples, Novelty  
Games, Pay Tables and Counter Games at re-  
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Times R. H., \$85.00; Aksarben, \$45.00;  
Derby Time, \$59.50; Fleetwood, \$34.50; Preak-  
ness, \$19.50; Center Smash, \$14.00; Bally Re-  
serve, \$16.50; Mercury, \$8.50; Beaglemie,  
\$19.50; Ski High, \$16.50; Fairground, \$45.00.  
Your choice, \$10.00; Caroms, Photo Finish, Hit  
and Run, Hi-De-Ho. THE MARKEPP COM-  
PANY, Cleveland, O. x

**ALL LEGAL MACHINES—10 HERCULES ONE**  
Way Penny Grip Testers, \$7.00 each; 5  
A. B. T. Big Game Hunter Penny Pistol  
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**A. B. T. MODEL F TARGET SKILLS, \$15.00**  
—Three Way Grip Testers, \$3.00. Perfect con-  
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**DIGGERS — ERIE, BUCKLEY, MERCHANTMAN.**  
Mutoscopes, Iron Claws, cheap Arcade Ma-  
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**CLEANING HOUSE — REAL BARGAINS FOR**  
quick action. Every machine guaranteed  
perfect. Evans' Bangalls, \$75.00 (Red  
Cabinets); Track Time, \$30.00 (Red Head);  
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THE P. K. SALES CO., 6th & Hyatt, Cam-  
bridge, O. x

**FEBRUARY BARGAINS—LATE MODEL BALLY**  
Reserve and Daily Dozens, \$12.50; Golden  
Wheel, \$13.00; Silver Flash, Airways, Forward  
March, Long Each, \$10.00; Bumpers, \$4.75;  
one 10c Mills Golden Vender, \$17.50; 5c  
Waiting Single J. P., \$7.00; Bally Mill Wheel, \$5.00;  
Reel Spot, \$4.00; Daval Derby, \$8.00. Deposits.  
WEST COAST AMUSEMENT CO., 820 S. Lisbon  
Ave., Tampa, Fla. x

**FOR SALE OR TRADE—WANTED BANG-A-**  
Deers or Wurlitzer 616. For sale, 25 Deuces  
Wild, each \$11.50; 25 Mills Fruit Kings, used  
two weeks, each \$16.50; 10 Daval Tallys with  
Fruit Reels, each \$17.50; cannot be told from  
new. 1 5 cent and 1 10-cent Jennings Chiefs,  
serials over 127,000, each \$27.50; 1 10-cent  
Mills Blue Front C. A., \$37.50; 1 5-cent Mills  
Extraordinary, \$30.00; 2 Bally Reserve, late  
model, each \$11.50. One-third deposit, bal-  
ance C. O. D. CLINTON VENDING MACHINE  
COMPANY, Clinton, Ia. x

**FREE — ASCO'S NEW 1939 LIST OF USED,**  
Guaranteed Perfect Vending Machines now  
ready. Write ASCO, 383 Hawthorne Ave.,  
Newark, N. J. tfx

**GOODBODY'S BARGAIN LIST IS WAITING**  
for You. Buy, Sell or Exchange. GOOD-  
BODY, 1824 East Main St., Rochester, N. Y. fe18

**LOWEST PRICES ALL TYPES EQUIPMENT —**  
Jobbers and operators write for used equip-  
ment. Post card will bring latest price list.  
MARION COMPANY, Wichita, Kan. fe18

**NORRIS PENNY NOVELTY VENDERS—PORCE-**  
lain, \$4.00; Aluminum, \$3.75; Tom Thumb  
Peanut Venders, \$1.50. Machines like new.  
WHITT NOV. CO., Columbus, Kan. fe18

**SACRIFICE — TEN A. B. T. MODEL F GUNS,**  
excellent condition, \$12.00 each. JACK  
ARNO, 1043 E. 9th St., Brooklyn, N. Y. x

**SPARKS, \$19.50; PENNY PACKS, \$7.50;**  
Zephyrs, \$9.50; Centasmokes, \$7.50; Smoke  
Reels, \$17.50; Reel Races, Reel Dice and Reef  
21, \$4.50; Q. T., \$29.50 and \$35.00; World  
Series, \$95.00; Hi-Ball, \$39.50; Hoops, \$19.50;  
A. B. T. Targets, \$12.50; 120 Pack Cigarette  
Venders, \$19.50; Turf Champs, late model,  
\$29.50; Paramount, \$49.50; Odd Ball, Jitter-  
bug, Peachy, St. Moritz, \$40.00 each; Zeta,  
\$29.50 and \$34.50; World's Fair, \$35.00;  
Thunderbolt, \$35.00. LEHIGH SPECIALTY CO.,  
2d and Green Sts., Philadelphia, Pa. x

**TEN PREAKNESS, \$25.00; FAIRGROUNDS,**  
\$50.00; one Gottlieb Multiple Races, \$50.00;  
one Mills Big Races, \$39.50. Sell or trade for  
Gottlieb Grippers. FRED W. LAVELL, E. 517  
Sinto Ave., Spokane, Wash. x

**USED CIGARETTE MACHINES OF EVERY**  
description. The most complete line in the  
country. List on request. CHINE COMPANY, Inc., 1353 Washington St.,  
Boston, Mass. x

**WANTED—MILLS CHERRY VENDERS, MELON**  
Venders, with or without Milco. Write  
H. C. COIN COMPANY, 224 N. Weadock,  
Saginaw, Mich. x

**WILL TRADE WURLITZER AUTOMATIC**  
Phonograph for 36 Number Roulette Outfit  
or Carnival Wheels, Salesboards or Merchandise.  
O'BRIEN, 89 Thames, Newport, R. I.

**WILL TRADE WURLITZER PHONOGRAPHS,**  
Cigarette Machines, Waiting Scales for Track  
Times, Vest Pocket Bells, Q. T. or Groetchen  
Columbus. O'BRIEN, 89 Thames, Newport, R. I.

**WURLITZER GIGA PHONOGRAPH PRAC-**  
tically brand new, will sacrifice \$95 cash.  
Send deposit to cover transportation charges.  
Will ship C. O. D., balance with examination  
privileges. J. W. UNDERWOOD, Dell Rapids,  
S. D. x

**5¢ BALL GUM, FACTORY FRESH, 11c BOX;**  
Tab, Stick, Midget Chicks, every Vending  
Gum. AMERICAN CHEWING, Mt. Pleasant,  
Newark, N. J. fe4x

**7 BELL SLIDES, \$7.50 EACH; 2 CHANGE MAS-**  
ters, \$10.00 each; 2 Dial Venders, \$27.50  
each; Dixie Domino, \$6.50; 62 Deuces Wild,  
\$12.50 each; 10 Fruit Kings, \$17.50 each; 10  
Kounter Kings, \$17.50 each; 1 Merry Go Round,  
\$4.00; 2 Mill Wheels, \$5.00 each; 6 Puritan  
Bells, \$5.00 each; 2 Skill Draws, \$8.50 each;  
25 Tallys, \$18.50 each; 5 Wild Deuces, \$17.50  
each; 6 Zephyrs, \$8.00 each. Some of above  
machines with original boxes, slightly used. All  
A-1 condition. 4 Dux, \$5.00 each; 15 Stoner  
Races, \$5.00 each; 4 Speeds, \$5.00 each; 1  
Track Meet, \$6.50. One-third deposit, bal-  
ance C. O. D. All orders under \$20.00, full  
cash with order. Prices F. O. B. Miami. SOUTH  
FLORIDA AMUSEMENT CO., INC., 4435 N. W.  
second Ave., Miami, Fla. x

**5c CANDY BAR VENDING MACHINES, WITH**  
enclosed metal stand having a locked stor-  
age compartment like new or completely re-  
conditioned. 2 Column 36-Bar Capacity,  
\$10.00; 4 Column 72-Bar Capacity, \$17.50,  
and 6 Column 108-Bar Capacity, \$25.00. Write  
NATIONAL FINANCE CO., 999 Second Ave.,  
S. W., Cedar Rapids, Ia. fe11

**10 DAVAL SMOKE REELS, \$10.00 EACH; 10**  
Cottlieb Single Grippers, \$7.00 each; 10 ABT  
Model F Targets, \$10.00 each; 10 Jennings' 1c  
Five Jacks, \$5.00 each. WELCH VENDING MA-  
CHINE CO., 1500 7th St., Parkersburg, W. Va.

**40 2-COLUMN 5c CHOCOLATE BAR MA-**  
chines, \$5.00 each; 48 1c Advance Machines,  
large size, 150 capacity, \$6.00 each. IMPERIAL,  
2015 Market St., Philadelphia, Pa.

**75 STEWART & MCUIRE 1c GUM AND 25**  
Heide Candy Machines—Some of these are  
just slightly used, others three weeks. Whole  
or part, \$10.00 each. 1/3 deposit with order,  
balance C. O. D. BRUNNER SALES CO., 84  
Oakland St., Manchester, Conn. fe4x

**75 NATIONAL JERGENS 1c LOTION DIS-**  
pensers—Latest model, practically new. Will  
trade. Make offer. PAUL BURCH, 1845  
Grand, Denver, Colc. fe11

**100 DIFFERENT KIND VENDING MACHINES**  
—Always something different. Write for  
our low price list. RAKE, 5438 Woodland Ave.,  
Philadelphia, Pa. fe4

### COSTUMES, UNIFORMS, WARDROBE

**A-1 WINTER COATS—FUR TRIMMED, \$3.50**  
up; Costumes, \$1.00; Hulas, \$3.50. Bar-  
gains. C. CONLEY, 310 W. 47th, New York  
City.

**BARGAINS — FLASH BAND COATS, CAPS,**  
Orchestra jackets, Trunks, Tent Curtains,  
Cycles, Fans, Overcoats, Minstrel, Illusions, Bus.  
WALLACE, 2416 N. Halsted, Chicago. x

**INDIAN RELICS, BEADWORK, CURIOS,**  
Indian, Old Glass, Catalogue 5c; 5 Arrow-  
heads, 20c. Eagle Feather Indian War Bonnet,  
\$9.00, fine. INDIAN MUSEUM, Northbranch,  
Kan. x

### FORMULAS

**EXPERT ANALYSIS—RESEARCH, INDUSTRIAL**  
Development. Newest guaranteed Formulas.  
Biggest catalog free. Nominal prices. GIBSON  
LABORATORY, Chemists, BH-1142 Sunnydale,  
Chicago. tfx

**FORMULAS—LATEST MONEY MAKERS.**  
Write for free literature describing newest  
Formulas for Fast Sellers. H. BELFORT, 4042  
N. Keeler, Chicago. x

### FOR SALE—SECOND-HAND GOODS

**CORN POPPERS—GASOLINE, ALL ELECTRICS,**  
Giant Cored Popping Kettles, Long-Eakins  
Rotary, Caramelcorn equipment. NORTHSIDE  
CO., 1925 10th, Des Moines, Ia. x

**COTTON CANDY MACHINE — LATE MODEL**  
Nashville. Used three weeks, \$65.00. Will  
ship subject to examination, \$10.00 deposit.  
H. G. FEES, 2706 Logan, Des Moines, Ia.

**FOR SALE—BIG GAME TROPHIES, FINEST**  
private collection in the U. S. 2 Bighorn  
Sheep, 3 Caribou, 4 Mountain Goats, 2 Moose,  
3 Mule Deer, 2 Bear Rugs. W. B. GAMBILL,  
Grandon, Wis.

**MONSTER SET ELK ANTLERS, \$15.00; BEAU-**  
tiful Silver Fox Scarf, \$40.00; Open Mouth  
Wool Rugs, \$12.50 each. STRANGE'S TAXI-  
DERMY, Clarkston, Wash. fe4

**POPCORN MACHINES—CRISPETTE, CARMEL-**  
crisp, Cheezekist, French Fried, Potato Chip  
Machines. LONG-EAKINS CO., 1976 High St.,  
Springfield, O. fe25x

**140 PAIRS CHICAGO ROLLER SKATES, —**  
\$150.00 takes all. See them you will buy.  
Size ones to nine. D. WEAGENER, Macomb,  
Ill. x

### FOR SALE—SECOND-HAND SHOW PROPERTY

**AEROPLANE SWINGS — STATIONARY PARK**  
Model. Made by W. Ely Co. Cost new  
\$7,500. Sixty foot Tower, six Aeroplanes. No  
electrical equipment. Needs paint, few minor  
repairs; otherwise very good condition. Stored  
near-by. With proper lighting will make won-  
derful flash and money-maker. This ad tells  
whole story. Will consider any reasonable cash  
offer. What am I offered? F. O. B. Cars? BOX  
45, Forsyth, Ga. x

**ARCADE MACHINES — ALL TYPES. THREE**  
Electric Penny Pitches, Transformers, Bells, Twenty dollars each complete. **JOE FREDERICK**, 2432 Smith, Detroit, Mich.

**BARGAINS — CAROUSELS. TWO PORTABLE**  
40 Ft. Spillmans, two abreast, \$1,250.00; three abreast, \$1,750.00. Both complete with good organs and power units. Fine condition. Write **KENT AMUSEMENT CORP.**, 5410 Gwynndale Ave., Woodlawn, Md.

**NINE IRON CLAW DIGGERS—TOP, FRAME,**  
etc. Ready to operate. **LA BELLE**, 8209 10th St., Sulphur Springs, Fla.

**SEVERAL SLIGHTLY USED 2907 GAMES—**  
List free. **"POP" BAKER**, 2907 W. Warren, Detroit.

**SIXTEEN AND TWENTY-FOUR SEAT CHAIR-**  
planes—Motor, Fence, Ticket Box. Sixteen-foot House Car. **CALVIN GRUNER**, Pinckneyville, Ill.

**SPILLMAN TWO-ABREAST 32 FT., \$2,500.00;**  
Allan Herschell, \$1,650.00; Whip, \$700.00; also Chair-o-Plane. Will buy 2,000 ft. Miniature T-Rail. **J. B. ALEY**, Route 4, Anacostia, D. C.

**TRUNKS—H. & M. and TAYLOR THEATRICAL**  
Trunks. Slightly used. Also other makes. Rig sacrifice, \$5.00 up. **SAVOY**, 60 East 59th, New York.

**"UNDERGROUND," CHINATOWN SHOW —**  
Copyrighted, complete transformation from "Hop Joint" to "Chinese Laundry." Scenery, props. Will sell outright. **WALT H. ERON**, 837 47th Ave., San Francisco, Calif.

**1937 PAL DRIVE IT YOURSELF AUTOS;**  
Loop-O-Plane; 16x28 Corn Game Top and Frame; complete Blower Outfit, 12x16. **C. T. McMAHON**, Marysville, Kan.

# Show Family Album



**BEN B. LIPSET**, known professionally as Violini in 1916 when he appeared in vaudeville, is shown at the left. He is now a New York artists' representative.

To the right is the Whiteside Trio, left to right, Bill and Mary Hasselbring and Thomas F. Whiteside, wire act, snapped season of 1916 when en tour with Campbell Bros.' Circus. Whereabouts of the Hasselbrings is not known but it is understood they are living. Whiteside tours with a wire, trapeze, loop-the-loop and swinging ladder act and is present located in San Francisco.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

## THEATRICAL PRINTING

**BUMPER SIGNS—50 7x18", \$2.25; 5x28", \$2.95 cash, postpaid, 100 2-color, 11x14"**  
Window Cards, \$2.50; 14x22, \$4.00. **SOLLIDAYS**, Knox, Ind.

**LETTERHEADS AND ENVELOPES — REGULAR**  
Size, neatly printed, 100 each for \$1.00 postpaid. **THE KEYSTONE CO.**, 109 Bradford St., Dayton, O.

**PRINTING SPECIAL — 100 8½x11 LETTER-**  
heads; 100 6¼ White Envelopes, printed to your 3 or 4 line copy, both only \$1.00 postpaid. Free sample. **F. C. CRAMER**, Box 993, Chicago, Ill.

**WINDOW CARDS—FOR ALL OCCASIONS AND**  
purposes. Flashy 14x22 designs, 3 to 5 colors, \$3.00 hundred. **TRIBUNE PRESS**, Wovier, Ind.

**WINDOW CARDS—14x22, ONE COLOR, 100,**  
\$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna.

**100 6-PLY 14x22 CARDS, \$2.65; 5,000 4x9**  
Dodgers, \$3.75 postpaid; 1,000 Envelopes or Letterheads, \$2.50. **CRESSMAN**, Washington, N. J.

**1,000 BUSINESS CARDS, \$1.00; VELLUM FIN-**  
ish, heavy stock. Free cut service. **THE DIXIE BUSINESS CARD CO.**, A189 Jefferson, Memphis, Tenn.

## WANTED TO BUY

**QUICK FINISH CAMERA OR OUTFIT—WRITE**  
at once, describing fully and naming lowest price to **THE SKIPPER STUDIOS**, Georgetown, S. C.

**WANTED TO BUY OR LEASE—40x90 PORT-**  
able Skating Rink complete. **C. A. POWELL**, Aliceville, Ala.

**WANTED TO BUY FOR CASH—USED RIDES**  
and other show property. Have for sale Kiddie Auto Ride. **HAROLD DE BLAKER**, 102 Birch St., Paterson, N. J.

**WILL BUY OR LEASE USED TENT — ABOUT**  
120x220. What have you? **CECIL POTTER**, 6700 Denton Drive, Dallas, Tex.

## At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type). No Ad Less Than 25c. Figure Total of Words at One Rate Only.

### AT LIBERTY

**ACROBATS**

**GIVE ME THE BREAKS AND OPPORTUNITY —**  
Am anxious to get in touch with either a Flying or Casting Act where opportunity exists for a real try-out. Have had gym instructions and local experience. Am young and ambitious. Do not drink, smoke or chew. One hundred per cent good health. **EDDIE KEALEN**, Marblehead, Ill.

### AT LIBERTY

**AGENTS AND MANAGERS**

**AGENT AT LIBERTY—WITH CAR. TOMMY**  
**TOMPkins**, General Delivery, Hendersonville, N. C.

**MANAGER OR PROJECTIONIST—20 YRS. IN**  
show business. Will get results anywhere. **EDDIE DUNN**, 206 E. Mound St., Columbus, Ohio.

**MANAGER FOR DANCE ORCHESTRA—BALL-**  
room. Nation-wide experience and references. Write **BOX C-73**, Billboard, Cincinnati, O.

**THEATER MANAGER—For run-down house any-**  
where, any size. Your proposition or mine. Excellent exploitation. Fifteen years' experience. All essentials. Write **TOM MORROW**, Box 234, Cocoa, Fla.

### AT LIBERTY

**BANDS AND ORCHESTRAS**

**FOUR GLASS SISTERS—ALL GIRL NOVELTY**  
Singing Band featured currently at Lindy's, Minneapolis, will be available for bookings in night clubs, hotels, etc., after March 1. Piano, Sax doubling Clarinet, Electric Guitar doubling Spanish Guitar, Drums. Two featured Vocalists, Tap Dancer, Novelties and Hill-billy Numbers. This is a real attraction. Write **MAN GLASS**, 2915 Stevens St., Minneapolis, Minn.

**AT LIBERTY—At Once! Six-Piece Dance Band**  
Modern, sweet and swing style. Three sax, trumpet, piano and drums. Experienced in floor shows and radio. Just completed Western tour. Write **ORCHESTRA**, 1103 Jenny Lind St., Mekeessport, Pa.

**HOTEL TRIO—Violin, Cello, Piano, doubling**  
Recd. Rhythm. Woman, two men, young. Appearance, union. Packard, new location anywhere. Experience, ten years; three States. Hotels, clubs, resorts. Bookers write **TRIO**, 77 Walnut, Elmira, N. Y.

## HELP WANTED

**BIG SHOW PEOPLE, DOING TWO OR MORE**  
acts, Single Riding Act or Team; also Elephant with own transportation. Agent who can and will double. Attractive and Concert privileges to rent. State lowest salary and all letter. **WHITMARSH BROS.**, Plentywood, Mont.

**WANTED SALESMAN—BANNER AND PHONE**  
Salesman. Clean deal. Contact **HARRY C. TAYLOR**, Palais Royale, South Bend, Ind.

**WANTED—3 TEAMS MECHANICAL ACT. Ex-**  
perience. New device at World's Fair. Must furnish good references. **BOX 928**, care Billboard, 1364 Broadway, New York.

**WHITMARSH BROS. & BROWNLEE CIRCUS**  
Wants Riding Act—Geo. E. Barton write. Bars, Cannon Ball, Traps, Wire, etc. Will lease Elephant with own transportation. Side Show Privileges for sale. **WHITMARSH-BROWNLEE CIRCUS**, Plentywood, Mont.

## LOCATIONS WANTED

**WANTED—GOOD LOCATION FOR COMPLETE**  
Modern Penny Arcade, Short, Long Skee Ball Alleys, Photos. **GLAZIER**, 395 Florence, Highland Park, Mich.

## MAGICAL APPARATUS

**A CATALOGUE OF MINDREADING MENTAL**  
Magic Spirit Effects, Horoscope, Buddha and 129 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in the world. 158 illustrated page catalogue 30c. **NELSON ENTERPRISES**, 198 South Third, Columbus, O.

**EXCITING FUN! — FOOL YOUR FRIENDS!**  
Side-splitting laughs. Rush 25c (coin) Giant Surprise Catalog. Jokes, Tricks, Magic, Puzzles, Novelties. Free Trick included. **LAWSON VICK CO.**, Dept. B-2, Queens Village, N. Y.

**LARGE PROFESSIONAL MAGIC CATALOGUE,**  
25c. **MAX HOLDEN**, 220 W. 42d St., New York City.

**MAGIC—MENTALISM, SPIRITISM, FORTUNE**  
Telling, Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts. Catalogue 10c. **REILLY**, 57 E. Long, Columbus, O.

**PINXY—STRICTLY PROFESSIONAL PUPPETS.**  
Ventriloquial Figures, Punch and Judy and Marionettes. **PINXY**, 1261 N. Wells, Chicago, Ill. Illustrated folder free. fe11

**VENTRILLOQUIAL FIGURES—24-PAGE ILLU-**  
strated Catalog, 10c. **FRANK MARSHALL**, 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists. fe18

## MISCELLANEOUS

**FOR A GOOD DEAL SEE RAYMOND SELLHORN**  
at the trailer shows. New and used. No payments during winter months. **TRAILER HEADQUARTERS**, Sarasota, Fla., and East Lansing, Mich.

**NEW HIGH STRIKERS, \$135.00; GUM WOOD**  
Mauls, \$4.50; High Grade Striker Rubbers, \$5.00. **J. B. ALEY**, Route 4, Anacostia, D. C.

**M. P. ACCESSORIES & FILMS**

**ATTENTION. RELIABLE EXPERIENCED MOVIE**  
Operators—Sound Projectors, Weekly Programs Rented, Show theaterless towns, real opportunity. **No. 521 STATE THEATRE**, Pittsburgh, Pa.

**MOVIE ROAD SHOW BARGAINS—35MM.**  
Sound Portables, complete. Limited quantity. Universals, with Amplifiers, Speakers. Equipments fully guaranteed. At attractive low prices. Request Special Bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York, N. Y.

**THE WORLD'S BEST PASSION PLAY—16 OR**  
35MM. Sound or Silent. **SCREENART**, 729 7th Ave., New York City.

**UNUSUAL BARGAINS IN USED OPERA CHAIRS,**  
Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago.

**WESTERNS, SPECIALS, ROADSHOWS, SELL OR**  
Rent. Buy Silents. Projectors for sale. Complete Tent Outfit. **LONE STAR FILM COMPANY**, Dallas, Tex.

**35 MIL. SOUND ON FILM—WESTERNS. Ac-**  
tions, Drama, Sex, Gangsters. List. **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J.

## PARTNERS WANTED

**MAN PARTNER—TO TEAM WITH GIRL 18**  
for Ballroom and Exhibition Dancing. Must be young and neat and not over five feet seven inches tall. **BOX 365**, Billboard, Chicago.

**PARTY WITH \$1,000 TO INVEST IN CLEAN**  
Carnival—Work in office and receive 25% of net profits for 1939. References exchanged. **BOX C-67**, The Billboard, Cincinnati.

## PHOTO SUPPLIES AND DEVELOPING

**ACT NOW — 4-FOR-A-DIME OPERATORS.**  
Send for free catalog of complete line of money-makers. **MARKS & FULLER, Inc.**, Dept. BC-11, Rochester, N. Y.

**ALL 4 FOR 10c OPERATORS—SURE WE HAVE**  
the new Superspeed Paper; also full length Cameras. Write for reduced prices on Machines and Supplies. **WABASH PHOTO SUPPLY**, Terre Haute, Ind.

**BUILD YOUR OWN 4 FOR 10c PHOTO MA-**  
chine. New improved Camera, together with plans for building the booth now only \$10.00. Enlarger only \$10.00. Backgrounds, \$2.50 each. **OLSON SALES CO.**, 903 Walnut, Des Moines, Ia.

**CLEARANCE SALE OF NEW AND USED "4 FOR**  
10c" Picture Machines, Enlargers, Cameras and Equipment. We carry complete stock of supplies at lowest prices. Get our January Sale Bulletin. **THE PHOTO MACHINE SUPPLY CO.**, P. O. Box 714, Louisville, Ky.

**REGULAR \$275.00 STRIP PHOTO OUTFIT —**  
Makes 4 for dime; also 3 for quarter size photos, \$125.00 complete. **HASSAN**, Box 971, Parkersburg, W. Va.

**ROLLS DEVELOPED — TWO PRINTS EACH**  
and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c

## SALESMEN WANTED

**SELL BUSINESS CARDS, BUSINESS STATION-**  
ery, Social Security Books, Book Matches, Gummed Tape, Advertising Pencils, Salesbooks, Rubber Stamps, Advertising Specialties. 35% commission. Money-making specials. Experience unnecessary. Free sales portfolio. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. FC, Chicago.

## SCENERY AND BANNERS

**BEST CARNIVAL AND SIDE-SHOW BANNERS**  
on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill.

**SHOW BANNERS FOR 1939—NEW OR USED.**  
Large or small. We have it. Write your wants. Studio of **DON LUTTON**, 627 Prospect Ave., Kansas City, Mo.

**WORLD'S BEST SIDE SHOW BANNERS—NONE**  
better. Prices right. Order early. **HILL & SHAFER STUDIO**, R. F. D. 1, Augusta, Me.

## TENTS—SECOND-HAND

**DRAMATIC TENT OUTFIT — ALMOST NEW.**  
Top 40x110. Rent percentage basis. Sell Stored here, good territory. **TALBERT**, 327 E. 2d, Albany, Ore.

**SIDEWALL BARGAINS — 7.68 OZ. DRILL,**  
hand-roped, clean, white, good as new. 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. Show, Carnival, Bingo and Concession Tent Bargains. **KERR COMPANY**, 1954 Grand Ave., Chicago.

**187 NEW LISTED TENTS FROM 20x20s TO**  
40x300s. What Size do you want? All re-conditioned, good as new. A-1. White-Khaki. Bargains. Tops only. Stamp with inquiries. **SMITH TENTS**, Auburn, N. Y.





# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

## \$35,000 Grossed by Worcester Shriners

WORCESTER, Mass., Jan. 28.—Aetheia Grötto Shrine Circus, directed by Al Martin in Municipal Auditorium here on January 16-24, drew big crowds at each matinee and night show, grossing more than \$35,000.

On the bill were Adele Nelson's Elephants; Harry Lamarr, trapeze; George Hanford, riding act; Six Antlecks, acrobats; Variety Gambols, seven acrobats; Will Morris and Bobby, comedy cyclists; Harry Rittley, tables; Frank Prevost and Bluch Landolf, clowns. In the side show were the Gibbs Sisters, Siamese twins; Carlson Sisters, fat girls; Cookoo, the Bird Girl; Ajax, sword swallower; Stella Logan, tattooed artist; Takayama, top spinner; Habib, fire eater; Dewise and Derdin, handless wonders; Aloa and Alice, alligator boy and girl; human volcano and crucifixion act.

## Advance Sale Adds Shows to Schedule

TERRE HAUTE, Ind., Jan. 28.—Advance ticket sale for the third annual eight-day Zorah Temple Shrine Circus here for the benefit of the charity fund is ahead of previous years, necessitating extra shows, reports E. J. Murphy. Clarence White is general chairman.

Main show attractions booked include Will H. Hill's Elephants, Upside-Down Milletes, Three Rossards, Flying Beehees, Steiner Trio, Six Macks; Torelli Sisters, animals, and Miachaha, tight wire. Chris Cornalla will be producing clown and music will be furnished by the Shrine Band. Lower floor of the building will be turned over to side shows and concessions. German Village, again under direction of Fred Nicolai, will have a bar, German band and cabaret features.

## Blue Ribbon Signed Again

COLUMBUS, Ga., Jan. 28.—Blue Ribbon Shows have been contracted for the Greene County Fourth of July and Home-Coming Celebration in Linton, Ind., said General Manager L. E. Roth of the shows, while on a visit to winter quarters in Phenix City, Ala. This will be the fifth consecutive year for the shows in the Hoosier spot.

## Sarasota Contracts RAS

SARASOTA, Jan. 28.—John Neel, president of Sarasota Junior Chamber of Commerce, announced that the Royal American Shows have been contracted for the 1939 Sarasota County Agricultural Fair, companion feature to the annual Pageant of Sara de Sota.

## Sports Show Signs Acts

BOSTON, Jan. 28.—New England Sportsmen's Show, to be operated by Campbell-Fairbanks Expositions in Mechanics Building here for nine days, will present acts, including Emil Leir and his Trained Otters; Joe LaFlumme and 12 Trained Wolves; Pallenberg's Bears; Bruce Parkhurst, 9-year-old rifle expert; Perry Greene, champion wood chopper, and Nee-Dah-Beh, Indian emcee and ballad singer. Acts from night clubs and theaters will also be used. Barnum Hawley will again have most of the concessions, with Bernard Wolf having six candy booths. John W. Hall again has the program concession. Last year's show drew 175,000.

## Taylorville Will Celebrate

TAYLORVILLE, Ill., Jan. 28.—Certificate of incorporation was issued recently to the Taylorville Centennial Association, sponsor of the seven-day celebration to be staged in connection with Christian County Fair here, reports C. C. Hunter, chairman and fair secretary. Organizations planning floats for a historical parade and represented on committees include city council, Association of Commerce, Christian County Fair and parent-teacher associations, American Legion and Auxiliary and civic clubs.

## Shorts

FOR the 11th year the four-day Cumberland County Motor Show in Amherst, N. S., sponsored by North Nova Scotia Highlanders and the Canadian Legion, will be directed by Frank J. Elliott, of the Frank Elliott Shows. Mrs. Elliott will assist.

MOOSE CLUB, Greensburg, Pa., has contracted Weyls Production Co. to present attractions at Moose first annual Spring Festival, reports R. L. Overstreet, assistant manager of the Weyls company. Event will be exploited with contests, industrial parade and special days.

## SHOWMEN'S LEAGUE—

(Continued from page 42)  
March 11. Tickets are now on sale. An interesting and enjoyable time is anticipated. Members were elated with the lovely birthday anniversary card received from Sister Phoebe Carsky, who is in Miami, Fla. She expects to return soon. Be sure to forward all mail to the Ladies' Auxiliary in care of Showmen's League of America, 165 West Madison street, Chicago, Ill.

## Los Angeles

LOS ANGELES, Jan. 28.—Western shows seemed to have the idea that there is an added draw in using the titles carnival and circus. Hilderbrand's United Shows have added the circus

title, as have the C. F. Zeiger Shows. Principal circus act with the latter being Mabel Stark. Show closed contracts for the Northwestern Montana Fair Circuit. All is hustle at the Crafts Enterprises, with a large force getting things ready for the opening of the season. Archie S. Clark is commuting between Gilman Hot Springs and quarters here.

C. A. Corey is readying his White City Shows for the coming season, and Arthur Hockwald, general agent, has been in and out of town on booking trips. Owner C. H. Hilderbrand, of the shows bearing his name, is in Vancouver, B. C., on business. Harry Wooding again will be general agent of the United Shows. Frank Forest has contracted for the Ten-in-One and two grind shows with the White City Shows. Doc Cunningham is recuperating and will have his ponies and dogs working local spots. Otto Tangleber, high act, is wintering in Venice, Calif.

George L. Morgan and Fred Stewart are in charge of the Hilderbrand United Shows' quarters here. Earl (Spot) Kelley purchased two rides and will install them at Sacramento, Calif. C. F. Zeiger does not plan to open as early as he did last year. Frank J. Morgan, recovering from a recent illness, is associated with Al (Moxie) Miller at Ocean Park Pier. Ralph Dobbs has his wonder dog working clubs and special events. Jack Schultz is recovering from a recent severe illness. Jack Beach is getting ready for the season at Balboa Beach, where he will be associated with Al Anderson. Wallace O'Conner has contracted with Clark's Greater Shows for the Bagdad Nights Girl Revue. Joe De Mouchelle leaves soon to look over spots that will likely be included in the W. C. Huggins West Coast Shows' itinerary. Joe Glacy has built new fronts for the three shows he'll have with the Huggins organization. L. H. (Bill) Williams will have a new ride on the Clark Greater Shows. Walter Miller, last year with the Conklin Shows, is working at MGM studios. Capt. Frank Phillips has finished his chores as assistant technical director on a film here. He left for New York. Grace De Garro, Ada Mae Moore and Gladys Forest are in the picture.

Will Wright is in town for a short visit. Santa Anita race track has provided winter jobs for many showfolk. Frank R. Conklin was in town for brief visits. He's wintering at Monrovia, Calif., and much improved in health.



A spectacular night and day exhibition, breathless, spine-tingling and thrill-packed. Send for pictorial circular. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS.

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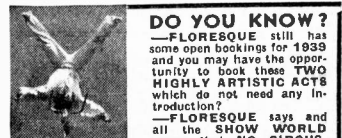
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20,000 Crowd.  
V. F. W., 2335 Mecosta, Mich.  
Contact EARLE J. SMITH.

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(Ellwood City, Pa.) (FRISCO) Calling for RIDES—SHOWS—CONCESSIONS  
No Girls.  
4TH ANNUAL FIREMEN'S JUBILEE.  
MAY 29TH TO JUNE 3D.  
Write FRISCO FIREMAN  
Care R. J. Miller, Ellwood City, Pa.



## DO YOU KNOW?

—FLORESQUE still has some open bookings for 1939 and you may have the opportunity to book these TWO HIGHLY ARTISTIC ACTS which do not need any introduction?  
—FLORESQUE says and all the SHOW WORLD agrees that NO CIRCUS, NO FAIRS, NO PARKS, NO CARNIVAL MIDWAY has a complete THRILL SHOW without THE EARTH'S No. 1 AERIALIST?  
—FLORESQUE has invented and created a NEW ACT for your FAIRS? This act is guaranteed SUPER THRILL also. NOW watch him "GO TO TOWN" with two of the World's most hazardous Acts, and has the most brilliant lighting equipment traveling on the road today?  
—FLORESQUE has thrilled the great AMERICAN public for FOUR YEARS and is still EUROPE'S newest importation? Care of THE BILLBOARD, Cincinnati, Ohio.

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Brundage Shows were awarded the midway contract for the 74th annual Elk-horn (Wis.) Walworth County Fair. . . Concessioners and Showmen's Club of America moved to larger quarters at 604 Market street, St. Louis. . . After conducting the eating emporium on the Zeidman & Pollie Shows for five years, Joseph Oliveri signed in a similar capacity with the T. A. Wolfe Shows.

F. Percy Morency joined the staff of the Bernard Greater Shows as special contracting agent. . . Mrs. Bertha Rogers, well known in outdoor show business as a ride operator, died in American Hospital, Chicago, on January 29. . . R. H. Miner, owner-manager of Miner's Model Shows, purchased a Flyer ride from Joseph G. Ferari. . . T. A. Wolfe Shows were awarded contracts to furnish the midway attractions at Columbia and Spartanburg (S. C.) fairs. . . Ed C. Dart, of Fairland Park, Kansas City, Mo., arrived in Baltimore to supervise presentation of the John M. Sheesley Circus Co. at the Baltimore Federation of Labor circus in the armory.

## 15 Years Ago

(From The Billboard Dated February 2, 1924)

Johnny J. Jones Exposition was awarded the midway contract for the Class A Canadian fairs, with Levitt-Brown-Huggins Shows taking the Class B circuit. . . W. M. Madison was in Chicago laying plans to put his National Exposition of Progress and Chautauqua on the road in 1924. . . John T. Wortham Shows changed title to the Wortham Shows. . . B. M. Silver was re-engaged manager of concessions of Levitt-Brown-Huggins Shows. . . Heart of America Showmen's Club's annual Tacky Party in the ballroom of the Coates House, Kansas City, Mo., on January 27 proved highly enjoyable as well as financially successful. . . Zeidman & Pollie Shows purchased several wagons and a flat car from I. J. Polack.

Contract to furnish the midway attractions at Virginia State Fair, Richmond, was awarded to the Greater Sheesley Shows. . . Dick Dykman purchased the property interests of his partner, M. F. Joyce, in the Dykman & Joyce Shows. . . Walter A. White was appointed assistant manager of the Rubin & Cherry Shows. . . S. W.

- Wood, H. Clayton Wood, Francis Wright, Rink Whitey
- MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.
- Women**
- Brown, Mary M. Holmes, Charlotte  
Brown, Mrs. Tom Hunting, Ethel D.  
Byer, Mrs. Harry Jackson, Mrs. L. M.  
Castle, Mrs. Louisa James, Mrs. Helen  
Clemons, Mrs. Betty Jones, Bessie Sneed  
Collins, Mrs. Rachel Kelly, Edith  
Collins, Mrs. Ruth Kregel, Annabelle  
Collins, Mrs. Slim Langford, Mrs. Georgia  
Conley, Mrs. Ted Talrose, Miss Jerry  
Conley, Mrs. Betty McCoy, Mrs. Fred  
Craie, Mrs. Reta McPeak, Mrs. Jackie
- Davidson, Mrs. Paige, Patricia  
George Phillips, Miss  
Hansen, Miss Annitta  
Leaunt Reed Wing, Princess  
Dunn, Mrs. Frances Sweet, Mrs. Inez  
Hager, Almy & Jackie Taylor, Mrs. Iris  
Hager, Mrs. Stewart  
Wadley, Mrs.  
Henderson, Mrs. Dorothea  
Mrs. Wallace, Ethel  
Watson Williams, Maud

- Men**
- Alfred, Tex (Zeb) Allen, Joe  
Alman, W. J. (Dwight) (Editor)  
Alman, W. J. (Doc)  
Aufenger, H. L. Baldwin, Billie  
Ease & Lano  
Bermi, Gene  
Billick, Larry  
Bird, Joe  
Bradley, Phil  
Branda & Miller  
Brushhear, Don  
Bridges, J. C.  
Brook, George  
Brown, Herbert  
Brown, Elmer  
Brush, Ernest  
Bud-Jack, Adolph  
Bunyard, Clay  
Burnett, R. C.  
Burns, Francis  
Campbell's United  
Campbell, Edith  
Castro, H. W.  
Castle, W. J.  
Cortey, Al  
Cowan, Nat  
Culcherhouse, Curly  
Daniels, Gus  
Dobbs, Bob
- Dolan, Williams  
Dovey, Eddie  
Downie, Lewis  
Eboe, Anderson  
Emmiller, Leonard  
Eisher, Al  
(Big Hat)  
Flanagan, T. A.  
Frost, Art  
Gray, Edward J.  
Hancock, John C.  
Harley Amusement  
Hann, Yandall  
Hudson, Harry  
Kemmer, Geo. H.  
Kemmer, Virgil  
Knox, Harry  
Laster, Fred  
Latessa, Blackie  
Leahman, Stanley  
Lee, Jolly  
Lewis, E. Paul  
Lewis, Sallor  
Liberty Amusement  
Linn, Harry  
Luceas, Geo.  
Marshall, Al  
McGreger, Harold  
G. (Blackie)  
Miller, H.  
Miller, Bertram  
Mitchell, Earl S.  
Modern Midway  
Muller, Harry  
Norwood, John  
Nye's Indian
- O'Brian, Jack  
Happy  
Pacific Whaling Co.  
Park, Robert  
Petrimis, Nick  
Reynolds, L. C.  
Rocco Amusement  
Sagan's Greater  
Rohler, Lawrence  
S.  
Rosenham, Herbert  
Sagan's Greater  
Selk, Herman  
Sherburne, Hal  
Skeene, Lloyd  
Smith, Jack  
Sorenson Bros.,  
Carnival  
Staley, Ed  
Stevens, Geo. V.  
Swisher, F. C.  
Tayler, Raymond  
Thaw, Jon.  
Thompson, C. C.  
Tunsel, Frank  
Vaughan, Eddie  
Virginia Amusement  
Co.  
Wise & Sutton  
Wade, Clyde C.  
Wagner, W. J.  
Walt, Thomas B.  
Welinger, J. L.  
Wells, Delmo  
Withard, the Wizard

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## ORGS ACTIVE FUND RAISERS

### Lodges Supplanting Churches As Most Aggressive Campaigners

Brotherhoods turn to bingo, salescards, raffles and auctions to get dough for charity funds — merchandise awards are backbone of successful drives

NEW YORK, Jan. 28.—Greater fund-raising activity than ever before among fraternal orders is currently threatening the generally accepted supremacy of churches in the field, a study by *The Billboard* shows. Taking their cue from the churches with proven money-making campaigns, such groups as the Lions, the Elks, the Eagles and the Moose are conducting bingos, bazaars, salescard and raffle campaigns to a greater extent than ever attempted previously. These methods of fund-raising are the most widely used in the order named, altho such old-time stand-bys as vaude and minstrel shows, auction nights, picnics and indoor circuses are still being used to bring in money needed for charitable purposes.

Merchandise, as in the past, continues to play an important part in selling games and events to customers. The use of gifts not only makes it possible for orgs to offer prizes of much greater apparent value, but they have been able to avoid the headaches so frequently resulting from cash awards.

#### Brotherhoods Lead

While it is true that religious organizations have been consistent and successful in recent years in their efforts to obtain funds thru bingos, bazaars and raffles, indications of late are that brotherhoods are in the lead. This is due to a number of reasons:

1. During the last decade the business man has run up against a new problem. He's had to do more than just pull in his horns and sit tight. He's felt a growing desire and need to hold out a helping hand to the fellow on the other side of the track who hasn't been quite able to make a go of it. The plight of the needy has, in many cases, led directly to frequent benefit and charitable drives.

2. Another reason why fraternal orders have gone in strongly for the support of charitable causes is the unifying effect such activity has on members. Without some definite, constructive program no club can succeed in maintaining its morale and respect of the community.

3. New membership drives are being staged by these orgs as gradual economic recovery takes place. At present such drives are in full swing. New blood brought into the ranks assures continuation of their vigorous public-spirited policy.

#### Seek Advice

With these incentives it could hardly be expected that brothers would remain on the sidelines while other non-pro groups cleaned up with bingos and bazaars. They abandoned many traditional methods of money-raising and sought the advice of the experienced promoter. These men confirmed what they already suspected, namely, that the public was showing an almost feverish interest in bingo and salescard campaigns. They followed the old showman's policy of giving the public what it wants and before long the proceeds ran far ahead of their fondest hopes. It's only natural that these clubs should concentrate on the most effective methods of filling the strong boxes. Professional directors are finding them increasingly interested in propositions of this proven type.

#### Lions Active

Members of the Lions' Club appear to be as energetic in their benefit drives as any organization and a few pages from their magazine could serve as a reference

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Operators are always interested in getting advance information on new items. Manufacturers should be just as anxious to get this advance information to them, for the salesboard operator, if he likes an item, can gain for it quick public acceptance and widespread distribution. Manufacturers have been able to break retail outlets with the salescard's help that they could not crack in any other way and manufacturers who have had that experience will work with operators at every opportunity. Not only do they get a nice volume of business from the operator directly, but thru his efforts develop large orders in other channels.

We are willing to do our share in spreading the word on new merchandise if the manufacturer will co-operate by dropping us a line when he has something new to offer. Each item illustrated on a salescard receives some of the finest publicity obtainable. And it doesn't cost the manufacturer a cent.

A new deal was introduced in New York last week which may be the forerunner of other deals with a higher take. Deal features the Remington-Rand Monarch Pioneer portable typewriter on a 101-hole card with a \$31.45 take, 1 to 35 cents. It gives away two typewriters, one to the seller and one to the winner, in addition to four Eversharp pencils as consolation awards.

Here is an item which may go over despite the take. Remington-Rand has spent considerable money in national publications creating consumer demand for its typewriters and the boys working the Pioneer deal should be able to cash in on this demand. At least the men behind the Monarch Novelty Co., which created the deal, think so.

The Monarch Novelty Co. was organized recently to develop and sell deals to operators. The Pioneer deal is its first and it expects to have more, with varied takes, before the year is out.

Murray Weitz, of Fredmore, is another (See *DEALS* on page 56)

library for amateur promotion schemes. But results are far from amateurish and some fine uses are made of the money. They've backed fund-raising drives for many purposes ranging from bird baths for city parks to a wooden leg for a local relief recipient. In McAlester, Okla., the Lions took in \$212 for their Crippled Children's Fund by operating a bingo. In Stamford, Conn., they auctioned off prizes for a \$288 net.

#### Prize Games Get Big Play

It is interesting to observe the public psychology which accounts for the popular demand for games like bingo. Whereas in the past dances, theater and card parties were relied upon as sure revenue getters, people now crave the chance to win a worth-while prize. The appeal of valuable merchandise awards to lucky winners is what brings home the bacon.

Backed by effective promotional methods, it has been found that the appeal of bingos, salescard deals, raffles and bazaars will dump much-needed cash into depleted treasuries. The lure

### Bingo Bill in Conn. Senate

Bill introduced to legalize bingo in State — certain restrictions cited

HARTFORD, Conn., Jan. 28.—A bill to license bingo has been introduced into the State Senate seeking to legalize bingo under provisions of local option and police licensing. The bill is offered as an amendment to the gaming statutes and will permit operation of bingo only by civic, educational, fraternal, charitable or religious groups.

Licenses would be limited to one bingo party a week for any group and would be fixed on a basis of \$5 for each party or \$150 a year, such fees to go to local authorities.

Merchandise awards or personal property would be the only awards made, total for one evening not to exceed \$250 in value.

No third party would be permitted to share in proceeds of bingo games, directly or indirectly, and it is provided that help in operating the games shall be voluntary without payment of wages.

No persons except members in good standing of the group operating the bingo would be permitted to be connected with it, and accurate records of proceeds must be kept. These will be open to police inspection at all times, the bill provides.

The bill provides that not less than 10 or more than 40 games can be conducted at one sitting.

No games would be permitted except when approved by local option, and any violation of the regulations would bring an automatic suspension of license with renewal barred for one year.

### Every Day Is Pay Day, But These Will Be the Big Ones

NEW YORK, Jan. 28.—Pitchmen, salescard operators and others who find it to their advantage to work factories and office buildings on pay days will find their red-letter days listed in the compilation published by *Sales Management* in an article entitled *Do Purchases Coincide With Pay Days in Muncie and 15 Factory Cities?*

According to reports from 60 representative cities, every day is pay day for someone, but 71 big ones remain in 1939. In general these days are Fridays and the 1st, 15th and last day of every month.

It may be advantageous to pitchmen and salesboard ops to clip the following list of pay days for future reference: February 1, 3, 10, 15, 17, 24; March 1, 3, 10, 15, 17, 24, 31; April 1, 7, 14, 15, 21, 28; May 1, 5, 12, 15, 19, 26, 31; June 1, 2, 9, 15, 16, 23, 30; July 1, 7, 14, 15, 21, 28; August 1, 4, 11, 15, 18, 25, 31; September 1, 8, 15, 22, 29, 30; October 6, 13, 14, 20, 27; November 1, 3, 10, 15, 17, 24, 30; December 1, 8, 15, 22, 23, 29, 30.

of winning a valuable prize almost for nothing has a magnetic attraction for everyone. In some instances clubs report takes that would do proud any pro fund-raising org.

**BINGO BUSINESS**  
By JOHN CARY

ACCORDING TO REPORTS and statistics from all over the country a big shadow is being cast across the business field by a popular American game known as bingo. It seems that bingo has grown into an industry of amazing proportions. In his syndicated column the humorist, H. I. Phillips, makes some interesting observations on this fact:

"WHAT PUZZLES this correspondent," stated Phillips, "is why, when the economists list the major industries, the key industries of America, they don't include bingo. . . . Few enterprises in the history of the country have had such a rapid growth as bingo. It must now outrank General Motors and U. S. Steel in the flow of money in and out of the business. In fact the heads of either corporation would probably swap their business for bingo any time if cash receipts were all they were thinking of. . . ."

THOSE are some pretty big statements. But stop and consider. Even a few mental calculations by a casual bystander point to the fact that a substantial chunk of the American income is paid out each year in pursuit of this game and it doesn't seem to be losing popularity.

THE PAYOFF on the popularity angle is a divorce suit in which an aggrieved husband named bingo the correspondent. His wife, it develops, had been spending all her time attending bingo parties.

WITH SUCH widespread devotion to the game, it would be well to consider some of the things we can do to insure its continued success. It is very significant that when large games are staged for cash stakes the authorities usually frown upon them. Unfortunately, as with every other prosperous business, an irresponsible element is bound to creep in. Such men usually exploit the field to the limit, running it into the ground, while honest, conscientious groups are obliged to take the consequences. Therefore ops interested in building up a good, legitimate business must avoid the practices which invariably bring grief. Don't kill the goose that's been producing all those lovely eggs.

LEWIS BOSCO, one of the younger men in the bingo business on his way up, comes thru with some interesting dope. In the winter time he helps conduct games for his dad in and around Jersey City. As soon as the summer season (See *BINGO BUSINESS* on page 56)

# Popular Items

Write to The Billboard, Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department, supplying the items which interest you.

## Skate-o-Meter

Skate-o-Meter is a new device being marketed that enables roller skaters to keep track of how far they skate. Skate-o-Meter takes the place of one of the wheels and comes equipped with an attached axle for easy installation. The roller contains a series of internal gears which operate as the wheel turns. Gears control a pointer on the dial stamped in the face of the wheel. As the wheel turns the pointer moves to indicate the miles and fraction of a mile covered. Gear control is so adjusted that it compensates for the time the skate is off the ground. Segal Safety Razor Corp. is the maker.

shoes. Number may be folded and carried in convenient pouch in purse or pocket, it is claimed, and put over the shoe the moment a shower starts. Come in black, brown and white; give complete protection and look trim, firm reports.

## New Towel Rack

Grip-Rak is the name of a new convenience for homes, taverns and restaurants, brought out by the Grip-Rak Co. With this rack the towel is held firmly in place. It may also be used to hold ties. The company reports direct-selling people and demonstrators are cleaning up and the item looks good for bingo operators, too, when low-priced prizes combining utility and flash are desired.

## World's Fair SS Plate

Regent Co. reports it has brought Social Security and identification name plates into a tie-up with the New York World's Fair and the San Francisco Golden Gate Exposition. New plates are available for each fair, bearing official emblem in baked enamel or bronze in official colors. Firm reports the new-style plates are meeting with popular approval of distributors and agents throughout the country. Besides these new numbers, the firm also markets red, white and blue Social Security plates and the Catholic identification plate.

## Jay-Way Door Holder

Jay-Way Door Holder is the name of a new gadget marketed by Jay-Way Co. and which is calculated to hold a door securely at any angle without injuring floors. Item has two knurled rubber feet mounted on a nickel-plated brace. Just flex it with one hand and slide it under the edge of the door and it holds the door securely, the firm reports. Firm says it's a natural for pitchmen and direct sellers working offices, schools, hospitals and homes.

## Snapon Sandals

Snapon Sandals are designed as emergency toe-rubbers to protect women's

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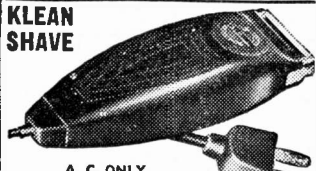
- BARGAINS**
- |   |               |
|---|---------------|
| No. T874 Lady Ve-Ja Beauty Powder                 | Gross \$ 2.48 |
| D383 L. V. Powder and Perfume, Cellophane Wrapped | 4.32          |
| R93 Fountain Pen and Pencil in One                | 16.90         |
| N310 Men's Quality Pocket Combs                   | 1.98          |
| V89 Charms, Assorted                              | .55           |
| M203 Home Needle Book, 22 Needles                 | 1.09          |
| N126 Mending Kits, 6 Spools, Thimble, Etc.        | 6.45          |
| M564 Quality Pipe with Ball Cleaner               | 6.95          |
| M74 Filter Cigarette Holder                       | 4.45          |
| E317 Imperial Dry Shavers, Each                   | .65           |
| M563 Smooth Sailing D. E. Blades, 100             | 2.95          |
| M564 Smooth Sailing S. E. Blades, 100             | .50           |
| M207 Genuine Leather Billfolds                    | 6.95          |
| V59 Tie and Collar Holder Sets                    | 1.85          |
| T84 Perfume in Ass'd Shape Bottles                | 1.85          |
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● 16 Pictures From Roll of Film  
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Life-Time Motor. No Rotating Parts. Requires no oiling. Gives as close a shave as a Blade Razor.  
No. B83360—Each ..... **69c**  
Quantities 36 or More  
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Be Sure To Include Shipping Charges With Orders.

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No. B13W43—9% L. size. Smartly styled chrome cases with diamond link band to match. Guaranteed jeweled movements. \$10 value. A fine flash for premiums, schemes, promotions. Attractively boxed.  
Each in Lots of 12 ..... **\$2.25**  
Less than 12, **\$2.45** Each

No. B13W77—10% L. Size Larger **\$2.00** as Above. Each in lots of ten. Sample Postpaid ..... **\$2.50**  
25% Deposit on C. O. D. Jewelry, Novelty and Premium Holiday Cat. No. 386 sent on request. Mention your business. We do not sell retail.

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Exact Copies of Real Liquor and Beer Drinks. Made of Real Glass and Imitation Contents. Fools Everyone.

BEER GLASSES \$1.10  
Dozen ..... \$12.00  
WHISKEY GLASSES  
Dozen ..... 75c  
Gross ..... \$8.50

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25% Deposit with orders. Balance C. O. D.

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No. 600—P-c'd Seal, 17.99 ea.  
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## BINGO BUSINESS

(Continued from page 54)  
opens up he hurries to his own layout known as Larry's Bingo Casino at Seaside Heights, N. J. There he is reported to have one of the classiest set-ups on the Eastern Coast.

LEWIS REPORTS attendance at the games he and his father are running is decidedly on the upgrade and ahead of last year. One angle they've worked very successfully is Chenille Bed Spread Night. On this night the stage is attractively flashed with a wide variety of chenille spreads. Each winner has his or her choice of a chenille spread or some other merchandise award. Advance ballyhoo centered on Chenille Bed Spread Night attracts a lot of women to the game, Bosco reports. "It seems most women want to own such a spread and prefer to play bingo in the hope of winning one to going to the store and purchasing one." He reports he also stages Quilt Night, Blanket Night and other nights featuring other types of merchandise.

A SPECIAL game twist that makes the women go for special game cards is offering of a boudoir set as special game prize. This prize usually consists of a chenille bedspread, a quilt, a blanket, dresser and boudoir sets. One needs no imagination to picture the flash and appeal such an award has when displayed attractively on the stage.

HOW ABOUT chipping in some interesting news?

## DEALS

(Continued from page 54)  
who is cooking up some new deals for the spring. He is rather secretive about them now but says the boys will hear about them as soon as they are ready.

At the recent Coin Machine Show in Chicago, Bozo, the wonder dog, featured on a 300-hole hit-and-take board and on a 20-hole card, created quite a stir, according to reports. Ideal Sales, Inc., was the sponsor.

## HAPPY LANDING.

PACIFIC COAST  
(Continued from page 42)

Clark, who came in from the springs, where she is spending the winter. Past President Clara Zeiger also was on hand, as were Past President Martha Levine, Ethel Krug and Peggy Forstall.

Letters were read from Mrs. Ed Foley, Foley & Burk Shows. She also inclosed dues for the coming year. Toots Epple returned from a trip to Oklahoma, while Hazel Fisher and Verna Seeborg came in from Oakland, Calif., after being absent a week. Relley Castle returned to San Francisco after attending last Monday night's meeting. Florence Webber looked like a new member in her "Blue," as did Vera Downey. Latter was very much in evidence in the moving pictures of the party given by Olga Celeste last spring at the Lincoln Park Zoo in honor of the Auxiliary and PCSA. Olga has invited the Auxiliary and PCSA to be her guests at the zoo again on January 29. Moving pictures again will be taken and presented at the following meeting of the Auxiliary.

Weekly award went to May Ward. No bingo was played since the time was taken up in viewing the moving pictures. Door prize, presented to the club by Rosemary Loomis, was awarded Ester Carley. A large blackboard was presented the club by Estelle Hanscom, who was much in evidence at the meeting and was welcomed back to the fold. However, she did report that this would be her last meeting for some time because she leaves with the Crafts Shows on February 1. Ruth McMahon also will leave with the Crafts organization. Lucille Zimmerman, according to reports, is Sacramento, Calif., bound. In about three weeks many more of the girls will leave to join their respective shows; some will be able to come in occasionally, while others bid adieu until next year. After adjournment lunch was served by Stella Linton and Ethel McDonald under supervision of Nina Rodgers, house chairman, and the wonderful ham baked by Marge Corey was cut. All were given a vote of thanks for their thoughtfulness to the members. Rose Clark also was given a vote of thanks for the beer.

## Houston to Greater United

DALLAS, Jan. 30.—J. George Loos, manager of the Greater United Shows, said here today that his organization had been awarded the midway contract for the 1939 Houston Fair and Exposition.

## With the Ladies Here and There

By VIRGINIA KLINE

BELLE GLADE, Fla., Jan. 28.—Mr. and Mrs. Morris Valtaggio winter here, where the former has a trucking line. During the summer he manages the Latlip Shows. They have a daughter and a Pekinese dog to keep them company.

Miami: Juanita and Eddie Strassburg are located at the North Miami Zoo. Juanita is a former president of the Ladies' Auxiliary of the Heart of America Showmen's Club and still has the club's activities at heart. We talked over all the late news and social events. Eddie's Chimps look fine and Big Sammy seemed to remember us. The Strassburgs would like to winter in Kansas City, Mo., but the mild climate here is so good for the animals they dislike taking them north. The Dodsons were at the fair meetings, but I saw their beautiful homes on Northeast 89th street. Both homes are exactly alike and right out on the point so all can be near the fishing.

I stopped at Ollie Trout's Trailer Camp and Aggie is carrying on just as Ollie would want her to. The place looks wonderful and vastly improved since I saw it two years ago. Dave and Sally Stevens are in an apartment on 13th street, Miami Beach, just across from Harry Richman's home. Both look good and Dave is much heavier, browner and healthier. Funland has been turned into a Midget Auto Racing Park and business seemed to be good. The Endy brothers, Dave and Ralph, don't seem to miss the cold winds of their native Pennsylvania and are satisfied to remain in Miami all winter.

Key West: I have never seen so many bridges on so little land. There are two shows here, Bantly's and a combination of several others. Both have good locations, but neither was very enthusiastic about business. Mrs. Bantly is attending the fair meetings in the North, but Mr. Bantly is here, getting a good coat of tan. Since No. 1 and No. 99 highways close here, we were forced to turn back.

Punta Gorda: This is the home of Mr. and Mrs. Charles Hartzberg, of Keystone Shows. The former was attending the fair meetings, but the latter was at home and with Mr. and Mrs. M. C. (Reckless) Johnson we had an enjoyable visit. They have a comfortable home and lots of room for the visitors who come here to fish and hunt game. Mrs. Hartzberg gave me some unusual Panama shells for my fishpond in Oregon. She has not been feeling so well and is undergoing treatment on her eyes as a result of a recent automobile accident.

Sarasota: Quarters of the Ringling circus here is a sight worth seeing. Huge buildings house the lions and other animals and a wonderful site has been set aside for the elephants where they can be out of doors almost all of the time. Pom and Modoc, the Patterson elephants, which I know by name, were there, but I'm sorry to say I could not recognize them in the group of 30. Several riding acts were out in the open ring, and it seemed warm enough to open, but even a circus must have a rest and they can get it here. I next visited the Ringling Museum, and while it houses some very rare and wonderful old paintings and art treasures, it is not kept up very well. There is an admission charge and a charge to park the cars, but few attendants. Unless it is due to the usual decay of the climate, I should think it could be kept in better condition. Just my personal opinion, of course. Off now to Winter Haven for the Citrus Show and then the big one at Tampa.

## UNDER THE MARQUEE

(Continued from page 34)

Henry Brothers, Happy Glenn and Clifford; Mason's monkeys; Capt. William Dedicrich's military ponies and dogs; Carol and Wasson, aerialists. Show has been playing under Parent-Teacher associations past five years. Milt and Alma Taylor state they expect to be with the Big One coming season.

WHEN HAGENBECK-WALLACE Circus closed last year Ted and Betty Merchant took up quarters in Studio City Valley. They have played some theater dates, featuring Smoky Star in drama and poses. Ted is now working at Warner Bros. as horse trainer in picture Sweepstakes Winner. He trained the star horse, Puffy, in the picture. Grace

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801 SANSON ST.

Hanneford recently visited the Merchants. She has recovered from her broken knee accident.

ROMIG & ROONEY CIRCUS played a return date at Red Rose Tavern, Detroit. Other Detroit spots played were Clyde's Cafe, Silver Star, Vern's Cafe. El Paso Cafe, Royal Gardens, Spanish Villa, Red Rose Inn, and Mahopac Inn, Lake Orion. Program includes horses, mules, ponies, dogs, riders, aerialists, wire walkers, acrobats and clowns. Owners of title are Carl A. Romig, of Reading, Pa., and Elizabeth Rooney, formerly of Riding Rooneys, of Baraboo, Wis. They, with several assistants, are daily breaking stock.

ALL SHOULD BEAR with the operators of circuses, and especially the smaller ones, the coming season. Let's help promote employment by giving them all the encouragement possible.

THE INDIANAPOLIS NEWS in a recent issue carried a lengthy article concerning Robert E. Weaver, a young Peru, Ind., artist and winner of the Chaloner Foundation Award. He has two forthcoming paintings, again featuring some phase of life of the circus. He shipped his latest creation to San Francisco, where it will be shown at the Golden Gate International Exposition. Title of his entry is "Those Riding Hannefords." It depicts the troupe of bareback riders who lived in Peru for a number of years. The painting is four by five feet and it took seven weeks to do the job. His last year's prize winner was "Wagon 97," which was awarded second place in the Halgarten Award Competition at the National Academy of Design Show. It is now a part of a traveling exhibition of young American artists.

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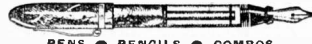
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**PITCHMEN**

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
 (Cincinnati Office)

**WALTER BRITTON** . . . formerly of peeler fame, is working as a prison guard for the State of Alabama. He recently visited Stanley Naldrrett when the latter was in Birmingham.

**MR. AND MRS. BILLY DE GRAY** . . . and Jimmy O'Donnell recently opened a chain store in Birmingham, Ala., for a week-end with Eddie Schirico's gyro foot outfit.

**RELIABILITY** is a great asset in any profession, especially in Pitchdom.

**CURLEY RIVERS** . . . is working doorways in Birmingham, Ala., on blocks and blades to good takes.

**MR. AND MRS. JACK HUBBELL** . . . are reported still in Birmingham, Ala., with their needle layout.

**PHIL SLOAN** . . . continues working his jewelry in Birmingham, Ala.

**THE EASIEST** way to go down to defeat is to have no regard for moral or financial obligations.

**MAXY MAXLAX** . . . blew into Birmingham, Ala., last week from Tampa, Fla.

**JEFF FARMER** . . . pens from Elizabeth City, N. C., that he will work there only a few days, then go into Tennessee and Kentucky for the tobacco markets. Says he'd like to see pipes from Doc A. Anderson, Jack Flowers, Blacky Kessler, Southern Jack Wilson, H. Schneider and Doc Brummitt.

**WHAT'S DOIN'** in Cleveland and who is working St. Louis and Kansas City, Mo.?

**EDDIE (SHIFTY) LEWIS** . . . pencils from St. Petersburg, Fla., his home for the last 10 years, that he has been working there for three weeks to business that is nothing to brag about. He met several of the pitch fraternity but they failed to stay there because of financial conditions, he says. He adds that this is the first year the city has seen such a drop in tourist trade. He and his wife had planned to remain there until spring but have now decided to find greener pastures.

**CHEROKEE MEDICINE CO.** . . . is preparing for next season in quarters at Paris, Tenn. A new stage and new scenery are being installed, and unit plans to play two and three-week stands, with a change of program each night. Recent visitors included Mickey Price and family, Tom Sadler and family, Texas Jack, Texas Rose and Joe (Toby) Purcell and family.

**ONE OF THE BOYS** writes that the fellows who are continually squawking about bad business should get into a town that has not been burned up.

**BEN MOREHOUSE** . . . blasts from Miami, Fla.: "Have been working here the past four weeks passing out plenty of knife sharpeners and glass cutters. Worked a parking lot the first week and did not do so hot, but now I'm working in a leading hardware store, which is a 100 per center. Will remain here until March 1. Boys, if you're thinking about coming to Miami to work be sure to have a good-sized b. r. with you, as readers are high; city, \$22; county and State, \$38, and there's only one good parking lot in town for \$15 per week. There are plenty of pitchmen here, but only three of us are working. Would like to read pipes from Charlie Price, Dick Ford and Chief Mex."

**CLIFF ASKINS** . . . writes from Tucson, Ariz., that he worked Social Security plates all the way down there from Seattle, Wash. The North Coast States are good, he says, and have free readers for disabled veterans. Reader in Arizona is \$5 to

\$15 per day. "Tucson is hostile to pitchmen, but I worked the railroad yard at pay day, anyhow. It seems that three fellows burned up the town recently, so others have to suffer."

**IT APPEARS** that everything is undergoing a change. Are you going along with it?

**BLACKY BEARD** . . . is reported to be clicking, working gaps in Miami, Fla.

**HAROLD (TOMMY) THOMPSON** . . . pens from Milwaukee that his opening in a Kresge store there with varnish proved a bloomer because the store was being picketed. He adds that he expects to get the long green in a neighborhood Kresge store and that the town is loaded with demonstrators.

**TRIPOD OPININGS:** "How can a pitchman state his policy if he has none?"

**C. J. BUTTERFIELD** . . . ace tie-form worker, is managing a filling station for the winter in Sterling, Ill., his home town.

**DAVID THOMAS** . . . writes that his boys are clicking in Daytona Beach, Fla. "Just read a pipe from C. Schroeder at Van Alstyne, Tex.," he says. "My car broke down there at the time Dr. Ward was there and my boys did a cowboy routine one night for him. Dr. Ward was doing good business there, and the town is A-1 for med and I sure hate to see it close, because Texas is one of the few remaining States in which med shows get a break. Why don't the fellows who have played towns which have since been closed make a real effort to open them again? Because they are known they should stand a better chance with the city fathers. Has anyone a better idea?"

**IT DEPENDS UPON** you alone as to whether business will be good in 1939.

**LEON DUBIN** . . . arrived in Reading, Pa., recently after a week's stay in Trenton, N. J., and went into the waffle-iron business with Sy Katz and Ray Levine. Says he has been doing very well. He has two demonstrations running in town, one in the F. W. Grant store and one in Pomeroy's department store.

**STANLEY NALDRETT** . . . after three weeks of good business in Birmingham, Ala., left January 22 for a week's stand in Columbus, Ga., with his juicer layout.

**UNDERESTIMATING** your competitor is a bad habit.

**JACK MURRAY** . . . is reported working herb tea in a chain store in Birmingham, Ala.

**TED TRAVERS** . . . is in Birmingham, Ala., lining up a tea layout.

**BARNEY KAPLAN** . . . in his first pipe from New Orleans, says: "Weather here is wonderful and the town is open. Percy Abbott a real friend of the boys. Gets them readers on time and fixes any trouble they get into. There's plenty of sunshine here but no money."

**MEMORIES:** Do you remember when Fred (Sizz) Cummings first took to the road with cleaner? When Harry Z. Austin pounded the ivories and otherwise entertained with the late Pete DuVal's med opry? When R. A. Miller was "going around the world on a deck of playing cards?"

**MRS. FRANK C. KEITH** . . . of the F. C. Keith Players, operating in Western Arkansas under canvas with pictures and vaudeville, gave a surprise dinner party January 17 in honor of her husband's birthday. The table was spread under the heated tent. Mr. and Mrs. Leo Thompson were recent visitors

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 Electric Shavers, Guar. 1 Yr. E. 85c, Dozen \$10.  
 Send full amount or 50% deposit.

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Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.

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 Manufacturing Pharmacists  
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**LOWEST PRICES GUARANTEED**

Sharp Needles (Retail \$2): 1,000 Needles 28c  
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 Milliner Needles . . . . . 1,000 Needles 97c  
 Embroidery Needles . . . . . 1,000 Needles 80c  
 Self-Threading Needles . . . . . 1,000 Needles \$1.30  
 Needle Threaders on Cards . . . . . Gross 35c  
 Army & Navy Needle Books . . . . . Gross 1.15  
 World's Fair Needle Books, 100 Complete 4.50  
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 Samples 25c. Small Orders Gladly Filled.  
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**M. PINTOHMAN**  
 Takes Pleasure in Advising That He Has Formed The

**MAJESTIC BEAD & NOVELTY COMPANY**  
 307 Fifth Ave., New York City.

Will Be Glad to Hear From old friends and customers, introducing a New Line of Latest Styles Rings, Lockets, He-Man's Beads, 5 to Box, Gold-plated, 1,000 Blades. 5 to Box, Gold-plated, 1,000 Blades. 5 to Box, Gold-plated, 1,000 Blades. 5 to Box, Gold-plated, 1,000 Blades. 5 to Box, Gold-plated, 1,000 Blades.

Send \$2.00 for Samples or Write for Catalog.

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Orders for 100 Blades or more gladly filled upon full payment plus postage. Deposit on C. O. D. Orders. (Big Profits). Samples 10c.

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**Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!**

Big earnings for ambitious men and women in new unworked field with famous nationally-advertised Hoover line of smart, exclusive Uniforms for restaurants, contrails, hotels, taverns, stores, offices, courts, dmits, etc. Not house-to-house. No experience—no money needed to get into this new, big-income business. Mail postcard now for beautiful new Uniform Style presentation, actual samples and money-making equipment—sent FREE.

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**New!**

**REMCO BLADE DEAL**

**\$5.00 Candid Type Camera**

**FREE WITH EVERY 500**

**REMCO**

**MICRO TIPPED RAZOR BLADES**

300 D. E. BLADES (20 Pkgs. of 5's) @ 69c — 100 \$2.07  
 100 S. E. BLADES (25 Pkgs. of 4's) @ 87c — 100 .87  
 100 REMCO THIN D. E. BLADES (20 Pkgs. of 5's) @ 1.05 — 100 1.05

**TOTAL — \$3.99**

1/3 Deposit — Balance C. O. D.

Send 10c for Sample & New Catalog.

**REMCO BLADE CO.**  
 134 WEST 32D ST., NEW YORK CITY.

on the show but have left for Iowa to visit relatives until the spring opening. Keith roster at present includes Eva and Bill Auton (the Musical Autons), Buddy Morris, Charles MacDaniel, Harry and Bessie Mae Dawson, Capt. Frank Hollaway and Mr. and Mrs. F. C. Keith. The Keiths plan to open a platform show as soon as weather permits.

**YOU CAN OBTAIN** the respect and honor of everyone only after you have done your part well.

**AWAITING THE MARDI GRAS** in New Orleans are Jake Rubin, Joe Bouner, Red McCoy, Slim McKnight, Barney Kaplan, Nate Youman, the Great Venick and George Burger.

**CHARLES KLINGER** writes from Chicago: "While visiting here I could not resist going down to the Maxwell Street Market, where I met many oldtimers, the most notable being James Wells, of sharpener note, who is now working med. It was bitter cold, but Wells held his tip and turned to a real old-time passout. Wells has an odd bally—a trained dog that does startling and amusing tricks. Also met Ralph Pratt, of transferee fame, who was working to good takes. I'd like to read pipes from Lester Kane, Al Rice, Frank Libby, Jimmy Miller and Tom Barret."

**THINGS WE NEVER HEAR:** "Let's take a leaf from the Pitchman's book. By his indomitable courage he is able to surmount the greatest obstacles."—Local merchant.

**BOB POSEY** scribes from Jackson, Mich.: "Haven't seen very many of the knights since October. The snow is pretty deep and it has been very cold. I'm not setting the world on fire, but am working everyday. Where is everybody hiding? Pipe in, Al Decker, Al Cover, George and Martha Barry, A. L. Richards and Bobby Dale."

**BABE KEATING** is working Georgia with med on a veteran's reader and wishes to give the boys the low-down on Georgia spots worked since Christmas. "Newnan, where I worked on the courthouse square, is very good. At Dalton I had a good Main street corner; Carrollton had been worked with med, so I only made one pitch. Had to see the mayor for city reader of \$1 a day. Gainesville is fair. Duluth has a good Main street corner and reader is \$2.50 a day without a soldier's license. Lawrenceville has plenty of home guards, but a road man can get some money there. Reader is free on courthouse square. One lot on Decatur street, Atlanta, can be worked for three months on a \$15 city license. Doc Bob Smith, Louis Chapman and Salem Bedoni, pipe in."

**THIS YEAR** like any other year there will be the successes and failures in Pitchdom. In which class will you be?

**TOM ADKINS** is reported to be in Atlanta.

**EDDIE EGAN** is reported working in New Haven, Conn., to good business.

**H. OWEN** says there's plenty of demonstrators in stores in New Haven, Conn.

**THE PATH** to success is a hard one. Watch your step.

**WHY ARE SOME** of the boys and girls so negligent about signing their names to their communications to the column? We received two of them again last week, one of which was a nifty from Toledo, but neither had a John Henry appended, with the result that they had to be tossed into the wastebasket. If they are worth writing they are certainly worth signing. Don't you think so?

**A. C. SELLS** tells from Macon, Ga., that he's been selling wholesale novelties and pitchmen's supplies.

**REALLY LIVING** is to live to help live.

**Pitchdom Five Years Ago**

Royal Milton (Dusty) Rhodes was corraling some lucre in Tampa, Fla. . . . Fred Vall was enjoying good weather but not much business in Chicago. . . . H. T. Maloney was vacationing in Columbus, O. . . . The Matland-Williams Fun Show was clicking with candy and mad sales working Virginia territory. . . . George Shields was store-showing it in Texas with Cecil-Cecilia to good returns. . . . Doc A. Anderson was finding "gold in them thar hills of Virginia" with strop dressings. . . . Billy Rimmer was managing to obtain a few orders for farm papers working Jacksonville, Fla. . . . Among the boys working the auto show in Hartford, Conn., were C. W. Oleson, V. Nontello, W. Bannister, P. J. Sullivan, C. McCain, Mark Cohen, Johnny Meyers, Jay Lewis, A. B. Hoffman and Eddie Delmont. . . . Murray, Ky., proved a red one for Jeff Farmer with sharpeners and hones. . . . Eddie Bechtell's pitch stor on Houston street, Fort Worth, Tex., was clicking. . . . Greenville, Miss., proved the banner spot of the year for Bo Posey. . . . Pop Kane and Harold Newman, erstwhile pen workers, were corraling the long green with a coil demonstration at the Cincinnati Auto Show. . . . Homer Bogner was finding business to be picking up in Ft. Wayne, Ind., working streets and doorways with blades, combs, comb cleaners, razors and razor sharpeners. . . . Doc Laushell was in Columbus, O., laying plans to sprig a new med opera in the spring. . . . Doc Price blew into Cincinnati after a successfully working Viracide in Columbus, O., for several weeks. . . . Doc George M. Reed was preparing for his annual road tour after a successful week's stand in a Columbus (O.) chain store. . . . Kid Carrigan was presenting his health, talks in Dayton, O., to remunerative results. . . . Doc Ted E. Dunlap was fining lucrative pickings working the South Central States. . . . Tom Sigourney, after a successful stand on State street, Chicago, moved his store to Clark street in the Windy City. . . . That's a l.

**PITCHMEN'S SAY!** GS: "Say, little town, don't you cry, you'll have my med show by and by."—Doc Robert Smith.

**T. A. CEE JR.** has a nifty idea for selling fountain pens. For a bally l.e rapidly draws pen sketches of members of his tip to demonstrate the efficiency of his pens. He recently worked a small lot off Cherry street, Macon, Ga., to a good crowd.

**BILL DABNEY** working soles, and Joe Smith, ties, did good business recently on Downie Bros.' Circus lot in Macon, Ga., where they stopped off on their way to Valdosta, Ga., and Florida.

**BILL WILHELM** is working card merchandise in Macon, Ga.

**DAD PARKER** is clicking with blades and soap in Macon, Ga.

**IT WAS D. F. (HOOT) McFARLAND**, we believe, who once remarked: "The big shot in Pitchdom does not pose, he leaves that to the fellow who wishes to be thought of as a big shot."

**DAVID FRANKS** for 18 years a demonstrator in this country and England, from where he originally came, writes his first pipe from Washington. "My activities," he tells, "have been confined to 10-cent stores and in the summer to Virginia Beach Park. I handle English Silken Taffy, a commodity entirely different from other taffies. I have a spectacular demonstration showing the process of manufacture, including a display of taffy pulling by hand. My commodity has been featured in *The Dextrose Digest*, a booklet published by Corn Products Sales Co. I am buying a trailer and expect to make fairs this year."

Veroy Beach. Fruit Festival, Jan. 30-Feb. 4.  
 MD.—Baltimore. Dog Show, 3-4.  
 MICH.—Alpena. Winter Carnival, 27-Feb. 5. Lansing. Indoor Circus, 30-Feb. 4.  
 MINN.—St. Paul. Winter Carnival, 23-Feb. 5. N. Y.—Bath. Fire Dept. Fair-Carnival, 2-4.  
 OHIO—Toledo. Sportsmen & Home Builders' Show, 28-Feb. 5.  
 OKLA.—Tulsa. Home Show, 31-Feb. 4.  
 (Feb. 6-11)  
 ARIZ.—Phoenix. Rodeo, 9-12.  
 CALIF.—Oakland. Dog Show, 11-12.  
 COLO.—Lamar. Live-Stock & Poultry Show, 8-10.  
 FLA.—Miami Beach. Legion Rodeo, 4-11.  
 ILL.—Chicago. Merchandise Fair, 6-10.  
 MASS.—Boston. N. E. Sportsmen's & Boat Show, 4-12.  
 MICH.—Ironwood. Winter Carnival, 10-12. Petoskey. Winter Carnival, 3-12.  
 MINN.—Croskitt. Poultry Show, 6-10.  
 N. Y.—New York. Natl. Notion & Novelty Exh.—Hoboken, 6-11.  
 New York. Dog Show, 12.  
 O.—Cleveland. Rodeo Circus, 6-18.  
 PA.—Philadelphia. Natl. Home Show, 10-18.  
 UTAH—Piedmont. Poultry & Live-Stock Show, 7-14.

**ROUTES**

(Continued from page 24)

Masters, Johnny (Murray's) Tuckaheo, N. Y. nc.  
 Maurice & Cordoba (Book-Cadillac) Detroit, h.  
 Mena, Andy & Co. (Strand) NYC, t.  
 Mehan, Neece (Wonder Bar) Baltimore, h.  
 Men of Manhattan, Eight (Capitol) Washington, D. C., t.  
 Merriman, Ted (Lobby No. 2) Juarez, N. M.  
 Merry Macs (Onyx) NYC, nc.  
 Miami Mannequins (Geo. Washington) Jacksonville, Fla., h.  
 Michl, Princess (Merry-Gor-Round) Newark, N. J.  
 Mison, Michel (Russian Kretchna) NYC, nc.  
 Mignon (Riverside) Milwaukee, t.  
 Miller Trio, Jim (Gay Nineties) NYC, nc.  
 Miller, Susan (Earl Carroll's) Hollywood, nc.  
 Mills, Star & Tracy (Yacht Club) NYC, nc.  
 Mock, George & Gray Wolf Tavern) Youngstown, O., nc.  
 Modie & Lemaux (The Ranch) Seattle, nc.  
 Moffett, Adelaide (Plaza) NYC, h.  
 Moke & Poke (Plantation) NYC, nc.  
 Mona, Jean (H-Hat) Chi., nc.  
 Montmartre Boys (Alma Kelly's) NYC, nc.  
 Monoff, Yvonne (Rose Bowl) Chi., nc.  
 Monti, Mill (Savoy-Plaza) NYC, h.  
 Moore & Revel (Dempsey-Vanderbilt) Miami Beach, Fla., h.  
 Moore, George W. (Nouvelle Casino) Menton, France, nc.  
 Morgan, Johnny (Boulevard Tavern) Elmhurst, L. I., nc.  
 Morgan, Russ, & Orch. (Stanley) Pittsburgh, t.  
 Morrison Twins (Cafe Venice) Galveston, Tex., nc.  
 Morton, Eddy (Frontenac) Detroit, h.  
 Murphy, Dean (Rainbow Room) NYC, nc.  
 Murray & Alan (Old Roumanian) NYC, nc.  
 Murray, Steve (Little) NYC, nc.  
 Murray, Alan (Esquire) Miami, nc.  
 Murray, Arthur, Dancers (Netherland Plaza) Cincinnati, h.  
 Murray, Elizabeth (Diamond Horseshoe) NYC, nc.

**N**  
 Nadine & Charles (Glass Bucket) Kingston, Jamaica, nc.  
 Nationals, Three (Netherland Plaza) Cincinnati, h.  
 Nazarenko, Iasha (St. Regis) NYC, h.  
 Neil & Clark (Midnight Sun) NYC, nc.  
 Neiler, Robert (State-Lake) Chi., t.  
 Nelson, Ozzie, & Orch. (Pal) Chi., t.  
 Nestor, Henry (The Drum) Coral Gables, nc.  
 Nestor, Thelma (2 o'Clock) Baltimore, nc.  
 Nichols, Freddy (Tic Toc) Montreal, Que., nc.  
 Nichols Bros. (Cotton Club) NYC, nc.  
 Nicholson, Jane (St. Regis) NYC, h.  
 Nickerson, Flo (Geo. Washington) Jacksonville, Fla., h.  
 Niessen, Gertrude (Versailles) NYC, nc.  
 Nigey, Ruth (Radio City Rainbow Grill) NYC, nc.  
 Nixon & Sans (Riverside) Milwaukee, t.  
 Nolan, Bob (Royal Palm) Miami, nc.  
 Norman, Patricia (Leon & Eddie's) NYC, nc.  
 Norman, Karly (Woodside Gardens) Long Island, nc.  
 Novy, Mischa (Casino Russe) NYC, nc.

**O**  
 Oakes, Jimmy (Club Tivoli) Juarez, Mexico, nc.

**Here's An Item That Sells Itself FOR PITCH PROMOTION**

The New Medicated **ATHYGENIC FOOT GLOVE**

Gives QUICK RELIEF and COMFORT to Sore—Aching World's Fair Feet.

**BIG SECRET**—Keeps the toes apart and powdered at all times—prevents rubbing and chafing of toes while walking—worn with ease under heavy. **MONEY MAKER.** Act at once. Write to

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Note removal to larger quarters. Old-timers are back in line selling our Veterans' Job Books, Magazines—2c to 5c. Sell 10c to 25c. Other reasonable features. Holiday Plaques, Patriotic Calendars, Welcome Cards, etc. 2c to 5c. Send 10c for Samples. **VETERANS' SERVICE MAGAZINE**, 169 Duane St., New York City.

**ELGIN & WALTHAM REBUILT WATCHES \$1.75**

7 Jewel, 18 Size, in 8. H. Engraved Cases, etc.

Send for Price List, Money Back If Not Satisfied. **CRESCENT CITY WATCH MATERIAL CO.**, 113 N. Broadway, St. Louis, Mo.

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**NEW! FLY IN SUGAR — NEW!**

One of the cleverest laugh provokers and funniest effects ever created. When a guest finds one of these real looking lumps of sugar in his hot tea or coffee, you can imagine his surprise when an imitation fly floats to the surface. The sugar has the fly concealed inside and when the sugar melts, it rises to the surface. Imagine the fun! One lump to the package.

Our Catalogue of Thousands Other Laughs Free Upon Request. **DOZEN, \$1.00. 25% Deposit With Order. GROSS, \$10.80.** Exclusive with **1209 BROADWAY, NEW YORK CITY.**

**Events for 2 Weeks**

(Jan. 30-Feb. 4)  
 CALIF.—Indio. Riverside Co. Fair, 3-5. Pasadena. Dog Show, 4-5.  
 COLO.—Denver. Stock Show, 28-Feb. 4.  
 FLA.—Miami Beach. Legion Rodeo 28-Feb. 4. Tampa. Pan-American & Hernando De Soto Expo., 30-Feb. 18.

**"Sugar Dice" Roll 'Em and Eat!**

Protected label. The pattern of the spots, when wrapped around cubes of granulated sugar, reproduces, carmel, milk chocolate or other confection, forms dice. Survey indicates that almost everyone whose opinion was asked would immediately buy a 5c package because of its novelty. Use this label on an excellent confection and you will have two reasons for buying instead of one—novelty and desire for good candy. Business investors only the purchase and distribution of the packages, but owner does not have the time to properly supervise. This is your opportunity for 1939. Cash in on the markets offered by Bunco Parties, the two World's Fairs, Carnivals, Bridge Prizes, Vending Machines, Novelty Stores, the fifty-eight thousand stores that sell the needed and nine thousand Lunch Rooms and Restaurants. Owner will dispose of exclusive rights for a reasonable cash offer or cash and small royalty from a reted concern.

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Hot, peppy, laughable; every adult buys; 20 new designs, spice and flash, white card printed two colors with envelopes. No cheap junk, but fast 10c sellers. **AGENTS! SALESMEN! STOREKEEPERS!** Amazing profits on small investment. 100, \$2.50; 500, \$10.00; 1,000, \$18.00; samples, 20 for \$1.00.

**COMIC SHOP**, 2463-A Kensington Ave., Phila., Pa.

O'Connors, Three (Orph.) Memphis, t.
O'Day, Darlene (Bismarck) Chi, h.
O'Dell, Del (El Rio) NYC, nc.

Shipslead, Roy (Pan-Pacific Rink) Los Angeles, a.
Shore, Willie (Rose Bowl) Chi, nc.

Y
Yovo and Doro (Monaco's) Cleveland, nc.
Yost Men, Four (Diamond Horseshoe) NYC, nc.

P
Paley, Nellie (Gallant's) NYC, nc.
Pan-American Trio (Mother Kelly's) Miami Beach, nc.

Smith, Jean (Rainbow Grill) NYC, nc.
Smith, Ann (Diamond Horseshoe) NYC, nc.

Z
Zelaya, Don (Oriental) Chi, t.
Zudella (Foeste) Sheboygan, Wis., h.

Parks, Roy (The Drum) Coral Gables, Fla., nc.
Parks, Roy (Hi-Hat) Chi, nc.

Stoker Bros., Six (William Penn) Pittsburgh 4-5, h.
Stone, Mary (Colosimo's) Chi, nc.

DRAMATIC AND MUSICAL
(Routes are for current week when no dates are given)

Frederick (Garde) New Haven, Conn., h.
Paul & Paulette (Colosimo's) Chi, nc.

T
Taft, Ted & Mary (Oriental) Chi, t.
Tai Sings (Forbidden City Cafe) San Francisco, nc.

Along Came Juliet: Johnston City, Ill., 1; Harrisburg 2; St. Joseph 3; Springfield 4-5; Decatur 6; Hamilton 8; Girard 9; Carlyle 10; Chicago 11-12.

Rabb, Joseph (Tokay) NYC, re.
Radio Aces (Royal Palm Club) Miami, nc.

Talent, Bill (Palmer House) Chi, h.
Tate, Katherine (Queen Mary) NYC, re.

Bankhead, Tallulah: (Ford) Baltimore 2-4.
Barrimore, Ethel: (Hartman) Columbus, O., 30-Feb. 1; (Victory) Dayton 2; (English) Indianapolis, Ind., 3-4.

Ray, Iris (Pepper Pot) NYC, nc.
Ray & Naldi (Royal Palm) Miami Beach, Fla., nc.

Thomscheksky Boris (Rainbow Inn) NYC, re.
Three Peppers (Mammy's Chicken Farm) NYC, nc.

Skinner, Cornelia Otis: (Grand) Chi.
Starts Your Circus: (Temple) Boston.
Susan and God: (Hanna) Cleveland.

Reynold, Little Louise (Lookout House) Covington, Ky., nc.
Rayes, Billy (Drake) Chi, h.

U
Underwood & Underwood (Trocadero) Boston, nc.
Usonoff, Mischa (Russian Kretchma) NYC, nc.

MISCELLANEOUS
Arthur, Magician: Midway, Ala., 1-2; Brooks 3-4.

Rigas, Belle (Oetjens) Brooklyn, re.
Riggs, Curly (La Ponda) Hollywood, nc.

V
Valda (Plantation) NYC, nc.
Valdez, Tito & Corinne (International) NYC, nc.

Long, Leon, Magician: Corpus Christi, Tex., 7.
Look at Life Museum: Akron, O., 30-Feb. 4.
McClung Zoo & School Circus: (Parish schools) Evangeline, La., 1-14.

Robbins, Billy (Coronado) Worcester, Mass., nc.
Robins, A. (Earl Carroll's) Hollywood, nc.

W
Wallace, Beryl (Earl Carroll's) Hollywood, nc.
Walton, Bert (State-Lake) Chi, h.

CARNIVAL
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

St. John, Alice (Wivel) NYC, re.
Sakonsky, Simeon (Russian Kretchma) NYC, nc.

Whalen, Maurice & Betty (State) NYC, t.
Whaley, Bert (Brevoort) NYC, h.

Crafts 20 Big: (Fair) Indio, Calif., 1-5.
Evangeline: Lockport, La.
Liberty Am. Co.: Crystal City, Tex.

McMAHON SHOWS
WANT SHOWS—Athletic, Native Hawaiian, Hill-Billy, Fun House, Midget, Foreman for Ferris Wheel, Circus, Tilt-a-Whirl and other rides.

Whitman, The Four (College Inn) Chi, nc.
Whitney, Eleanor (Pal.) Cleveland, t.
Whittier, Charlie (Royal Palm Club) Miami, nc.

CIRCUS AND WILD WEST
Davenport, Orrin: (Vocational School Field House) Lansing, Mich., 30-Feb. 4; (Public Auditorium) Cleveland, O., 6-18.

HELLER'S ACME SHOWS, INC.
WANT SHOWS—Plantation, Monkey Circus, Dog and Pony, Motorcade, Speedway, Working World, Fun House, Mickey Mouse, Rio Fun House, Penny Arcade, Girl Revue.

FREE BIG NEW CATALOG KAESER & BLAIR 1100 fast selling BUSINESS NECESSITIES Why worry along with cheap, slow-moving, short-profit knock-knacks and gadgets? Here's a brand-new catalog of 1100 HOUSES YOU'LL sell BUSINESS NECESSITIES! You don't have to be a super-salesman to make money with K&B business necessities.

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CHAS. T. GOSS
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Now Booking for Season 1939
Shows, Concessions, Opening in March. Address ARCHIE CLARK, 840 South Los Angeles St., Los Angeles, California.

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Will sell Tilt-a-Whirl, 9-Car Portable, extra good shape; also 10-Car Kiddie Ride. Can be seen here at Chillumville Park. Terms to reliable people. All replies to JOHN GALLAGAN, Box 1270, ville, Tenn.

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NOW BOOKING SHOWS, RIDES AND CONCESIONS.
Can Hook any Attraction that does not conflict. Address:
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UNITED AMERICAN SHOWS
NOW CONTRACTING
What Have You? Address: Box 17, North Little Rock, Ark.

## Hartmann's Broadcast

IN HIS article, *Legality of Prize Contest*, in last week's issue of *The Billboard*, Leo T. Parker, attorney at law, cited several high court decisions on the question of chance that struck us as being very valuable to everybody interested in contests of various kinds and merchandise. As Parker put it: "The fact that 'chance' enters into distribution of prizes to patrons of amusement places does not always result in the scheme being unlawful."

In a Colorado case it was shown that chance tickets were distributed indiscriminately to citizens. These tickets were distributed not when admission tickets were sold, but irrespective of those who purchased admission tickets. In other words, the persons who held the chance tickets received them without charge in every respect and were not required to purchase anything of value or an admission ticket to receive the chance tickets. The court held this plan not unlawful.

Another case of great interest was the decision on "chance" in Alabama. It was disclosed that chance tickets were distributed to citizens to induce them to come to a free show in order that the management might have the opportunity during intermission to sell the patrons merchandise. The court held that this was not a violation of the State laws designed against lotteries, saying: "There is no law which prohibits the gratuitous distribution of one's property by lot or chance."

These schemes of pulling crowds strike us as being possible of adoption by carnivals and other traveling amusement enterprises for at least a part of each local engagement in the two States concerned, and especially on off nights. The two high court decisions, too, might be used to good advantage in getting

opinions on such schemes in other States.

B. H. NYE busts loose with his opinion on the question raised by a concessioner as to whether there is really a moral difference in a haul of a nickel at a time and one of much larger proportions. In itself the question is absurd, declares B. H., and we are fully in agreement with him on this.

"A patron," he points out, "can stand in front of one concession or go from one to another and get rid of several dollars possibly, but during that time he has had the pleasurable excitement of action and uncertainty. He has been entertained for the evening just the same as if he had gone to the movies or any other place of entertainment. He is satisfied. On the other hand, in front of a flat joint he is clipped, pure and simple, loses his bank roll, has no entertainment value for his money, goes away a dissatisfied patron and becomes a knocker."

Aside from the so-called moral aspect, Nye cannot see why some managers don't consider this matter from a dollars and cents standpoint.

"Only so much per capita can be expected from so many patrons," he argues. "The man who comes to the carnival lot with his family and a few dollars and loses those few dollars on a joint is all thru and money which would have gone to rides, shows and legitimate concessions is diverted to the support of the flat-joint operator, his assistants and sticks. How can the 'office' get any benefits from a concession that must first support the operators and the outside men and their women? The ride owner with an investment of several thousand dollars 'makes' the midway and gives up a percentage of every dollar taken in. The flat-joint operator is going to take care of 5 to 10 people before he 'sees' the office—that's natural. And the 'heat' from joints keeps away patrons! It is all so obviously a bad business proposition that it's a wonder

some managers can be so damnably thickheaded.

"The army of broken flat-joint operators last fall, compared with the number of legitimate concession operators owning transportation equipment and stock and with money to winter, should prove something. Other proof could be found in the comparative financial condition of legitimate shows and racket shows."

"After all, good white space in *The Billboard* should not be wasted on the discussion. None are so dumb as those who will not see. Give a calf enough rope and it will hang itself. The racket crowd is fast using up the rope and space behind the eight ball is getting more crowded every season."

## Notes From the Crossroads

By NAT GREEN

A CHANGE from one side of the fence to the other makes a big difference in a person's views. We have just read an interesting article in the Chicago Stadium's hockey booklet. It was written by Robert E. Hickey and is titled *The Circus and the Big Stadiums*. Five years ago when he was handling publicity for a circus Bob would have indignantly repudiated the idea he is promulgating today, because it would have been good business sense to do so. Now that he's with the indoor circus group it is but natural that he lauds indoor shows as far superior to the circus under canvas. While on first reading the article may seem to be a knock at tent shows, it cannot be denied that part of what Hickey says is true, and a perusal of the article by circus men in general might awaken them to the necessity for modernizing the circus.

"The public," says Hickey, "prefers the indoor stadiums to the tents, as comforts are possible in the buildings that are not obtainable under canvas. The seats are priced at a scale, whereas on a road tour there are only general admissions and then an extra charge for reserved seats. The concession stands are clean and manned by a high-class personnel, and the ushers and ticket attendants are gentlemanly and courteous."

Continuing, Bob says: "Performers, property men, riggers and all circus attaches are happier when appearing at the Stadium than when on tour. In Chicago they have large, spacious well-ventilated dressing rooms with running water and baths, whereas on the road they are forced to dress in a crowded tent with a water bucket serving as the shower and tub combined."

The article is too large to enumerate here all of what Bob claims are advantages of the indoor over the outdoor circus. With some of his conclusions we can't agree. The circus under canvas also has its advantages, and if circus owners are sufficiently businesslike to keep step with progress and give the public the consideration to which it is entitled they need not fear indoor competition.

J. C. McCaffery, president of the Showmen's League, off for the Tampa fair. Dave Williams, known as Waxy, the Mechanical Man, did a Frankenstein character for one of the exhibitors at the coin machine show.

The skating team of Duke and Noble is temporarily out of the running. Duke is in a Huntington (W. Va.) hospital as the result of an accident, and Noble is being a single around Chicago.

Roy Barrett, now playing dates for Orrin Davenport, will appear with the Chi Stadium Circus. . . . J. C. (Tommy) Thomas, of the Johnny J. Jones Exposition, off for parts unknown after a sojourn in Chicago. . . . G. H. (Blackie) Williamson, circus boss property man, wintering in the Windy City. . . . Lloyd (Uptown White) Merrell has announced his engagement to Margaret Schwegel, an Evanston girl. . . . J. W. (Patty) Conklin and Neil Webb returned home from the Winnipeg meeting via Chicago, stopping off for a couple of days before going on to Hamilton, Ont. . . . Eddie Gilmartin, manager of the Savoy, is bringing the South Side spot to the forefront as a recreational center with roller skating, fights, etc. . . . Frank Mayer is from New York working on the new Ringling program.

Regardless of how large that proposed show of Glenn J. Jarmes will be, we'll

bank on it that Jarmes has the biggest title in captivity. His letterhead reads: "Glenn J. Jarmes and Bailey Bros., Greatest Show Under the Sun. Big Internationally Famous Combined Railroad Shows, united with the Great London European Circus and Royal British Menagerie." Quite a large order for a young fellow just proposing to start out.

## SLA WILLING

(Continued from page 3)

he prepares his plans for construction; public-spirited men and women interested in a charitable enterprise or project, tho it might involve a large outlay of money, visualize it as an ideal before proceeding to carry it out. In other words, there must be an ideal first and fulfillment of that ideal later. In stating this we quote the trite saying: 'Nothing ventured, nothing gained.'

## "No Other Motives"

"Unquestionably, and something each one of us must admit, none of the backers of the project will benefit personally by its completion. They expend time, effort and money toward the completion of a Home out of nothing more than the sense of aiding the unfortunate. These people are working solely for charity and philanthropy for the security of those that need the Home's care at the end. There are definitely no other 'motives' behind the launching of the haven.

"Dissenters and pessimists are always at hand, but even they at times serve a good purpose. However, no purpose can be served by disparaging a project unless constructive criticism can be offered at the same time. At no time have the League representatives refused to confer with representatives of the various show organizations thruout the country but, on the contrary, have had the idea in mind that at some time in the future it would be advisable that all showmen's organizations get together and plan for a practical nationalization of the project.

## Questions for Consideration

"In considering an undertaking of this kind various ideas, of necessity, would be presented, such as the pension system, contracting with other established institutions thruout the country for the care and keep of members of the organizations in lieu of building a central home; the prior connection and occupation of persons who are eligible for entry into the Home, etc. These questions can be and should be thoroly gone over before actual construction is commenced.

"The sum raised in the last year by the League speaks loudly and is indicative of the fact that the contributive, many of whose contributions were quite large, are sympathetic to the League's plan. All contributions were made voluntarily and no pressure has been used to obtain them.

"As with the steam engine, which, incidentally, was first a dream of its inventor, there were persons supposedly in positions where they should know who said 'It can't be started.' When the engine was started the same people said, 'It can't be stopped.' This can be literally applied to the Showmen's Home project. There is no question that it can be started and that it can be controlled for the benefit of show people as a whole.

## Harmony Should Prevail

"*The Billboard* is to be thanked for bringing up the issue. Everyone wants to help those less fortunate than himself, and harmony should prevail in this endeavor. The League welcomes suggestions and, as the Philadelphia lawyer says, 'is always ready, able and willing' to co-operate with those interested.

"The editorial intimates that other questions might be overlooked 'if the project can be demonstrated to be the best and most logical plan for the aged, indigent and needy.' In other words, if it can be shown to be practicable. The test of its practicability is whether the Home, when completed, will accomplish the purpose which its founders have in mind. Since that purpose is to give comfort, security and happiness to the veterans of the outdoor show world, without question a Home of this sort is not only the most efficient but is the only means by which these purposes can be attained. In view of this does it not seem that all valid objections have been answered?"

## WAGE CLAIM

(Continued from page 3)

do not care to institute petition to the referee or the court, or both, unless other attorneys join with us," Harman said.

# GREATER UNITED SHOWS

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Octopus and Ridee-o with own transportation, also Side Show (will furnish tent), Girl Revue, Minstrel Show (Sugarfoot Green, wire).

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WILL BOOK any money-getting Show that does not conflict with what we have. Especially want Monkey Show, Midget Show, Animal Show, or any meritorious Show. WANT Freaks for finest framed Side Show on the road, Girls for Girl Show (This is an Office Attraction), Musicians for Band. Will furnish Wagons for Boomerang Ride or any new Ride that we do not have. Show will operate its own Wheels and Grind Stores. WANT Concession Agents that can and will work as per instructions. WANT first-class Builder that can design and build Fronts. WANT a first-class Man that can handle Sound Truck and take care of repairs on all show-owned Sound Equipment.

HAVE FOR SALE Single Loop-o-Plane, first-class condition; first \$500.00 takes it. 80-Ft Round Top with two 30-Ft. Middles, all Poles, Stakes and Riggings. Top and Side Wall in fair condition, also 18 Lengths of 8-high Blues in No. 1 shape. First \$600.00 takes all. F. O. B. Huntington, W. Va. Musicians address CHARLES CLARK; Pit Show Attractions, RAY CRAMER; all others address care

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# GEO. F. DORMAN SHOWS WANTS

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Committees in Virginia, Pennsylvania, New York and New England write.

## Brice New Prexy Of Pa. Fair Group

HARRISBURG, Pa., Jan. 28.—William Brice Jr., Bedford, was advanced from vice-presidency to presidency to succeed the late Samuel B. Russell, Lewistown, by Pennsylvania State Association of County Fairs at the 27th annual meeting in the Penn-Harris Hotel here on January 26 and 27. Large delegations attended, 50 fairs being represented.

Mayor John A. F. Hall welcomed the convention. Program listed numerous speakers on timely topics. Annual turkey dinner in the hotel ballroom was attended by 400. John S. Gilles, Reading, was toastmaster, and speakers included the new governor of the State, Arthur H. James, and Tommie Richardson, humorist.

An excellent floor show was presented with acts offered by George A. Hamid, Inc., and Frank Wirth agency. Further details in the next issue.

## OPS PREPARE

(Continued from page 31)

take too much interest away from the midway at a late hour at night. Majority of concessioners are opposed to the book ticket as it stands today and will attempt to obtain a price revision for individual attractions.

Dues to the new organization were set at \$10 annually, with provisions for assessments at any time. Membership is subject to approval of the membership committee and is restricted to concessioners holding contracts direct with the Fair Corp. In the case of villages and similar attractions composed of many sub-concessions, a maximum of five memberships from each parent enterprise is permissible to insure sufficient representation for the larger enterprises.

## GLEANINGS

(Continued from page 31)

for the affair. Officials of the PCSA graciously placed this party at table No. 1, where they held court during the festivities. In the party were Frederick and Mrs. Weddleton; John Hix, of "Strange as It Seems" note; Lew Dufour, Mrs. Bertha Melville, Mr. and Mrs. Jake Newman, Mr. and Mrs. Walter K. Sibley, Nate Miller, Will Wright, Marie Morris and Mrs. Margaret Welch.

Lee A. Sullivan, of the Eli Bridge Co., touring California on business, dropped into our offices after a trip to Treasure Island. He said he was more than surprised at the beauty and state of readiness of everything and would surely return to visit the fair.

Frank Burke, of the Frank Burke Shows, who visited Treasure Island, is wintering in Mesa, Ariz., and he and Lee Sullivan have been doing the town.

Herb Usher, Los Angeles, will have a number of concessions at the fair if his plans mature.

Hort Campbell, veteran showman, is seen around town, and there must be something in the wind, as Hort does not waste any time gadding about.

Rumors are that there will be an international six-day bike race on Treasure Island during the fair, track to be laid in the coliseum, which is as large as Madison Square Garden and can seat upwards of 10,000.

Lew Dufour, who flew back to New York after the PCSA banquet, perfected all his plans and has the Life Show building under construction.

A unique show in negotiation for the Gavway that should attract a lot of attention if the deal goes thru is an exhibition of part of the ashes of Christopher Columbus and many mementos and relics of the great explorer and discoverer. Everything in connection with the show is said to be well authenticated and is arranged to make a fine presentation.

Grace Stormer, of Los Angeles Chamber of Commerce, who conferred with Chief Weddleton regarding booking a big show founded on days of the gold rush, is one of the ultra-ultra ladies of California and when she decides to do anything she usually does it.

Looks as tho the great war painting, the "Pantheon de la Guerre," which was such a success at Chicago's A Century of Progress, will be featured on Treasure Island. Building plans are being rushed thru, and if negotiations are completed

a triple gang will be put to work on a building.

Sally Rand has increased the frontage of her show by 40 feet so as to make a better presentation.

Headsmen's axes have been cleaned, polished and whetted to razor edges for a wholesale purge that is anticipated. Operation departments are in process of assembling, and many a guy who has held a soft seat will feel cold steel behind the ears soon. It is generally assumed that there will be many "resignations."

Governor Olsen, even tho on a sick bed, found time and strength to give the rush to practically the entire fair commission, including our president, Leiland Cutler, who happened to be on the board. This mass dumping will not affect the fair, as the commission had to do only with the State's participation and spending of \$5,000,000 allotted for that purpose. Mr. Cutler is, of course, still the president of the GGIE and no doubt will retain this post until end of the expo.

Uniforms to be worn by guards and ticket sellers, on display in one of the big store windows on Market street, surely are nifty.

Greenwich Village attraction, to be operated by John R. Castle and Harry Seber and fast taking shape, will be a fine-looking show, and under capable management of these veteran showmen should give a good account of itself.

Over 1,000 people attended the pre-exposition opening of the Chinese Village on January 21, when ceremonies were held in Chinese and English, and visitors voted the attraction the greatest of its kind they had ever seen.

There is talk that an effort will be made to unionize talkers on show fronts. One of the boys who was figuring out the difficulties of doing this successfully said that front men were divided into three classes, grinders, second men and openers. He said an opener had to be a master salesman, thoroly familiar with his subject, as much so in fact as a salesman for a commodity and that he had to have personality, a good flow of English and know when to say "10 cents." He said the second man should have some knowledge of the attraction and should be able to take up where the opener left off, and that the grinder should be a man with stentorian pipes, able to work almost continuously, but not necessarily with much knowledge of his attraction. He said that Cliff Wilson would probably have quite some trouble in securing an opener from the local union who has had experience as a herpetologist, that the union would have considerable trouble supplying a man who had made a study of astronomy to take the front of the Strato-Rocket and so on.

Pee Jay Ringens writes that he may pop into San Francisco any time now, as his contemplated trip to Buenos Aires is off. Said he has his fill of the Orient and other foreign countries and would like to work the States for a while.

Victor Roper and his wife, now with the Pete Kortez Museum in New Orleans, will resign shortly and come to San Francisco to become associated with one of the major attractions on the Gayway.

Harry Hargrave, prexy of the PCSA, did not arrive at the banquet recently given by the organization in Los Angeles until the affair was half over. It developed that Harry, Mrs. Hargrave and her father were clipped by a drunken driver of another car while en route to the Biltmore Hotel from their home in Venice. Mrs. Hargrave's father was slightly injured and Harry had his face slightly burned, but Mrs. Hargrave escaped unscathed.

Jake Newman, representative of Clyde Beatty, is sort of will-o'-the-wispy—in again, out again; today, San Francisco; tomorrow, Los Angeles. He knows how to keep busy.

Frank Zambrino, general manager of the "Believe It or Not" show, who is in town now for good, is busily engaged in getting together what he says will be the greatest Ripley show ever assembled.

William Russell, general manager of the Streets of the World, resigned to take a much more lucrative position with one of the big utility companies. The Streets company was reluctant to let him go but could not stand in the

## CHARRO DAYS CELEBRATION

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**WILL CONSIDER SHOWS AND CONCESSIONS FOR THIS CELEBRATION**  
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way of "Pete" taking a position which would be permanent.

Harry Illions, firmly sold on the idea that the fair is to be a great success, is negotiating for another attraction which would give him three.

## ON FLUSHING FRONT—

(Continued from page 31)

encourage entertainment seekers who might not be interested in exhibits, and (5) excessive red tape and restrictions by the financial engineering and design departments.

If the association corrects only a few of the apparent fair-thrust evils facing showmen its efforts will be well worth the time and energy. It has been proved at other fairs that the individual hasn't a chance.

## Penguin Island

One of the more interesting ground-breaking ceremonies this week was at Admiral Richard E. Byrd's Penguin Island site. On one of the coldest days of the winter Byrd and Fair President Grover Whalen officially launched construction on the concession that will feature no less than 50 of the human-like birds from the South Polar regions. Project will also feature a copy of the tiny shack in which Byrd stayed alone for a long period on his last antarctic trip and in which he nearly died. Byrd is reported to be financing the project personally and profits will go into a fund for future polar expeditions, it is understood. Leo McDonald, veteran of many an expo, is general manager.

Harry C. Baker, who previously had signed for several rides on the Flushing midway, filed final plans this week for his giant Coaster in conjunction with Harry G. Traver. . . . Cuban Village resumed construction after a temporary layoff. . . . R. J. Sipchen, head of Sun Valley, the Winter Wonderland village, in town for construction details and to confer with his concession chief, Frank D. Shean. Reported the latter has lined up an exceptional sub-concession list. . . . Old New York, Messmore & Damon-George Jessel village, still having difficulty in finding sufficient financial backing and might lose its option.

Roland Bardell and Maxwell Harvey, of the concession department, will attend opening of San Francisco's Golden Gate Expo February 18 as official observers of The World of Tomorrow. . . . And George P. Smith Jr., also of the conch department, plans to plane it Friscoward in March. . . . Joe Rogers, partner in the Dufour & Rogers Strange as It Seems show, leaves shortly for the Coast to supervise opening of their Life unit at the San Francisco function. He'll be back in New York 10 days following the debut. . . . Others with attractions on both coasts this season, Harry C. Baker and Cliff Wilson among them, will be practically commuting from east to west for the next two months.

E. H. (Dick) Mockintosh, the Birmingham park and expo man, off for the South after a week of negotiations here. He has the pop-corn sub-concessions in the Children's World and is interested with Baker in rides. He'll be back in town February 15—for good. . . . Cy D. Bond, of the Dodgem Corp., down from New England to check construction on the firm's rides. . . . George A. Hamid is busy lining up designs and details of his one-ring circus set for Darling's Children's World, which, incidentally, is farthest along in construction as big units and villages go.

## MCA's Music Hall

Regardless of reports to the contrary, we wager the fair-constructed theater known as Music Hall will house a theater-restaurant project a la International Casino, etc. Music Corp. of America will book and present the show, and Ralph Hitz's National Hotel Management Co.

## RAY E. "Pop" DUNLAP

ANNOUNCES

The Opening of the Executive Offices of

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Guess-Your-Weight Scales. Frozen Custard. New York's World's Fair, 1939, at Suite 312, 1560 Broadway, New York City, with R. M. "DICK" EDWARDS in Charge.

## World of Pleasure Shows

Contracting Shows and Concessions for 1939 Season. Address FRANK MILLER, 16884 Stansbury, Detroit, Mich. Tel. Vermont 6-2127.

## J. Harry Six Attractions

Opens Atlanta Ga., Monday, March 20. Want Thrill-Whirl, Chairplane. For sale exclusive Cookhouse, Bingo, Pop Corn, Photos. Shows with own outfits and transportation. Address J. HARRY SIX, Bryan, Okla.

## FOR SALE

OCTOPUS, CHAIRPLANE, LOOP Will Book Motorcars. Other Good Shows on Good Percentage. WEST BROTHERS SHOWS, Morley, Mo.

will handle the catering. . . . Contract is not executed as yet, however. . . . Section T, the old nemesis, is still not allocated, and recent reports have gone so far as to predict it will be converted into a parking lot, making the Parachute Jump the lower terminal of the midway, which would be an economic blow to Cuban Village, adjacent to the still-empty T plot.

Congress has been asked to appropriate an additional \$1,346,000 to supplant the \$3,000,000 in federal funds previously provided for U. S. participation in the exhibit area. Fair has already spent that amount and more on the government's exhibits. . . . The government inaugurates a series of weekly Coast-to-Coast broadcasts February 5 to ballyhoo its national show case at the fair. Six cabinet heads, representing departments that are pertinent parts of the exhibit, will speak, it is understood, along with other Washington headliners.

Anticipation Department — Senator John J. Dunnington, chairman of the New York State World's Fair commission, has introduced a bill in the Legislature providing for continuance of the World's Fair inscription on 1940 auto plates provided the fair continues another year. . . . As if it won't.

## Transportation Firm Buys Buses for W. F. Terminal

NEW YORK, Jan. 28.—Plans for a combination World's Fair bus terminal, sight-seeing headquarters, World's Fair information booth and line-up of novelty concessioners took definite shape this week when the W. F. Transportation Co. disclosed purchase of 50 buses of 40-passenger capacity from Mack Trucks, Inc., to be utilized for express service from midtown Manhattan to the grounds.

In addition to the fair-going buses, B. J. Kallen, president of the firm, said that 25 modern buses would be purchased for sight-seeing tours thruout the city and that the terminal's location in the block surrounded by Seventh and Sixth avenues and 50th and 51st streets would harbor at least 40 concession stands of various kinds. Information booth will be one of several "streamlined" buildings on the site, erection of which is planned shortly.

Firm hopes to capitalize on out-of-town visitors' trade between Broadway and Radio City. President Kallen revealed that he is lining up concessions and that the project will be ready to open by April 30, World's Fair debut day.



Palace Theater Building,  
New York.

NEW YORK, Jan. 28.—Roll call of officers for the January 25 meeting found only Jack Greenspoon present, and he presided in his usual breezy manner. Jack advised that all officers would attend the annual meeting and election on January 31, at which time a full report would be made regarding the joint meeting of the Showmen's League of America, Circus Saints and Sinners' Club of America and National Showmen's Association held in Richmond, Va., January 22 with regards to the Troupers' Home project. Greenspoon announced that committees had been appointed by each club and that further details would be forthcoming at next week's meeting. Executive Secretary Liddy told the gathering that the polls would be open from 7 to 9:30 p.m. and immediately following the election the meeting would be held.

Mack Harris, reporting for the eligibility committee, advised that Jack Feldberg had sponsored the applications of Michael Buck and Justin Van Vliet, and that Alfred G. McKee, recipient of gold life membership card for proposing 50 or members, was proposing A. Joseph Gelst and Louis Meisel.

Counsel Max Hofmann was on hand for the meeting after a spell in Medical Arts Hospital. We are sorry to report that other brothers ill at this time are Sam Taffet and Dick Collins, but both are expected to be up and about within the next few days.

For comedy at the meeting Sergeant at Arms Weinberg deserted his regular post and was seen seated on the dais with Chairman Greenspoon, Dr. Jacob Cohen, Counsel Hoffmann and Executive Secretary Liddy, whereupon he was asked to read correspondence, and he reported that J. W. (Patty) Conklin expected to be in New York within the week and was pleased to note the progress of the organization. Meeting adjourned in time for members to tune in on the Louisville heavyweight title bout and over 50 members were grouped around the radio.

Members were pleased to see Tom Brady at the meeting, and Murray Zand proved a good heckler. Harry Sussman, Jack Linderman and Jackie Owen are acknowledged to be the long-distance pinocchio players, with Max Levine and Mannie Klein writing from Miami Beach, Fla., that there is plenty of competition down there along those lines, and yet Max Glynn postcards from Miami that he will return soon to join the pasteboard shufflers in the clubrooms. Seems as the something is wrong somewhere! Ben Williams says he is on his way to Florida and then on to the Pacific Coast. Others of our members seen recently were Doc Cann, world of Mirth Shows, and Morris Levi, well-known concessioner, formerly connected with the Lynch Canadian Shows. Billy Giroud, Philip S. McLaughlin and Ross Manning, of the New England Motorized Carnival, have been lining up their personnel for the coming season.

A number of members have written requesting absentee ballots for the election, which has been taken care of. Among these is Joseph I. Goodman, in the South, as are many members. Since there is no contest this year, with but the one ticket in the field, the result being a foregone conclusion, this indicates that members are taking a keen interest in the welfare of the organization. January 31 meeting will be important, what with the awarding of plaques for distinguished service to NSA and other important matters.

Birthday congratulations go to President George A. Hamid, February 4; Clairmont H. Scofield, February 5; James R. Kelleher, February 6; Hon. Harold G. Hoffman, Lou Cedar and Charles Horrow, February 7; Adolph Schwartz and Charlie Halliday, February 8.

#### Ladies' Auxiliary

Club's entire slate of officers was re-elected for another term at the January 24 meeting. Dorothy Packman, president; Rose Lange, first vice-president; second vice-president, Madge Block;

treasurer, Ida Harris; secretary, Anita Goldie. President Packman again appointed Magnolia Hamid chaplain and Edna Laures sentinel. Installation dinner will be held February 27. More details will be given next week.

Next big event on our calendar is February 12, when we stage another bingo party. Present sale of tickets indicates it will go over the top.

And the Auxiliary grows—Bertha Greenberg has been proposed by Sister Lillian Faber. Sister Mildred Helfand has returned from a Florida vacation and this week donated a gift to the bingo prize list. We received a nice letter from Sister Bess Hamid from Tampa, Fla.

At this week's meeting President Packman graciously donated \$15 toward the Bess Hamid Sunshine Fund, augmenting the fund even more than was expected. All members partook of coffee served by the club, cake by President Packman and apples and oranges from Sisters Lillian Tobias and Vi Lawrence.

#### Rice Operation Delayed

ST. LOUIS, Jan. 28.—W. H. (Bill) Rice will not be operated upon for at least 10 weeks because of his weak condition, his surgeon, Dr. Everts Graham, has just notified Tom W. Allen, who has been handling the hospital arrangements. Rice has been in a local hospital for three days to go thru the clinic and for observation.

#### Great Eastern To Return

ATLANTA, Jan. 28.—Great Eastern Shows again will take the road this year, under management of W. T. Martin, reports Hank Sullivan. Opening is set for March 27. Sullivan has been named assistant manager, and Harry Hunting ride superintendent.

#### SUGAR'S DOMINO

(Continued from page 4)

about 15 times more than he did in a less complex era. The boys trying to remain on top and the younger ones climbing up began to imitate him. With the supreme confidence of the stockyard species they felt that if he could hit the bell they could, too, simply by employing the same formula. And there was started a new trend—to our way of thinking a trend towards oblivion. What they couldn't be expected to understand was that their model (he still remains unmentioned but one has to be awfully dumb not to know who he is) was unique—and he still is.

They couldn't understand that his aloofness, condescension and suavity are as natural as their hunger for gigantic billing and deafening applause. They lifted themselves out of their old molds and started wearing new and ill-becoming ones. They made more money. Most of them are still making plenty. But they are killing the goose that laid the precious eggs. The public has only one way of showing resentment or dissatisfaction as applied to its amusement tastes. It can't show it on the air because sponsors measure tastes by surveys of debatable value. Mr. Horsepuss might not like Comedian Bigshot but he might still buy Wolkowitz's breakfast food. The public can stay away from theaters where the condescending comedians are staging reflexive admiration parties and that is just what they are doing. Theater managers know the truth and they will tell you.

Another item that galls us in the departmental repertoire of the smoothie comics is their tendency towards gagging in foreign languages. We don't have to

explain this in very much detail. Anybody who has seen a dozen or so of the comics work should understand very clearly what we mean. Regardless of the foreign language employed; regardless of the predominance in an audience of persons acquainted with that language and its idiom, a comedian who lapses into foreign-language asides and gag lines is ill bred, to say the least, and he is guilty of insulting the audience that he is well paid to entertain—and by the audience itself.

As if gagging esthetically is not bad enough, it is a fact that nobody will deny that rank obscenity that would result in a comedian's being hissed off the stage even in the vilest burlesque house is tolerated when uttered in a foreign language. But quick as a flash, words garbled that only those who know the language well understand—in short, a species of double talk employed because the wise-guy comedian knows that he is doing the wrong thing and delights in getting away with it thru the medium of tickling the ego of those who pride themselves on knowing the meaning of what he is saying.

E. F. Albee once prohibited "hell" and "damn" on his stages. He was trying to keep vaudeville on what he believed was a high standard. He came forward with his edict a little too late. The tide of saloon dialog on the stages was already turning and rushing full at him. But he meant well. We firmly believe that our position is not akin to that of Albee when we warn managers now that they had better put the kibosh on foreign-language gagging before it is too late; before the practice gives birth to dangerous reactions—socially and commercially. We don't appeal to these guilty of indulgence. If they possessed the common sense necessary for this type of appeal to hit its target the practice would not exist and there would be no cause for our tirade.

The world is too sorrowful, anxious and intense. It needs belly laughs as badly as a babe needs constant nourishment. That is why we espouse burlesque in the face of its standing as the gutter of the show business. The world needs the species of belly laughs burlesque has made famous. It needs the he-haws that real comedians can give it. It enjoys after a fashion the verbal humor of the condescending funny men, but it needs more than that to shake it out of its doldrums. Nobody ever condemned vaudeville, burlesque, two-reelers of the silent days and tabs of time-faded memory for their prat falls, kicks in the pantaloons and bladder-banging comedy. Those were the days when a sophistication but down at the mouth and at the heels, too. We don't advocate roughhouse comedy as a panacea. But it will help. What will help more and what might restore the public's waning interest in the theater is the emergence of funny men who leave their riches, swell headedness, condescension and self-imposed superiority in the dressing room and walk out on the stage or before a mike with the very simple but important and all-pervading purpose of making folks laugh like the very dickens.

#### NEW PLAYS

(Continued from page 17)

the lady's husband, who owns the local bank, comes and compliments him for his stand and offers to back him in starting a furniture factory. When the World War breaks out Martin, rich, sends his only son off to war and death. And if Messrs. Kaufman and Hart had

been able to point to one single advantage that had accrued to either America or the American ideal from that butchery their hysteria-rousing might have appeared a bit more justifiable.

The second act tells how Martin loses all his money trying to save the bank owned by his friend, how he manages to rebuild a nice livelihood in his old age despite the depression (Messrs. Kaufman and Hart conveniently forget to explain the precise method), how his grandson joins up with some evil group (which is never specified and which is never shown advocating anything subversive to the American ideal, Messrs. Kaufman and Hart evidently thinking that the wearing of brown uniforms should be subversive enough—tho that also includes the Boy Scouts) and how old Martin, forgetting his argument on the suffragette, goes out to stop the lad. Here the authors have the secret society kill the old man because he dares to oppose it—and then the whole town turns out to give him a fine burial, with the entire cast of 250 singing *The Star-Spangled Banner*. This is a trick well known to old-time vaudevillians; wave the flag or sing the anthem at the finale and the customers applaud—for the flag or the anthem. By the time they have left the theater they think they have been applauding the show.

The holes in the play, as a play, are painful and obvious—but there is not the slightest doubt that it will exert a powerful mass effect. This is only natural; if an author is willing to descend to the use of unabashed tearing he will undoubtedly draw tears. Nostalgic memories are easily evoked if you cram a play full of funny old costumes and customs and have the characters say things like "Oh you kid!" or "23, skiddoo!" at proper intervals. And it is easy to arouse enthusiasm—of any sort—if you are willing to hire a brass band to march around the stage.

As a picture, the pageant at the Center is somewhat less than satisfying. Surely there was never another small town as warm-hearted, easy-going and self-immolating as that chosen by the authors. And (here lies auctorial dishonesty) Martin Gunther is pictured as a typical emigrant when, as a matter of fact, he was nothing of the sort. For each Martin Gunther who had a village banker walk in on him and offer to set him up to a factory there were literally millions who broke their hearts and their bodies fighting the poverty of city slums, the rigors of the soil, the difficulties of an alien land; such a one, who had met with financial defeat but intellectual freedom, could have given true power to the enunciation of the American ideal—but not a Martin Gunther who had a factory thrown in his lap.

The settings of Donald Censlager are tremendously effective, the costumes of Irene Sharaff are authentic and excellent, the staging of Messrs. Kaufman and Short is a splendid fulfillment of an amazingly difficult job. And the huge cast also contributes notably, with Fredric March etching Martin in the broad outlines necessary to get an individual characterization over in the vastness of the Center Theater, with McKay Morris doing a really outstanding job as the banker, with Ruth Weston aiding greatly with her portrait of a family friend, and with a large number of the almost innumerable supers contributing very creditable jobs. If Florence Eldridge is many degrees less successful as Martin's wife, that is almost unnoticed in the sweep and flow of the pageantry.

But the fact remains that *The American Way* has about as much relation to the drama as *Over There* had to music. They both inspired auditors to gallant deeds of derring do—dying of scurvy in front-line trenches or voting against the Republicans, as the case may be—but they add singularly little to the annals of American art.

*The American Way* will almost undoubtedly be a tremendous success, dragging in fair visitors by the thousands and living for years as a suitable pageant for primary schools in search of material to meet the mental requirements of the pupils. A few may not like it—those whose love for the American ideal is too honest, sincere and deep to permit them ever to take it cheap or blatant; but they are undoubtedly in the minority. That the "patriotism" of *The American Way* is the patriotism of 100 per centers and the Dies Committee rather than that of the Founding Fathers is probably too inconsequential to matter.

### Bockus To Manage New Dorman Shows

KEY WEST, Fla., Jan. 28.—Curtis L. Bockus, George F. Dorman and Robert Coleman have formed a partnership here to launch a new show under the title of George F. Dorman Shows, with opening set for March 11. Bill Easton reports. Bockus will manage shows. Present plans call for the organization to tour the East Coast. Dorman has had wide and varied experience in outdoor show business and for many years was owner-manager of the Rice & Dorman Shows. Coleman spent many years with World of Mirth and Benny Krause shows, while Bockus since 1919 has been owner and manager of the shows bearing his name.

Quarters will be maintained in Playland Park here and many innovations are being planned. Many of the shows and concessions now operating at Playland here will be associated with the shows. Bockus will leave next week on a trip north to attend the fair meetings and arrange early bookings.

### Shooting Gallery Owner Wins License Renewal Suit

NEW YORK, Jan. 25.—New York Supreme Court Justice Aaron J. Levy sustained a contention of Louis Apel, owner of a shooting gallery at 161 W. 49th street, this city, that License Commissioner Paul Moss was "capricious and unreasonable" in refusing to issue Apel a license and handed down a decision today ordering the immediate issuance of a license. Recently Apel brought suit claiming refusal to renew the license on the part of the commissioner and stated that the only reason given to him for being turned down was a statement that "it was the aim of the commissioner to protect persons doing similar business at the New York World's Fair."

Commissioner Moss argued in court that Apel carried no liability or workmen's compensation insurance, that his gallery was barred because its range was less than 30 feet and that prizes were given. Justice Levy on being assured that insurance had been taken out saw no reason why a license should not be issued and accordingly issued his judicial ukase.

### Sheesley Completes '39 Fair Route With 9 Dates

ST. LOUIS, Jan. 28.—Mighty Sheesley Midway, which concluded its list of fair bookings at the Texas fair meeting, Dallas, tonight, announced the following route for 1939, according to W. H. (Bill) Rice, representative.

Numbering nine, list includes Mississippi Valley Fair and Exposition, Davenport, Ia.; All-Iowa Fair, Cedar Rapids; Freeborn County Fair, Albert Lea, Minn.; South Dakota State Fair, Huron; Clay County Fair, Spencer, Ia.; Tri-State Fair, Amarillo, Tex.; Panhandle South Plains Fair, Lubbock, Tex.; West Texas Fair, Abilene, and Brazos Valley Free Fair, Waco, Tex.

**B. & V. SHOWS NOW CONTRACTING SEASON 1939.** WANT Ball Games, Pitch-Til Wins, Long Range Gallery, Hoop-La, Fish Bow, Cigarette Gallery, Dart Store, Bowling Alley, Knife Rack and Grind Stores of all kind, No Wheels, Bingo sold, Cook House, Candy Apples, Waffles still open, Pop Corn, Custard sold, Shows, Drome, Monkey Circus, Illusion, Animal, 10-in-1, Hawaiian, Fun House, Mechanical City and Grind Shows. Rides: Will book or lease Kiddle, Whm, Tilt, Octopus, Skooter, Loop or Rolloplane. 193 Passaic St., Garfield, N. J.

**GOOD OPPORTUNITY**—Our Lake Side City Park, for years an Amusement Center, with Bathing Beach and Pavilion, Pleasure Grounds well developed, Ball Grounds, Trailer Camp and a few Concessions (Dance Hall in process) to be developed. On N. Y. Routes 5 and 20. We are anxious to book-in a variety of high-class and safe Rides, on a flat rate or percentage rental basis, for coming season and renewal outfits, with high-class responsible parties. Location and quantity will stand rigid investigation. **FREDK. A. RUSSELL, Pres. Park Board, Geneva, N. Y.**

## WANT

Strictly reliable Novelty and Circus Acts for Spring and Summer Bookings. Prefer those who will be in the Northwest Territory.

**FLORENCE E. REINMUTH,**  
2212 Nicollet Avenue, Minneapolis, Minn.

**ACT PROMOTIONS.** Acts, Concessions Wanted for **CUMBERLAND, MD., INDOOR CIRCUS,** February 21 to 25. Real High Power Promoter who must produce at once. CAN USE few high-class Circus Acts, including Wild Animal, Concessions open: Novelty, Grab, Peanuts, Popcorn, etc. We are anxious to book-in. Promoters write, all others write.  
**MACK MCKINLEY, 33 Baltimore Street.**

### The Mixer Says:

HARVEY WILSON—Clifford Groscurth Show, after playing seven dates, all one-night stands, closed at Dawson Springs, Ky., on New Year's night because of poor business. Wilson, who has had fun-houses on the Johnny J. Jones Exposition for the past five years and is contracted with that organization for the coming season, has gone to Tampa, Fla., for a vacation, and Groscurth is tending bar for his brother in Owensboro, Ky.

JACQUES E. GOULDE, who worked a line of toys during the holidays to good results after closing with Beckmann & Gerety Shows as lecturer on the Life Show, has returned to San Antonio for a rest after undergoing an operation in Illinois. He says he expects to be as good as new when the season opens, however. Goulde has toured for the past 15 years with such organizations as Morris & Castle, United Shows of America, Goodman Wonder, Royal American and Beckmann & Gerety shows.

JOE FREDERICK infos from Detroit that he has booked his penny arcade, animal show and a concession with the Weer Shows for next season. His other unit, comprising a penny arcade and grind show, will play celebrations and fairs. He reports that he recently purchased a semi-trailer to haul the large unit and is buying new machines to replace old ones, since he will play the same territory as in other years. C. D. Clark and Al Wagner, heads of the newly formed Great Lakes Exposition Shows, visited him recently.

LOUIS T. RILEY, owner of Dixie Belle Shows, pens from Miami, Fla.: "Left my home in Owensboro, Ky., on January 2 and drove thru the South, where winter shows seem to be having a difficult time. At least I found them that way when I visited. Saw Frank Kingman and H. C. Brown in St. Augustine, Fla. Both were with me last season and have signed for 1939. They are not working in the show line but are doing okeh. Am enjoying my visit here. Will go to quarters about February 15 to oversee the work to be done under direction of Bill Williams. Some of the boys have been there all winter and have not missed a meal."

"YOU will find nothing presented in bottles; no wax figures in this show." "It costs no more to go in here than to sit down and wait." "Nothing sold on the inside; our audiences enjoy the show in comfort and do not have to lean on a rail." "We offer no after-shows nor special behind-the-curtain exhibitions, etc." These cracks are often heard on all sides of a midway from stereotyped talkers. Each knocks the other; what one says the other must. Real talkers take up this valuable time in selling their own shows and not belittling their neighbors.

RECENT ADDITIONS to the Winters Attractions for 1939, according to Secretary Carl O. Bartels, include Earl Miller, office staff; Mack Stark, office staff and scenic expert; John Young, electrician; Mike Mutt, pop-corn stand, and Mr. and Mrs. William Mackey, con-

## T. J. TIDWELL SHOWS AND CARNIVAL

OPENING MARCH 1

HAVE CONTRACTS FOR THE FOLLOWING FAIRS AND CELEBRATIONS:

Ector County Live Stock Show, Odessa, Tex.; South Plains Stock Show, Lubbock, Tex.; Panhandle Plains Dairy Show, Plainview, Tex.; West Texas Oil Festival, Big Springs, Tex.; American Legion Celebration, Blackwell, Okla.; Anthony Fair and Race Meet, Anthony, Kan.; Winfield Race Meet, Winfield, Kan.; Greenwood County Fair, Eureka, Kan.; Coffey County Fair, Burlington, Kan.; Allen County Fair, Iola, Kan.; Cherokee County Fair, Columbus, Kan.; Will Rogers Memorial Rodeo, Vinita, Okla.; Ottawa County Fair, Miami, Okla.; Caddo County Fair, Anadarko, Okla.; North Central District Fair, Graham, Tex.; Eastern New Mexico State Fair, Roswell, N. M.; Central West Texas Fair, Haskell, Tex. 6 Others Pending.

WANT SHOWMEN WHO CAN STAND PROSPERITY AND PRODUCE. CAN PLACE RELIABLE RIDE HELP WHO CAN DRIVE SEMI-TRAILERS.

WANT ONE MORE SENSATIONAL FREE ACT.

HAVE FOR SALE—LINDY LOOP IN PERFECT CONDITION.

Address BOX 954, Sweetwater, Texas.

## MILLER BROS. GREAT AMERICAN SHOWS (Original) WANT

WANTED FOR THE SEASON 1939—OPENS IN MARCH.

SHOWS—Used Shows of all kinds. Will furnish complete outfits for same. CAN USE Talkers and Managers for Side Show, Darkest Africa, Minstrel, Midgets. RIDES—Use any new Rides. WANT Octopus, Rolloplane, Skooter. Also want Foremen for all Rides, capable driving trucks. CONCESSIONS—Place Concessions of all kinds except Bingo and Cook House and Popcorn. Will sell exclusive Wheels, Shooting Gallery, Frozen Custard, Photos, Palmistry, Legitimate Concessions only. PLACE useful Carnival People, Special Agent, Lot Man and Business Manager. Those who wrote before write again. All address BOX 443, Vicksburg, Miss.

P. S.—Can use Freaks of all kinds for our Museum, Girl for Sword Box and Illusions. Write or wire **MAURICE MILLER, 88 Patton Ave., Asheville, N. C.**

## IMPERIAL SHOWS, Inc.

(MOTORIZED)

WANT Free Act. Must be High, Sensational, Daring and Flash. SHOWS: Monkey Show, Mechanical, Crime, Illusion, Posing, Midget and Fun House, also Penny Arcade. RIDES that don't conflict with M.-G.-R., Tilt, Autos, Wheel, Loop or Glider. CONCESSIONS: All open except Bingo, Ball Games, Cook House, Photos, Palmistry, Popcorn and Custard. HELP: Ride Help that drive Semis, Concession Workers.

E. A. HOCK, 3011 Montrose Ave., Chicago, Ill.

## J. J. PAGE SHOWS WANT

Shows of all kinds, especially Ten-in-One, Minstrel, high-class Sit-Down Girl Show, Crime Show, Big Snake Show and Illusion Show. We have and will furnish outfits for show Shows. Also furnish complete outfit for Monkey Show, Top and Front. Also have outfit for small Hawaiian Show with 50-ft. Front. CAN PLACE one more Flat Ride, prefer Octopus or Ride-O. WANT all kinds of legitimate Concessions except Cook House and Corn Game. WANT ESPECIALLY Pitch-Til-Win, Bowling Alley, Palmistry, Scates, Ball Games, String Game, Hoop-La, Fish Pond, Bumper, Cotton Candy, Candy Apples, Photo Gallery, Popcorn, Peanuts, Short Range Gallery, Mouse Game, Diggers and Merchandise Wheels of all kinds and any other legitimate Concessions. No racket. Opening about April 8, under strong auspices. Everybody address **J. J. PAGE, Box 705, Johnson City, Tenn.**

cessions. Owner Harry H. Winters has returned to Tampa, Fla., for a vacation but has been busy booking units for the show instead. Albert A. Beresoff, also residing in Tampa, reports that his eyesight is improving and plans to leave for Canton, O., soon.

## RED RIVER SHOWS

WEST'S BEST. OPENING APRIL 24, CHILLIWACK, B. C. IN CANADA ON THE PACIFIC COAST

WILL BOOK the following: Concessions, Photos, Popcorn and Candy Floss. WILL SELL AND BOOK 10x16 Bingo, new last year. SHOWS: Animal Show or Monkey Speedways, Girl Revue, one Ride except Merry-Go-Round and Ferris Wheel. WANT Ride Help for Ferris Wheel. Address **T. BAKER, 914 Strathcona St., Winnipeg, Man., Canada.**

**LAST CALL—BLUE RIDGE SHOW—LAST CALL** All People Contracted Report in Person, Dublin, Ga., February 15. Open Saturday, February 18. WANT few more Concessions. Following are sold: Corn Game, Cook House, Photo Gallery, Pop Corn, Mouse Game, Diggers. Will sell exclusive on Penny Arcade, Frozen Custard, Mitt Camp (two camps). WANT Merry-Go-Round, Octopus, Tilt-a-Whirl, Loop-o-Plane or Rolloplane. Will pay half of transportation after joining. Red Brady, Elizer, Myers, wire at once. Have six Shows. WANT Minstrel Show and Ten-in-One with own equipment and transportation. 25%. No Free Acts wanted. Have Captain Don Cherry 120-ft. High Dive Act and Captain Karl Southerland famous Jolt Act. Have Prof. Vincent Bellama White Band and our own Dublin Car. Address **JOE KARR, Box 546, Dublin, Ga.** P. S.—Show Folks Welcome at Brady's Camp.

## LEE BROS. SHOWS

NOW BOOKING SHOWS, RIDES AND CONCESSIONS

All Concessions open. Want to hear from capable Athletic Show, Girl Shows, any Show of merit with own outfits. Want to book or buy Mix-Up. Will book Kiddle Rides. WANT clean Cook House. Want to hear from Delaughter, E. Cook, Buck Franklin. No grift wanted.

P. O. Box 46, North Topeka, Kan.

## WANTED FOR MILLER AMUSEMENTS

Opening Elnora, La., Saturday, February 11. Stock Concessions, \$10.00 week. Photo Gallery exhibits, \$15.00. Riders for Motordrome, Whip Foreman. Billy Wadsworth write. Address **BOX 1224, Baton Rouge, La.**

## Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show .....

Kind of Show .....

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## UNEMPLOYMENT-II

As the cartoonist in The St. Louis Post-Dispatch suggests, unemployment marches on into 1939 as the most serious problem of the time, despite wars and rumors of wars abroad.

If we become worried about wars abroad we should remember that jobless millions laid the foundation for the things that disturb the peace of the world today. Several countries found a way to solve unemployment for the time at least by making soldiers of them or putting them to making war supplies.

Authentic reports at the beginning of 1939 indicate that we have an army of unemployed that still totals 10,000,000 persons who would like to have jobs if they could get them. The coin machine industry should give its heartiest support thru the year to any and all practical ideas that would provide a job.

Marriner Eccles some weeks ago stated the case in words which should be remembered: "I believe the most basic right of all is the right to live, and next to that the right to work. I do not think that empty stomachs build character. . . . Further than the right to eat and the right to a position, I think the individual, whether rich or poor, has the right to a decent place to live . . . a right to security in old age and to protection against temporary unemployment."

Fortunately, as we move into 1939 an increasing number of people are beginning to face the facts and to realize that playing partisan politics now is playing with human misery. Maybe the time will come when to play politics with jobs and human misery will be counted just as traitorous as to betray the country in time of war.

The problem of unemployment in a country as rich as ours puzzles all people who think honestly and fairly. The Public Affairs Committee, Inc., a statistical organization, released the information some months ago that "25 per cent more goods is being produced by 20 per cent fewer workers."

In other words, research workers have confirmed the above fact that industry as it is geared today can produce more than it did in 1929 and still do it with fewer workers than ever.

And still worse is the fact that while industry has learned how to do away with 20 per cent of its jobs since 1929, there has been an army of young people growing up and seeking jobs. This young army is sometimes estimated as high as 2,000,000 a year. Young people growing up and seeking jobs while industry learns new ways to decrease the number of jobs available.

That is one of the darkest problems the country has ever faced.

So baffling is the problem and so serious are the possible consequences that first of all everybody should forget partisan issues, old prejudices, false moral ideals, old economic theories and face a new day. The worst single factor in the whole muddle is, of course, the fact that the great majority of people still see everything thru partisan spectacles. To the great majority the party is still greater than the nation. It would be much easier to get at the facts if partisan politics could be sidetracked.

Then everybody needs to clear his brain of a lot of old foggy ideas. There were a lot of people who used to think that the "gold standard" was God-given and as holy as the Ten Commandments. Minds are still befogged with a lot of theories that need to be unloaded.

Among them must be a lot of moral concepts that have outlived their day. Not so long ago we discarded prohibition with the result that many thousands of jobs have been provided. Morals gave way to the need for jobs. There was a time when cigarets were bitterly fought on moral grounds, but time has made the tobacco industry to provide thousands of jobs, extending even to the farms. Many industries, including the motor industry and the movies, have grown up to provide jobs and yet they have also changed the morals of a nation.

Ten million new jobs calls for a lot of new work. Revival in big industries will have to come to really make a dent in that army of 10,000,000 unemployed. But while our best minds worry and try to find some way to revive industry generally, there are scores of minor industries and small new industries just beginning that if given a little encouragement could make thousands of entirely new jobs.

Among these minor industries is the coin-operated machine industry. Altho it has a long history, the coin-operated machine industry began its modern period with the worst days of the depression back in 1932 and has since given thousands employment thru its three great divisions, music, vending and amusement games. For the benefits that it extends to business and industry, the coin machine industry competes very little with any other business. Hence the jobs it creates are almost new jobs altogether.

This message of employment for all should be the message of the coin machine industry during 1939. Pensions for the aged, health protection and many other ideas now being discussed are part of this one great national problem. The coin machine industry will do its part.



"Unemployment Marches On." St. Louis Post-Dispatch.



# EASTERN FLASHES

NEW YORK, Jan. 28.—George Ponsler reports that he will soon spring the biggest surprise in the industry. . . . Morris Hankin is going at top speed with Wurlitzers and S & M ciggy vendors in Atlanta, and Columbia, S. C. . . . S. O. Klotz, also of Atlanta, who was seen rushing out at the big and beautiful banquet at the CMMA show just in time to catch the 11:05 to Geo'ga, is one of the real oldtimers in the coin biz and will once more be back selling to the men there. . . . Ben D. Palastrant, of Supreme, Boston, reports that he will have something of special interest to tell the Bostonians soon. Ben reports a great year with the phonos.

Joe Ash, George Ponsler's man in Philly, proved himself the leading funster at the CMMA show and the combination of Joe Ash and "Dyvie" Buckman, of London, is one that won't be forgotten for many moons to come. . . . Jack Mitnick, who is again with George Ponsler, claims that his Ritz phono cabinet that fits almost every make proved unusually popular with the phono ops who saw it. . . . Dave Stern, of Royal Distribrs, Elizabeth, N. J., will soon be announcing an important distributorship for which he was chosen by a leading manufacturer. Dave is going to open in New York City very soon. . . . Jack Fitzgibbons is preparing biggest campaign in his firm's history on the new Bally Inc. He will lead off with the Bally Beverage Vender, which created a great deal of interest at the show, as well as the ice-cream bar vender and the other machines seen at the CMMA show.

Herman Pollock, who travels the New England territory for Fitz, reports having just purchased a new car to take care of the 3,000 or so miles that he

travels each month. . . . Lew Wolf, Fitz man in Utica, N. Y., reports that New York State ops will agree that it's "Bally again for '39." Art Nyberg, Fitz Baltimore man-Friday, not only thoroly enjoyed the CMMA show this year but brought home that really swell radio he won in the drawing at the banquet. In fact, Art was so happy that he treated all present for a round in the Celtic Cafe, and when he asked for the check found that this little detail had been attended to by Jimmy Buckley. . . . Bert Lane, Seaboard, off to a flying start for '39 with Genco, Mills and Western lines.

David Buckman, London distrib who attended the CMMA show, made an outstanding hit with leaders. Dave won acclaim as being "one really swell guy." His contest with Jack Mitnick and Joe Ash at the 885 Club in Chicago will not soon be forgotten. And just wait until Dave brings back that "hot foot gag" to London. . . . Bill Rabkin, International Mutoscope prezy, will find his machines displayed at both the New York and San Francisco world's fairs this year. Gordon Mills, of Oakland, Calif., who has San Francisco concession, made quite a purchase from Bill for the Frisco fair while at the CMMA show. . . . Mac Mohr, of Mohr Brothers, Los Angeles, is on his way to New York to look over a new idea for his territory which is proving red hot in New Jersey and New York and has already spread to Chicago. It is not coin operated. Mac also will be sales representative for Daval Mfg. Co. in Los Angeles.

Mike Muntes gave six pin games to the Sea View Hospital, Staten Island, where they were seen by Mayor La Guardia, who made tour of inspection there recently. Mike hopes the mayor will recognize how coinmen have always endeavored to help charitable institutions. . . . Iris Kay, who has been with Modern Vending Co. for many years and who is reported to have written thousands of phono contracts without one single error, will be married February 11 to Sanford Smoltn, of Los Angeles. Nat Cohn will throw office party for Iris February 10, which he claims will be best in the firm's history.

## Fitzgibbons Okehs Bally Supreme

NEW YORK, Jan. 28.—John A. Fitzgibbons, of Fitzgibbons Distributors, New York, reports that the jobbers and operators in his territory have placed Bally's Supreme on locations and "have found it to be quite a fine money maker." Fitzgibbons declares, "I am quite pleased with the way Bally Supreme is moving. The other jobbers tell me that the operators like the fast action, particularly the new feature, the kicking bumper. It keeps the player interested in the game at all times and allows for high scores. I expect Supreme to be among the leading Bally sellers in my territory."



CHICAGO COIN'S Sam Wolberg and Morrie Ginsburg, of the Atlas Novelty Co., take time out from convention duties for the cameraman.

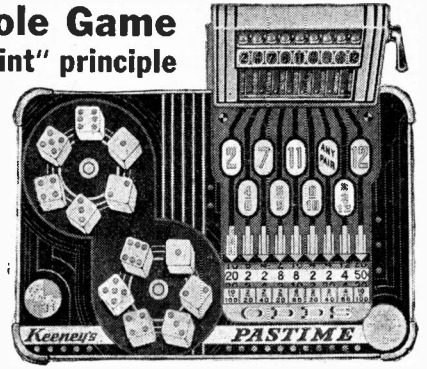
# SHIPPING KEENEY'S "PASTIME"

New Console Game with "match-point" principle

9-COIN HEAD  
CHANGING ODDS  
FROM 1 TO 3  
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"DOUBLE" LITE  
DOUBLES ODDS

Also Made in  
Skilltime Model



Dice or Number Symbols on Top Glass

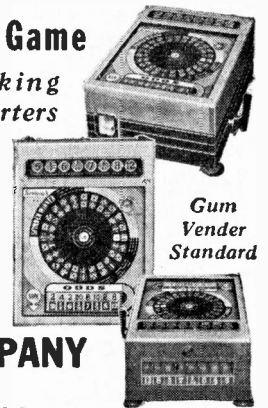
## ALSO SHIPPING "SPINNER-WINNER" Console-Action Counter Game

8-Coin Selective Slot Taking  
Pennies, Nickels, Dimes or Quarters

CHANGING ODDS FROM  
2 TO 1 Up to 40 TO 1

Furnished in Dice or Number Symbols

POT SHOT Payout Table  
(Also in Free Game Model)  
shipments start immediately



Gum Vender Standard

## J. H. KEENEY & COMPANY

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## WATCH THE BIRDIE!

They joke about that, but it's no joke that picture-taking is almost as basic a human trait as eating. PHOTOMATIC appeals to every man, woman and child for that reason. That's why PHOTOMATIC is the only coin machine that is as profitable today as it was five years ago. Consider that fact and . . .

### INVESTIGATE

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## GRANDSTANDS \$12500

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| Arlington. \$20.00  | Paddles . . . \$32.50 |
| Air Derby. 15.00    | Paddock. 18.00        |
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| Fairgrounds. 45.00  | Pikes Peak. 18.50     |
| Foto Finish. 12.50  | Preakness. 22.50      |
| Golden Wheel. 12.50 | Quinnella. 65.00      |
| Mills 1-2-3. 39.50  | Racing Form. 12.50    |
| Big Race. 39.50     | Ritz. 42.50           |
| Derby Champ. 89.50  | Sportman. 20.00       |
|                     | Zeta. . . . . 25.00   |

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**GET KIRK'S GUESSER-SCALE**  
(PENNY BACK IF YOU ARE RIGHT)  
with the WATCH YOUR HEART BEAT feature

**GREATEST MONEY MAKER EVER BUILT**

C.R. KIRK & CO. 2626 W. WASHINGTON BOULEVARD CHICAGO, ILLINOIS

ALL MECHANICAL OPERATION

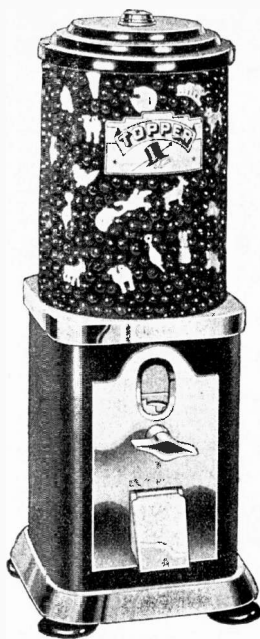
TREMENDOUS STOCK REDUCTION SALE		CONSOLES	
<b>PAYOUT TABLES</b>	<b>NEW NOVELTY GAMES</b>	Triple Entry . . . . .	\$109.50
Feed Bag . . . . . \$89.50	Key Lite . . . . . \$69.50	Skill Time . . . . .	119.50
Quinnella, 7 coin mult. . . . . 55.00	Stone Ritz . . . . . 55.50	Kentucky Club . . . . .	119.50
Ak-Sar-Ben . . . . . 50.00	Stoner Baseball . . . . . 19.50	Track Odds . . . . .	99.50
Derby Champ . . . . . 49.50		Riviera . . . . .	99.50
Stoner Champ . . . . . 49.50	<b>COUNTER GAMES</b>	Long Champ . . . . .	89.50
Fisher . . . . . 42.50	Columbia . . . . . \$39.50	Paddock Club . . . . .	89.50
Skill Derby . . . . . 39.50	Roliana, 5c & 25c . . . . . 25.00	Pick 'Em . . . . .	89.50
Paddles, mult. . . . . 35.00	Baby Reserve . . . . . 19.00	Dowry Jr. . . . .	89.50
Hot Tip . . . . . 25.00	Tally . . . . . 18.50	Lincoln Fields, New	
Grand Derby . . . . . 25.00	Lucky Pack, new . . . . . 17.50	Johnson Head . . . . .	69.50
Entry . . . . . 22.50	Ginger . . . . . 15.00	Gallopola Domino . . . . .	49.50
Parlay . . . . . 22.50	Auto Punch . . . . . 15.00	Chuckalatte, 7 coin . . . . .	49.50
Arlington . . . . . 20.00	Track Reels . . . . . 3.00	Exhibit's Races, 7 coin . . . . .	49.50
Lady Luck . . . . . 15.00	Cent-a-Smoke . . . . . 9.00	Jockey Club, 7 coin . . . . .	49.50
Derby Day . . . . . 15.00	Mill Wheel . . . . . 7.50	Liberty Bell . . . . .	37.50
Miss America . . . . . 15.00	Horses . . . . . 6.00	Club House . . . . .	32.50
College Football . . . . . 15.00	Pick-a-Pack . . . . . 6.00	Dark Horse . . . . .	29.50
Ten Grand . . . . . 15.00	Purltan Vender . . . . . 5.00	Domietta . . . . .	27.50
Golden Wheel . . . . . 12.50	Beil Skill . . . . . 5.00	Bunco . . . . .	27.50
Policy . . . . . 12.50	Sweetstakes . . . . . 5.00	De Luxe Bell . . . . .	22.50
High Card . . . . . 12.50	Match 'Em . . . . . 5.00	Domietta . . . . .	22.50
Top 'Em . . . . . 12.50	Draw 21 . . . . . 4.00		
Pamco Races . . . . . 10.00	Jumping Jack . . . . . 3.00	<b>MISCELLANEOUS</b>	
Classic . . . . . 10.00	Gold Rush . . . . . 3.00	Bally Popcorn Popper . . . . .	\$110.00
Bally Multiple . . . . . 10.00	Soitaire . . . . . 3.00	Exhibit's Vender . . . . .	99.50
Bump-a-Lite . . . . . 10.00	Black Jack . . . . . 3.00	Rotary Merchandiser . . . . .	50.00
Queen Mary . . . . . 10.00		Keeney Bowlette . . . . .	35.00
Heavyweight . . . . . 10.00		Jennings Scale . . . . .	29.50
One Better . . . . . 10.00		Harmony Dodger . . . . .	29.50
Pinch Hitter . . . . . 10.00		National Elec. Scale . . . . .	15.00
Bally Derby . . . . . 10.00		Evans Rollette . . . . .	15.00
Daily Races . . . . . 10.00		Harmony Bell . . . . .	15.00

**WURLITZER - \$164.50**

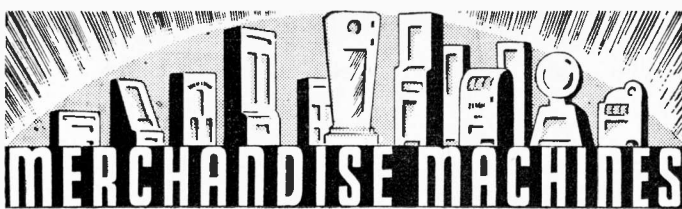
**Model 24 Like New**

RICE MUSIC COMPANY  
137 N. E. 23D STREET  
OKLAHOMA CITY, OKLA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



**T  
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**Vender of Aims  
To Lessen Calls**

**DETROIT, Jan. 28.**—Ralph Mueckenheim has taken over the operating route of his brother-in-law, Lawrence Eder, who operates the cigar stand in Detroit's City Hall.

It consists of a number of venders, chiefly nut machines and some candy venders. Mueckenheim is planning to expand largely in the candy vending field, which offers very good opportunities for the future, he believes. He has been particularly encouraged by a steady if not spectacular pick-up week after week for the past few weeks.

Mueckenheim is approaching the industry with a policy that many older operators have not yet learned—to reduce service calls to a minimum by frequent servicing and inspection of machines—preventive service, it might be called. His focal point of attention is the most wearing parts of the machines—those that wear out oftenest and require replacement. These are all inspected and tested regularly, so that a

service call is almost an unknown thing for Mueckenheim as a result of this careful operating policy.

**“Life” Mag Pics  
Snacks Vender**

**CHICAGO, Jan. 28.**—Life, in its January 30 issue, appearing on news stands January 27, carried a picture of the Snacks three-column bulk vender in connection with a story on industrial designers.

Appearing under the department heading Modern Living, the feature told and depicted the work of nine industrial designers, one of whom was Russel Wright, designer of the Snacks vender for Dave Bond, of the Trimount Coin Machine Co., Boston. Life reported that Vogue, fashion magazine, would portray in color the clothing of the future designed by these industrial designers.

If reports are correct Life will soon carry a pictorial review of the coin machine industry, a report which has been in the making for some time.

**TOPPER!**

Designed to provide operators with maximum service and sales appeal at a **LOW PRICE**. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

**\$6.75**

Special Introductory Offer:  
1 Topper  
10 lb Candy  
1 gr. Toys  
All for \$8.75.

**PEANUT & GUM  
VENDING MACHINES**  
New, direct from factory.

Only **\$2.40** and up

Over 60,000 sold.  
1/3 Deposit With Order, Balance C. O. D.  
Send for circular and easy terms.  
Order Now  
Factory Distributor

**TORR 2047 A-SO. 68  
PHILA., PA.**

**VICTOR VENDING CORP.**  
4203 Fullerton Avenue, Chicago

**NORTHWESTERN  
DE LUXE**

The World's Finest Bulk Vender. Slugs proof. Porcelain finish. Operates on either penny or nickel. Vends peanuts, pistachio nuts, small candy and many other kind of confection. Sample vender complete with 20 pounds **SPECIAL CANDY... \$17.95**

\$1 Cash With Order, Balance C. O. D.

**M. T. DANIELS**  
1027 E University Ave., Wichita, Kan.

*cigarette*  
**merchandisers'**  
*association*

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

All the machinery is now in motion to make the World's Fair dinner and dance of the New York CMA, scheduled for the Hotel Pennsylvania March 11, a memorable affair. Matthew Forbes, manager of the group, reports. At the meeting held this past Thursday evening, January 26, committees were appointed to take care of the various phases of the program. Appointments to committees included: General committee, M. Berger, chairman; J. Bloom, W. S. Peek, S. Yolen, B. Orowitz, M. Lascari, A. Gosch. Entertainment committee: W. S. Peek, chairman; M. Lascari, A. Frazier, L. Serlin. Banquet and ticket committee, S. Yolen, chairman; R. Hawthorne, A. Jacobs, A. Frazier, W. S. Peek. Program committee: J. Bloom, chairman; M. Lascari, A. Gosch, A. Denver, A. Jacobs, G. Vassar, B. Meltzer, M. Berger, B. Orowitz, S. Yolen, B. Rosenblatt. Reception committee: A. Gosch, chairman; M. Berger, G. Vassar, R. Hawthorne, H. Pincus, L. Schwartz. Patronesses committee: Mrs. S. Yolen, Mrs. W. S. Peek, Mrs. A. Gosch and Mrs. M. Forbes. Matthew Forbes is ex-officio a member of all committees.

The S. R. O. sign was hung outside the door of the CMA of New Jersey meeting room this past week, as the membership turned out en masse for one of the most active meetings the group has held in some time. Election of officers was the main order of business. A novel note was injected into the proceedings when Martin M. Berger, president of the New York CMA, was asked to take over the gavel and conduct the election. After the smoke of battle had cleared away the new roster of officers turned out to be John Sharenow, president; Max Jacobowitz, vice-president; Michael Lascari, secretary, and Leonard Ziegler was re-elected treasurer. Four members of the board of directors were re-elected to their posts, namely, Charles W. Stange, Harry Zing, Leon Eskin and Mrs. Martha Lewis. New board members are Jack Grouit; Samuel M. Malkin, president emeritus; Michael Herman and Mrs. Babe Kaufman. Sam Malkin, Charles W. Stange and John Sharenow were elected delegates to the interstate group.

Besides the election of officers other events on the program were talks by Messrs. Hartzel and Klein, of the A. DuGrenier Co., and H. Meyburg, of the National Surety Co. Kenton Davis, CPA for the association, also read his report. Special guests at the meeting were representatives of the New York CMA, including Martin M. Berger, president; W. S. Peek, treasurer; board members Sam Yolen, Aaron Gosch, Jackson Bloom and Alex Frazier, and Matthew Forbes, manager. Banquet committee reported that all is in readiness for the big affair scheduled for Sunday, February 19, at the Hotel Robert Treat in Newark. Present indications point to the fact that attendance will top last year's figures.

Winding up the program was the induction of new officers by Retiring President Sam Malkin, as well as a few remarks from the new president, John Sharenow. The treasurer, Leonard Ziegler, was the happiest man of all, it is said, for dues collections reached a new all-time high.

Slugs are again making their appearance in the coin boxes of some of the members of the New York CMA. Manager Forbes is hot on the trail of the culprits and most probably will have unearthed the root of the evil by the time this is in print. There is nothing more disconcerting to the average operator than a slug "plague." Every pack of cigs his machines vend as the result of the injection of spurious coins is a direct loss which cannot be recovered. Two things are greatly diminishing the loss from slugs, however. One is the improvements being made in slug-proof coin chutes and the second is the speed with which culprits can be apprehended thru the help of an association.

Looks like legit theaters will be ace spots for cig merchandisers in New York City. After a hearing before the general welfare committee of city council, Councilman Keegan said that a pending bill regulating theater smoking will be amended to make it apply equally to legitimate theaters and movie houses. At the present time smoking is permitted in the balconies and boxes of most of the local movie

**MODEL "E" SEL-MOR**

**\$6.25** SAMPLE  
(CHEAPER IN QUANTITIES)

**GUARANTEED FOR 5 YEARS!**

Vends all Candies, Toys, and Ball Gum. Brings BIGGER PROFITS!

Ask Any Smart Operator!

**GREAT STATES MFG. CO.**  
Dept. E, 1601-09 E. 39th St., Kansas City, Mo.  
Exclusive Chicago Distributors: Central Vending Co., 3718 Ogden Ave., Chicago, Ill.

**Used Cigarette Machines**  
**LOW PRICES**  
**and EXCEPTIONAL VALUES**

National No. 2	\$ 2.50
National No. 3	3.50
National No. 5	6.00
Roy Aristocrat—6-Column, Iron Stand	22.50
Stewart-McGuire—6-Column, Iron Stand	22.50
Stewart-McGuire—4-Column, Iron Stand	17.50
National No. 6-26—Enclosed Stand	37.50
Garretta Candy Venders—8 Column	37.50

F. O. B. New York City.  
TERMS: 1/3 Cash, Balance C. O. D.  
**HENRY WERTHEIMER**  
381 FOURTH AVE., NEW YORK, N. Y.

**WRITE FOR  
LOW PRICES**

On Peanut, Ball Gum and Package Venders.  
Also Table-Size Venders. Supplies for All Machines.  
New Penny Cigarette Venders at a Low Price.

**Self-Serv Mfg. Co.**  
S. Broad and Wiekman St.  
Palmyra, N. J.

**UNIVERSAL VENDOR**

America's Finest Bulk Vender of Its Kind.

**\$6.95** Less in quantity Vends Everything

**FREE**  
5 lbs. candy or peanuts or 500 ball gums and bracket with each.

**LUCKY BOY VENDOR \$5.95**  
Write for quantity prices of new and used machines.

**RAKE**  
5438 Woodland Ave., Phila., Pa.

**ONLY 25 LEFT!  
SNACKS**

Everyone Guaranteed! Rush Your Order Quick! Sample, \$12.95. LOTS OF \$

Master 10-5c... \$6.75  
2-in-1 Vendors (New Models)... 7.50  
Globe Type 10... 2.75  
Peanut Machines 2.75  
1/3 With Order, Balance C. O. D.

**CHARMS-75c Gross** Snow White & 7 Dwarfs, 50c Gross  
**FREE—Big, New, 1939 Catalog! Write!**

**ASCO VENDING MACHINE EXCH.**  
383 Hawthorne, Newark, N. J.

**PAY LESS—GET MORE!**

Be first with these Latest and Finest SPECIAL Venders. Factory King & Silver Charm Write for Special Offer, your jobber or factory.

**AUTOMAT**  
2425 Fullerton, Chicago.  
(Buy Only Original, Genuine SILVER KING'S.)

houses. Bill will restrict smoking in all theaters to sections with fireproof floor coverings and ash receivers.

An interesting communication has come in from a Midwestern operator seeking information as to just what methods to employ in combating a competitor who persists in offering exorbitant commissions to locations. This isn't the first time we've discussed this problem in this column, but since it recurs so frequently it's worth going into again. There is nothing unusual about an operator getting the hair-brained idea that he can secure all the locations in town simply by upping his commission a half cent or cent. He figures that even tho his profit margin will be smaller, his take will increase due to an increase in volume. Experience, however, proves that this isn't the case, and the op who conceives such a notion had better sit down and do some heavy thinking before going ahead.

There are many ways of combating the "excess commission evil." Operators can raise their commissions to a still higher level than that of the competitor and thus make the war a short but bloody one. They can meet his rate and suffer a loss of earnings. Or they can follow the time-proved sensible course of sitting tight and using salesmanship to offset the competitor's unsound commission rates until he mends his ways or puts himself out of business.

The last method has been found to be the best in many cases, especially in localities where the operator maintains a close relationship with the location owner. By emphasizing the quality of the service that has been rendered on different occasions at all hours; by recalling to the location owner's mind any unusual favors extended during the past; by pointing out that the location has always received a new machine ever so often, etc., operators can neatly explode the dream that a higher commission is all that's needed to take away their locations.

It won't be long before the higher commission bird will have to cease his tactics or go bankrupt. Just look at the facts for a moment. Suppose a firm is doing a business of \$25,000 a year before it increases its commission rates. The greatest possible gross profit this amount of sales could give the firm would be 25 per cent or \$6,250. Out of this amount must come all expenses, sales, delivery and servicing expense plus general overhead. Let's say before upping the rate the firm's commission expense was close to \$2,500, leaving a gross profit of \$3,750 to cover all the above expenses excluding commissions.

Now this firm decides to up its commission rate one-half cent, and this increase is not offset by any lower price from the tobacco jobber. The amount of money it loses by virtue of higher commissions reduces its gross profit to \$2,617 without allowing anything for overhead or operating expenses. In order to bring the gross profit back to the level it previously enjoyed it would have to increase its business by \$7,000 a year or approximately 30 per cent. Then the firm would be realizing the same gross profit of \$3,750 which it had made on a \$25,000 gross, only it would have to take in \$32,000 to do it. To accomplish this the firm has to secure almost one-third again as many locations, purchase new equipment and necessarily add to its service cost and other expenses due to the increased volume of business.

Understand that the above figures show that a man must get approximately one-third as many locations to realize the same profit as he formerly enjoyed when he increases his commission just one-half cent. So it's easily seen that if the other operators in the community simply stick to their guns and see to it that their service is up to snuff, etc., it won't take long for the higher commission op to be in bad straits financially. For it's surprising how many location owners will not be able to see the wisdom of changing operators for the sake of a few extra pennies. Without the extra locations that are needed to bolster his volume of business the excess commission op is soon licked.

### Vender Distribs Push Bulk Ideas

CHICAGO, Jan. 28.—Exhibiting for the first time at the recent January coin machine show in Chicago, the principals of King & Co. report that business prospects for bulk and other vending machines are excellent. They state that since moving to a commodious two-story

## Who Makes Candy Bar Venders?

"To the Editor—In your article of December 24 issue of *The Billboard* you state that you checked 16 different candy bar vending machines at the December show.

"My partner and myself are now representing a candy company and are going into the candy vending machine business.

"What we would like to know is where we can find out where these machines are made. We would appreciate it if you would give us a list of the manufacturers of 5-cent candy vending machines.

"It is with regret that we cannot attend the January show at the Sherman Hotel.

"Any suggestions you may make to help us get started will be greatly appreciated. We are interested in machines that will give the public at least 10 G. P. M., Ohio, January 14, 1939."

building about a year ago their business has been growing steadily.

The principals of the firm are Thomas J. King, Paul A. Crisman and Jos. N. Colombo. The firm operates as a distributing organization specializing in bulk and other types of vending machines. The first floor of the building is occupied by the machine and service department, and the general offices and merchandise section are on the second floor.

Delegates to the recent convention were invited out to see the plant and its efficient arrangements. Many were surprised to see such an organization devoted to the marketing of vending machines. The three partners have had long operating experience and try to put that experience into their new distributing organization, they state.

## New Pop-Corn Machine Announced

CLEVELAND, Jan. 28.—The U. S. Pop-Corn Machine Co., Cleveland, recently announced what it terms to be "the world's only completely automatic pop-corn vending machine."

The announcement read as follows: "This machine uses, as a popping unit, the famous Frenchflake automatic popping unit, thousands of which are in national operation. The popping system feeds corn and seasoning in proper charges to the popping plate, where it is controlled with an elaborate heat-control system. Corn cannot burn on Frenchflake units, and as each operation absorbs all of the seasoning, rancidity has never developed in any French-flake popper.

"The next important department is the vending of corn from a heated oven. Fully popped and deliciously French-fried pop corn is served at the rate of one bag every 20 seconds—three a minute—180 per hour at 5 cents—capacity \$9 per hour continuously.

"Bags and salt are vended automatically. Unlike past machines, every function is automatic after the insertion of a nickel.

"In keeping with the necessary high quality of construction, the machine employs National slug rejectors of the latest type.

"From a human-interest standpoint, the styling of this machine was carried out by one of the leading national industrial stylists in a combination of red, white and blue.

"Popped corn is blown up into a circular glass fountain from the heated oven, from whence it is evenly measured. A self-leveling oven control starts the popper working as the level of the corn is reduced therein, and the entire

process of popping is visible in a glass chamber.

"Of great importance is the fact that this is the product of a company backed with 20 years' experience in the design of nothing but pop-corn machinery."

## Kirk Develops Guess-er Scales

CHICAGO, Jan. 28.—The engineers of C. R. Kirk & Co., after months of research and testing, recently developed Kirk's Guess-er Scale, to take its place with other Kirk scales as an outstanding contribution to the coin-operated weighing field, announced a spokesman of Kirk & Co.

He continued, "After long experimentation we have developed an all-mechanical guessing scale requiring no electrical connection whatsoever."

Claude R. Kirk, president of the firm, said: "I am extremely proud to present to the scale operators of the world the first all-mechanical scale. I wish to give my thanks to my engineering and mechanical staff for the entirely satisfactory and simple mechanism which they have developed and perfected to make the most advanced guessing scale ever made.

"I know," he continued, "that a weighing mechanism of this type, with its beauty, its accuracy and its player appeal will virtually solve the problems of thousands of operators. We have had astounding results on both known good and known poor locations. The tried and true two-for-one appeal of the Guess-er cannot be denied.

"The Guess-er scale has been in production for the past 30 days and quantity shipments have already been made to the New England States, California, and to the Scott, Adickes Co., of London, England. We are running at the present time approximately 30 days behind on orders. However, small orders for quantities of 5 to 10 scales are being given preferred attention so that distributors may obtain samples quickly as possible."

## Philadelphia's 3% Sales Tax Killed

PHILADELPHIA, Jan. 28.—The city council recently decided not to pass the 3 per cent sales tax ordinance over the veto of Mayor S. Davis Wilson. This proposed measure had been a moot question here for some time and business leaders had opposed it vigorously.

A mass demonstration against the levy was scheduled at the city hall by business and labor leaders, but was called off when it was announced that the councilmen would not attempt to pass the tax.

## ATTENTION: VENDING MACHINE OPERATORS

WRITE FOR FREE SAMPLES AND PRICES OF OUR NEW PEANUT-SHAPED CHEWING GUM

And Better Ball Gum  
People Buy It Because They Like It

U. G. GRANDBOIS CO. Kalamazoo, Michigan

**EASTERN**  
350 MULBERRY ST.  
NEWARK, N. J.

ABSOLUTELY LEGAL PROFIT-SHARING  
NOVELTY COUNTER VENDOR SENSATION

**TID-BIT \$17<sup>50</sup> | \$15<sup>50</sup>**

1/3 Deposit, Balance C. O. D., F. O. B. Newark, N. J.

FOR VENDING MACHINES

## HARD SHELL—

- Boston Baked Beans
- Smooth Burnt Peanuts
- Fruit Dibs
- Black & White Licorice Dibs
- Rainbow Peanuts
- Dainty Cup Eggs
- Licorice Petites
- Mint Patties

### PANS

DE LUXE ASSORTMENT  
200 Charms — 40 Varieties  
No lead — No junk.

(Fill in Coupon for Price List.)

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_  
 (Use Pencil, Ink Will Bleed.)

PAN CONFECTION FACTORY  
 345 National Candy Co.,  
 Chicago, Ill.  
 Please send me full particulars and samples of your Hard Shell Candies.

## 2 NEW SILVER KINGS

Based on 28 years of experience, we know "SILVER KINGS" to be the ONE THRIFTY buy, the real "King of Vendors."

### PROFITS ROLL IN—

Operating World's Finest Vendors. Hundreds now collecting money with SILVER KINGS. Vended anything—candy, nuts, gum, etc. You simply service the machines and collect the profits. Scores of locations all around you are now ripe for one or more of these amazing money-makers. Small investment puts you on the road to financial independence in a delightful business of your own. Unbeatable!

steady EXTRA income as a side line or part time. Everything furnished for a quick start.  
**SPECIAL—One Vendor, 10 lbs. \$8.45**  
 Candy, 1 Gross Charms . . . . . \$6.50  
 One Sample Machine, Only \$6.50.  
 Ask for Special Information on Vending.  
 Send for FREE Catalog. Write Today.  
 Factory Distributor.

**TORR** 2047A-50. 68  
PHILA., PA.

## BANKRUPT STOCK

GREATEST VALUES EVER OFFERED.  
 274 Penny Bulk Vendors . . . . . \$ 2.75  
 190 Northwestern DeLuxe Merchandise . . . . . 6.85  
 34 Four-Column Gum Machines . . . . . 6.00  
 42 Advance Dugs (With Stands) . . . . . 7.75  
 3 Horseshoe Scales (Kirk) . . . . . 75.00  
 All Machines Like New—In A-1 Condition.  
 Write—Wire—Phone  
**MACHINE OWNERS SERVICE CORP.**  
 844 Rush Street, Chicago, Ill.

ADVERTISE IN THE BILLBOARD —  
YOU'LL BE SATISFIED WITH RESULTS

# MUSIC MERCHANDISING

## Portraits of Record Artists

One of a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

### ELLA FITZGERALD

When one thinks of Chick Webb, the name of Ella Fitzgerald most naturally comes to mind, since their long association as maestro and vocalist has made them as nationally famous a combination as Red Norvo and Mildred Bailey. The sepien Miss Fitzgerald was born 23 years ago in New York City, and spent the early part of her life in the Riverdale Orphanage, a short distance outside the city. During her years here, in which time she saw the harder side of life, she nurtured a growing desire to become a singer with an orchestra whose rhythmic interpretation would be the perfect complement for the melodic fire in her soul.

Ella's first public appearance was at Harlem's Apollo Theater in an amateur hour contest. Chick Webb happened to be there, became interested in the quality of her voice, and, undaunted by the fact that the judges thought she was a little less than good and therefore gave her the gong, he approached her afterwards and asked her if she would be willing to be coached by him for an ultimate place as vocalist with his band. She was not only willing but eager, and from the resultant polishing process there evolved the Ella Fitzgerald who has won the acclaim of swing musicians and fans alike as one of the greatest song delineators of current music.

Ella's career has been inextricably linked with Webb's ever since that afternoon several years ago at the Apollo. She has appeared with him in his stage, ballroom and club dates, and her vocal choruses are among the brightest spots on Webb recordings. It has been said that Benny Goodman, with whom she appeared on his Camel Caravan commercial on CBS, offered her \$5,000 to join his band, but, remembering what Webb had done for her and being content to remain with what she considers the greatest swing band in the country, she refused.

*A-Tisket A-Tasket*, for which she wrote the words, brought her added fame, and despite all the versions, arrangements, recordings and performances of that hit, here, backed by Webb's Band, is pretty generally acknowledged to be the most outstanding.

## Texas Music Firm Entertains Ops

SAN ANTONIO, Jan. 28.—Music operators from Southern Texas recently converged at the Plaza Hotel, San Antonio, for a festive banquet as guests of the Southern Equipment Co., distributor of records thruout Southern Texas. The occasion was a social event and the wives of visiting operators added greatly to the occasion.

Many were the problems, situations and plans for the future, etc., discussed over coffee cups and after the dinner, served in one of the private dining rooms in the hotel. The Southern Equipment Co. invited the display of new 1939 phonographs from various manufacturers. Following the dinner the phonographs were put into practical use as the guests danced away the evening hours.

K. F. (Ken) Wilkinson, Rock-Ola phonograph distributor in San Antonio, was named official photographer and secured several good pictures of the group.

Said Wilkinson: "It was a grand gesture and a great party! Some of us had never met and you can bet that we didn't take long to get acquainted. Our many thanks for a pleasant, profitable evening go to the host, the Southern Equipment Co."

## Record Buying Guide

### 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 sales and record releases of the week. 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.

#### GOING STRONG—KEEP THEM IN

**Umbrella Man.** Once again the same titles are going to appear in this section, since there has been no appreciable change in either sheet music status or radio and phonograph favoritism for this leader and the followers directly under it. A new disc by Guy Lombardo has come along on this one to challenge Kay Kyser's supremacy in that direction and a switch might be in order in case your patrons are wearying a little bit of K's version.

**Jeepers Creepers.** This is the type of fast, novel ditty that has remarkable staying powers, and with its patron saint, the Warner flicker *Going Places*, now going places in neighborhood theaters, the song is even stronger than before. Don't go taking this one out yet, because it's still good for several more weeks. Al Donahue, as before.

**They Say.** One of the really worth-while ballads of the winter, and remaining high in favor with a public appreciative of that fact. Artie Shaw's recording is one of the reasons for its sustained popularity.

**Thanks for Everything.** Another picture tune that's being helped by the second-run showings of its film (20th Century-Fox's *Thanks for Everything*) and that will continue to hang around as long as the movie does. Tommy Dorsey and Artie Shaw divide honors for the best phono bet.

**Sweet Little Headache.** The lone newcomer to the exalted classification of "Going Strong," and an item that no operator should overlook. The first of the Paris Honeymoon songs to reach hitdom—in the machines, at any rate—and as done vocally by Bing Crosby and rhythmically by Benny Goodman a definite must.

#### COMING UP—BETTER STOCK THEM

**I Have Eyes.** Not as strong yet as *Sweet Little Headache*, its companion from the Crosby picture, but it should be under the needles now regardless. Another week will probably see it hurdle into the above division. Again, Bing for the words, Benny for the music. The two records just about cover the whole situation.

**The Funny Old Hills.** The third of the triumvirate of P. H. songs that is apt to amount to something. Right now more or less of a dark horse, *Hills* may surprise everyone (including its publishers) by ultimately surpassing its colleagues. The one and only waxing is Crosby's, in case you couldn't guess.

**Could Be.** A light and infectious wedding of tune and lyric that shows more than the usual amount of promise. Johnny Messner does it up right with a disc in just the proper mood.

**Deep Purple.** Altho it's still a bit early to make predictions, this department will risk the dangers of going out on a limb and will boldly state that this looks like the next No. 1 song of the country. It's hard to figure how it can miss with a public that took *My Reverie* to its bosom, considering also its obvious advantages of a lovely melody and lyric, the decision to bend every effort toward making it a hit by its publishers, and a recording by Larry Clinton, with a Bea Wain vocal, in the same grand style that pushed *Reverie* into the front rank. This seems like one of those naturals, in every respect, and ops ought to hop on it immediately.

**I Ups to Her.** This novelty is not setting the world afire, but it has enough of what it takes to carve a nice niche for itself in popular esteem. Guy Lombardo does this type of thing very well, and if you prefer a complete vocal treatment there is Barry Wood's excellent disc.

**This Can't Be Love.** A strong radio favorite and sheet music seller but not as potent with the nickel-droppers for some reason. However, it's good enough to warrant a word of warning here to the effect that ops ought to look out for it. Eddy Duchin does the best job of waxing, as he usually does with these musical comedy ditties. This one is from the smash Broadway hit *The Boys From Syracuse*.

#### OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

**What This Country Needs Is Foo.** They're going for this Eddie De Lange version of a swingeroo based on the comic strip catch line. It's become quite a profitable item for the machines, so get it if you haven't done so already.

**Hold Tight.** This looks like one of the best discs—from an operator's standpoint as well as a listener's—that the Andrews Sisters have turned out since *Bei Mir Bist Du Schoen*. Better hop on the band wagon with this one, and fast.

**'Tain't What You Do.** Jimmie Lunceford comes to bat this week with a honey of a record for the phonos, one that has already caught on nicely and gives every indication of being a successful operator's special.

**Jungle Drums.** Artie Shaw makes his latest contribution to the music boxes with this African stomperoo. You know what Artie and his clarinet mean to your cash customers, so don't waste any time.

**Swingin' at the Sugar Bowl.** They'll be swinging at the Sugar Bowl and every place else that has this Bob Crosby study in heat under the needles. When the Bob Cats take off as they do here there won't be a jitterbug for miles who won't be in seventh heaven.

**Where Has My Little Dog Gone?** The nursery rhymes are still with us, and this is a pretty fair example of the breed. Dolly Dawn and her Dawn Patrol make it sound even better than it actually is. It's a good item in the current manner and ought to play to nice returns in the phonos.

#### GOING DOWN—NOT WORTH PUSHING

**My Reverie, All Ashore, Lambeth Walk, Two Sleepy People, I Won't Tell a Soul, Sixty Seconds Got Together, Mexicali Rose.**

## Kinney Represents Rock-Ola in Wash.

SEATTLE, Jan. 28.—Well-known coin machine man, A. R. (Bud) Kinney, of Seattle and Everett, has been appointed Rock-Ola distributor for the State of Washington with the exception of the far eastern section. Kinney is known thruout the Northwest as manager of the Hart Novelty Co. in Everett and of the Northwest Sales Co. in Seattle.

The Northwest Sales Co. will soon undertake a presentation of the new 1939 line of Rock-Ola Luxury Light-Up phonographs. Kinney promises that these presentations will be made in the principal cities in the State of Washington so that all interested parties may have an opportunity to see and buy.

Kinney, in speaking of his appointment, said: "Naturally we're pretty 'set up' over getting a chance to handle Rock-Ola's new Luxury Light-Up phonographs and are prepared to do a fine job of it. We sincerely believe that we will sell more Rock-Olas this year than any phonograph in the past because the new Luxury Light-Up models have so many features that appeal to the operators, locations and their customers."

## Distrib To Show 1939 Phonographs

OKLAHOMA CITY, Jan. 28.—An important showing of the 1939 line of Seeburg phonographs by the Sooner Novelty Co. will be an event here the first week in February. State ops will view the new remote-control feature of this model, many for the first time.

The Sooner outfit is moving to new and larger headquarters at 405 Northwest Second street February 1 and the show will be held soon after. According to Managers Wolfe and Byerly, entertainment and refreshments will be other features of the show, which is expected to attract a large number.

Mr. and Mrs. E. R. Jones, phonograph operators from Altus, transacted business here the past week.

## Milwaukee Coin Adds Phono Line

MILWAUKEE, Jan. 28.—Sam London, head of Milwaukee Coin Machine Co., announced recently the appointment of his company as distributor for the Seeburg line of phonographs for the State of Wisconsin. Salesrooms and offices have been completely remodeled to provide larger floor space and greatly increased facilities for displaying and servicing the new line, London reports. "We are happy to be able to offer our customers this popular line of phonographs," said London, "and to be in position to render complete service. Of course, we are continuing with new and used coin machines of all kinds and rendering the same service for which we have become famous."

## Buffalo

BUFFALO, Jan. 28.—A novel yet practical stunt was staged at the Hotel Statler, Buffalo, recently at the annual President's Ball of the Greater Buffalo Advertising Club.

Wurlitzer automatic phonographs were playing in various strategic spots on the first floor and mezzanine of the hotel. The object was twofold: First, to offer music played by the nation's top-notch bands for those who wandered away from the ballroom dance floor, and second, to let the ad-clubbers know that Robert B. Bolles, ad manager of the Rudolph Wurlitzer Co., is running for a directorship of the ad club. Bolles has for his campaign manager Homer E. Capehart, Wurlitzer's vice-president and general manager.

**OFF THE RECORDS**

(Continued from page 15)

Larry Clinton, who has produced some of our biggest hits from our biggest hits, goes way out on a limb on a couple Victor platters. His svelte canary, Bea Wain, makes the purchase price legitimate with her soulful singing of *Deep Purple*, a song smash among sad songs. But for the flip over, Clinton's own *A Study in Red*, it was undoubtedly meant to be a *One o'Clock Jump*—only it pans out as a paralytic hop. Nor is there any spark of genius or originality in his *Variety Is the Spice of Life*, which is undoubtedly the result of listening to

**Baby Production**

Mr. and Mrs. Robert (Bob) Dillon have a new 1939 model baby boy called Robert Adair Dillon. Shipping weight is seven pounds and it was first introduced in Chicago on January 14. Dillon is in the phonograph sales division of the Rock-Ola Mfg. Corp., Chicago. Dillon says the new model boy is somewhat musical at night (blues songs chiefly) and that the design was modeled somewhat for the latest Rock-Ola phonographs.

Tommy Dorsey's recording of *Stop, Look and Listen* too many times. Plattermate is the oldtimer *Temptation* in standard sock setting.

There is much for the needle fiends seeking clarinet nourishment when Buster Bailey and his Rhythm Busters (John Kirby's Band) give out on Vocalion for six consecutive clarinet choruses to his own composition, *Man With a Horn Goes Berserk*. But it proves very little excepting that *Tiger Rag* is the proper setting to go berserk, especially when you can lick the black stick with the wizardry of a Buster. But Bailey is not alone in aping Vincent Lopez on an anthem. Duke Ellington, who certainly doesn't need such composer credits, authors *The Boys From Harlem* beat out on the same label by his star pupils billed as Cootie Williams and his Rug Cutters. Basically, it's Cootie tooting a couple swell trumpet choruses to the tune of *Tiger Rag*. As for our own ears there's an added kick in hearing the bass player finger the same figures Duke scored some 12 years ago when he recorded the *Tiger* as the Jungle Band for Brunswick. Nonetheless, Bailey makes his couplet completer with *Light Up*, some swell tea jive cut by a real jive gang, while Cootie makes up for it with a growl concerto in a *Delta Mood*.

Ovie Alston, who tempers the harlemese beating with syrupy strumming from an electric guitar and makes it all sound swells, achieves a distinction of style with his *Twinkle Dinkie* ditty on Vocalion. Without the battery-charged git box, it's mediocre music for *Spare-ribs* and *Spaghetti*, even more so for his coupling of *Home-Cookin' Mamma* and *Walkin' the Dog*. Musicians, and you don't have to be a hep cat, will get quite a kick out of the *Spare-ribs* side, which the label tells us Alston composed. It's one of those sock chorus licks Eve used to woo Adam and musicians, ever since, have been forcing the same attitudes upon *Sweet Sue*. Vocalion also represses a dandy Artie Shaw double, the swing fave's stompology, *Fee Fi Fo Fum*, and his *Chant*, which is a shorter way of spelling *St. James Infirmary*.

Ziggy Elman, Benny Goodman's trumpeter, blossoms forth as a Bluebird maestro, using most of his team-mates. His first sides, *Sugar* and *29th and Dearborn*, sound like the Goodman gang gone wrong. And as for the maestro, he must have used the baton instead of his bugle. However, Ziggy does come thru with a swell treatment with top trumpeting for *Bublitcki*, a traditional Russian air, backed with his own compo (there's undoubtedly an easier way than the traditional 10 easy lessons to become a composer), *Frulich in Swing*, for which nothing happens until Elman hits into his Yiddish-wedding groove uncovered during the *Bei Mir Bist Du Schoen* era. We don't recall off hand, but for those trumpeters finding trouble copying the notes off the record, they are found either on page 1, or maybe page 2, of Kammern's album of fralichs.

After that session we can only recommend Guy Lombardo's sugary treatment on Decca for *Thanks for Everything* and *Deep Purple* or his *We Speak of You Often* and *The Umbrella Man*. And if that doesn't wash it all down, there's Victor's belittling of Lombardo on the Bluebird label, but for all that some swell sides in the *Porgy and Bess* songs, *It Ain't Necessarily So* and *I Got Plenty o' Nuttin'* or *I'll See You in My Dreams* backed by *Edin' High from Red, Hot and Blue*. And in searching out the sweet strains, Sammy Kaye commands attention on Victor with *A Song of Old Hawaii* and *Little Lad* and *Among Those Sailing with Mexicali Rose*.



**BLUEBIRD ARTIST**  
**Artie Shaw**  
Shovels in the Shekels  
for Coin Machine Operators

Because... he's on record best seller lists everywhere!

Because... he's one of the great clarinetists of the day!

Because... Bluebird records his new hits the minute they're created... Your machines can run neck-and-neck with Broadway with the new, popular tunes on Bluebird Records.

**THE NAMES THAT NAB THE NICKELS ARE ON VICTOR AND BLUEBIRD RECORDS**

- Last minute flash on newest Hits!**  
**BLUEBIRD**  
B-10075—They Say—Artie Shaw and his Orchestra.  
B-10081—Junglo Drums—Artie Shaw and his Orchestra.  
B-10074—What This Country Needs Is Foo—Eddie DeLange and his Orchestra.  
**VICTOR**  
26141—Deep Purple—Larry Clinton and his Orchestra.  
26144—Blus Low and the Blus—All Star Band.



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**VICTOR AND BLUEBIRD RECORDS**

Victor Division, RCA Mfg., Co., Inc., Camden, N. J.  
A Service of the Radio Corporation of America

**RECORD MONEY MAKERS WINNERS OF THE WEEK**

**SLAP HAPPY**  
Duke Ellington—The Aristocrat of Jazz—offers another enticing swing session for your machines.

**THE PLYMOUTH ROCK**  
Another outstanding achievement for Phil Lang and a triumph for coin machines.

**THE BOYS FROM HARLEM**  
Cootie Williams' Rug Cutters cut a new novelty groove for the swingers.

*Irving Mills*

**WE GIVE TERMS**

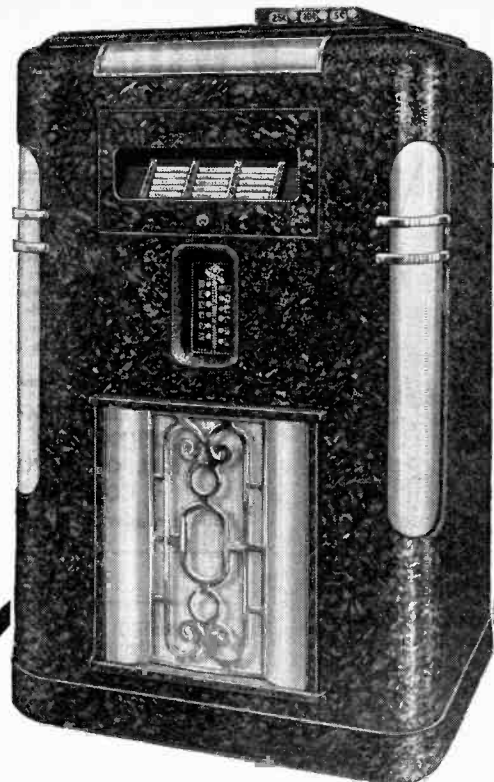
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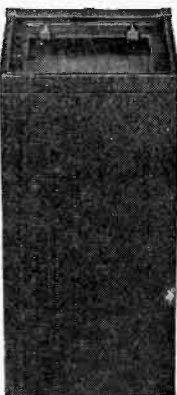
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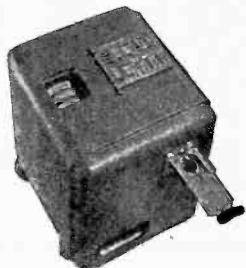
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# What the Records Are Doing for Me

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the 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.

Louisville

January 14, 1938.

To the Editor:  
At this time our big money makers include: *My Revere*, by Bing Crosby; *You Must Have Been a Beautiful Baby*, also by Crosby, and *Two Sleepy People*, by Fats Waller. The favorite artist here seems to be Bing Crosby. Benny Goodman, Tommy Dorsey, Hal Kemp and Guy Lombardo are favorites of many people.

I find that it is worth while to watch the movies and stock up on the numbers from them. An example of this is *You're a Sweet Little Headache* from the movie *Paris Honeymoon*, as well as the selection *I Have Eyes*. Bing Crosby's discs of these two numbers both promise to go over big.

In this territory there are many locations where string bands and cowboy recordings will get better play than the leading orchestras. The selection *Hill Billy Swing*, by Jimmie Revard, and *Sweet Sue*, by the Hoosier Hot Shots, do their share in bringing in the nickels. The colored artists that go best here are Fats Waller and Georgia White.

I find that most people usually go by the orchestra or singer rather than the name of the song. This is especially true where the jitterbugs and the ones interested in the field of popular music hang out. For spots where the older patrons go our best bets are Wayne King, Guy Lombardo, Bing Crosby and Sammy Kaye.

I think your column is a great help for all operators, and I know that I will not go wrong in selecting and buying records that are listed in your Record Buying Guide.

HELEN L. HESS,  
Manager Record Department,  
Pan-American Amusement Co.,  
Louisville, Ky.

Asbury Park, N. J.

January 14, 1939.

To the Editor:  
Frankly, I am well pleased with the numbers that are being placed on the

market now. When *A-Ticket A-Tasket* began to wane I wondered what would substitute or if there would be a number that would have the demand of the Chick Webb-Ella Fitzgerald tune. However *My Revere* has almost set up receipts equal to that number and the Larry Clinton hit came along just at the right time.

I have noticed that some operators are getting good sales from *Two Sleepy People*, but it has been my experience this number is not commanding the lead it should. This number puzzles me, for it seems to have excellent melody and the waxings are exceptionally good. I explain this fact (to myself) by reason that competition is so strong the *Sleepy* piece was unable to break thru.

The *Umbrella Man* is one of the niftiest numbers I have heard during the past few months. Its popularity is growing steadily. I don't hesitate to say that from the operator's angle this tune will take a perch alongside *A-Tasket*. *Jeepers Creepers* doesn't live up to its name when it comes up the ladder. It has done anything but "creep" into my lists of bests.

The movie *Angels With Dirty Faces* was recently in Asbury for a week. During the time the film was on the local screen we had quite a demand for the number and its popularity was maintained for a week or two. With the advent of more swiny tunes this number has gradually lost its position. However, giving credit where credit is due, it is not very far from the top of my list.

*They Say, Have You Forgotten So Soon?*, *Heart and Soul, Who Blew Out the Flame?*, *Girl Friend of the Whirling Dervish* and *You Must Have Been a Beautiful Baby* are numbers that have drawn consistently good receipts for me along the shore. A bevy of such tunes is always welcomed and appreciated by any operator.

MAX LEVINE,  
King Amusement Co.,  
Asbury Park, N. J.

## Pennsylvania

PITTSBURGH, Jan. 28.—Harry J. Miele, manager of the Williamsport Amusement Co., Williamsport, Pa., was very active at the coin machine show in Chicago. Mr. and Mrs. Gus Knielerm, of Cumberland, Md., were present purchasing new equipment for their locations.

One of the few disappointing things of the show was the absence of the popular Louis (Lakie) Grossman, one of the largest operators of the Pittsburgh area.

Sam Shapiro spent only two days at the show, as he had to hurry back to his operations in Pittsburgh.

Sam Chaban and a party of friends spent only a few hours at the show. Chaban had to leave early in the week for Florida.

Dave Smith, of New Castle, Pa., was looking over phonographs and he placed

### Reconditioned Ready to Set on Location and Priced Low

Phonographs, Capohart, 1936 model	\$35.00
Mills Dance Master	17.50
Mills Dance Master Do Luxe	34.50
Mills Do-Re-Mi	44.50
Mills Studio	115.00
Rock-Ola 1936 model	49.50
Rock-Ola Rhythm King, 12 records	75.00
Seeburg Melody King, Model K or Q, 15 records	125.00
Seeburg K20	175.00
Seeburg Selectophona	17.50
Seeburg Selectophona Do Luxe	35.00
Seeburg Symphonia, Model A, walnut	49.50
or D—Symphonia, Model B, C	58.50
Seeburg Symphonia, Model B.X.	100.00
Seeburg Symphonia, Model H.J.R.J.	125.00
Seeburg Symphonia, Model Crown	295.00
Seeburg Symphonia, Model Rex	159.50
Wurlitzer P400	69.50
Wurlitzer 412	69.50
Wurlitzer 616	125.00
<b>CONSOLES</b>	
Bally Skill Field	\$ 40.00
Bally Teasers	35.00
Chuck-Lette	30.00
Exhibit Races	54.50
Galloping Dominoes	79.50
Keeney Kos Bell	105.00
Kentucky Club	125.00
Kentucky Skill Time, 1938 (like new)	145.00
Stoner's Skill Derby	65.00
Track King	49.50
Track Time (red cabinet)	99.50
<b>SLOT MACHINES</b>	
Groetchen Columbia, 5c	\$32.50
Jennings Duchess, 5c	10.00
Jennings Little Duch, triple J, P, 1c	17.50
K. & S. Bell, 1c	7.50
Mills Blue Front, single J, P, 10c	37.50
Mills Blue Front, D, J, P, 5c	37.50
Mills Dewey, 5c	45.00
Mills Cross Diamond (5c vander)	20.00
Mills Extraordinary, 5 or 10c	25.00
Mills S. O. K., es. D, J, P, 5c	19.50
Mills Q. T., Green Front (late model)	35.00
Mills War Eagle, 10c, 20 stops	22.50
Mills Wolf Head, D, J, P, 5c	15.00
Pace Bantam, 5c	12.50
Pace Comet, 25c	10.00
Watling Roll-a-Top, 10c	25.00
Watling Twin J, P, 1c	15.00
Watling Twin J, P, 1c ball gum	17.50
<b>NEW MACHINES READY FOR IMMEDIATE DELIVERY</b>	
Groetchen Columbia	
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WRITE FOR PRICES

W. B. NOVELTY CO., INC.  
3800 N. GRAND BLVD., ST. LOUIS, MO.

several orders to take care of his locations.

W. C. McClincy, of Elmira, N. Y., who is one of the largest operators in this city, placed several big orders with the Atlas Novelty Co. to take care of his locations.

George Scrofani, Merchants' Amusement Co., of Johnstown, Pa., was very busy at the show. He was seen several times in the company of Ernie Walker, of Fort Worth, Tex.; Tom Singleton, of Syracuse, N. Y., and Art O'Mealia, of Pittsburgh.

Gust Georges, Leon Paschales, George (Butch) Glausser, Al Klodell, Fred Ludin and several other of the Pittsburgh operators were too busy to make the show. But we are told they are hoping that they will be at the next show.

Due to the fact that Phil Greenberg, manager of the Atlas Novelty Co., of Pittsburgh, was busy filling orders for Seeburgs, he was unable to be in Chicago. Many inquired for him. Nevertheless his assistant, Art O'Mealia, was over to the Seeburg factory rushing orders thru for Atlas so that Greenberg could fill his many orders.



MUSIC OPERATORS and wives at the Plaza Hotel, San Antonio, at banquet given by Southern Equipment Co., record distributor thruout Texas.

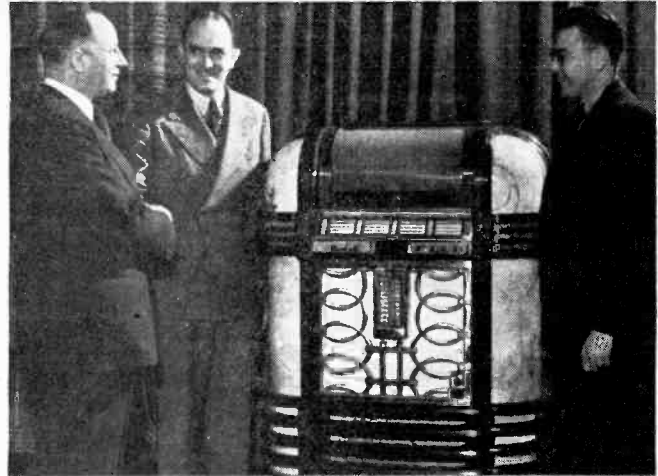


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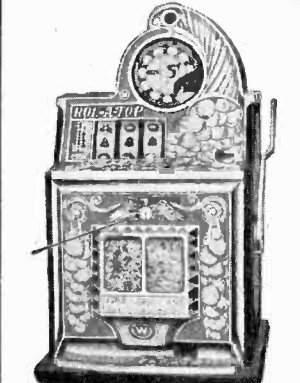
**Instant Delivery From Stock**

**THE VENDING MACHINE CO.,**  
205-15 Franklin St., Fayetteville, N. C.



A. R. (BUD) KINNEY (center), recently appointed distributor in State of Washington, is all set to go with Rock-Ola's phonographs. Jack Nelson, Rock-Ola vice-president (left), and I. F. Webb, Rock-Ola executive (right), extended offer of full co-operation.

# HAND LOAD



**HAND LOADED ROL-A-TOP TWIN JACK POT BELL**

**HOW IT WORKS:** The Jack Pot does not fill automatically from the play in the machine, it must be loaded by hand. It releases automatically, however, when the 3 bars are hit.

**HOW JACK POT IS LOADED:** There is a lock in the center of the Eagle. You put your key in the lock, turn it and the gold Eagle comes right off, as it is attached to the lock. Then the location owner drops the coins in the Jack Pot which is empty.

Equipped with Mystery Payout: 3-5, 10-14, 20 and Jack Pots. Built in 1c, 5c, 10c, 25c play.

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Will offer special trade-in allowances regardless of age or make! Write for further information!

**MILWAUKEE COIN MACHINE COMPANY**  
2816 W. North Ave., Milwaukee, Wis.

## Advertising On Records

Automatic timer promises new features for using adv. records on phonos

CHICAGO, Jan. 28.—John Staples, of Washington, is in Chicago today to demonstrate a new phonograph attachment developed to "pep up the play of such machines." He had just come from the East, he said, where he had demonstrated the device to the Rudolph Wurlitzer Co. The device is shown on the patent application to be an "automatic record-selecting mechanism," but that does not indicate the full possibilities of the invention.

It is a new idea, according to Staples, to bring to the automatic phonograph some definite uses as an advertising medium. It has been definitely tested in such locations as the Squire Grill in Washington, where over a period of eight weeks it increased the earnings of a phonograph as much as \$3 per week, he said. It has been carefully checked by advertising agencies' and manufacturers' representatives so that facts are available to show what it will do.

Operators fully understand, he says, how this automatic playing every 30 minutes attracts extra customers.

Staples is very emphatic about wishing to control the amount of advertising placed on the records. He says that anything more than a dozen words at the beginning and the end of a good musical selection would kill the advertising idea altogether. For that reason he desires to retain control over the advertising angle of the business. Such products as beer and cigarets are being advertised in his present set-up.

Advertising men, he says, tell him that the record idea provides a medium which can be checked as to its advertising value much easier than radio. Hence it will have a very definite advertising field.

He describes the mechanism as being very simple and flexible. It can be installed by the operator in 15 minutes and may be easily removed at any time without defacing the machine in any way. It automatically times, shifts and plays the one advertising record, and the time interval of playing can be set to one hour or most any interval other than 30 minutes. The half-hour interval is suggested as the standard interval for full advertising value.

Staples says that he formerly was with the Oriole Coin Machine Corp., of Baltimore, for four years and that he had full experience in the music business while with that well-known organization. He now operates phonographs in Washington.

1939's New, Money-Making Counter Machine

## GET-A-PACK

**\$1875**

1c Play, Small, Quiet Cigarette Type Jackpots. \$1.25-\$25.00.



It really gets the play. Choice of blue, silver, red and green krenkie enamel. A.B.T. Visible Slot. Also made in WONDER BELL style, 1c-5c-10c-25c play, jackpot up to \$50. Order one of each today.

**THE MARKEPP CO.**  
3328 Carnegie Ave., Cleveland, O.  
1410 Central Parkway, Cincinnati, O.

### How It Works

Staples explains that his mechanism permits the use of one record on any standard automatic phonographs which contains a brief advertising plug for some product and the device will automatically shift and play this record every 30 minutes. The automatic device has been carefully developed to not interfere with customers who deposit a coin and their choice of a record. The customer always gets the record he selects and he never has to pay for the advertising record. This, Staples declares, is the important feature of his device, that it will not interfere with the play of customers and that the customer will not be disgruntled by having paid for a record that contains an advertising plug.

As the plan is being worked now, Staples explained, an advertising agency makes a contract to place one advertising record on each of so many machines at \$1 per machine for the week. The advertising record is being limited to not more than a dozen words at the beginning and the end of the record, otherwise it is a standard musical record. Every 30 minutes during the day and evening the record automatically plays, giving the advertiser a definite number of broadcasts while the location is giving its patrons that much free music.

## PHONOGRAPHS

THE BIGGEST BUY IN USED AUTOMATIC PHONOGRAPHS TODAY!

**ROCK-OLA'S IMPERIAL 20 Records**

With Light-Up Grille, Multi-Record Selector, Machine complete with Hi-Bow Phonograph Stand. Formerly sold wholesale \$375.00

**125.00**

1/3 Cash Deposit

**Automatic Coin Machine Sales Co.**  
600-610 W. Van Buren St., Chicago, Ill.

### PHONOGRAPH HEADQUARTERS SPECIAL

1 GALLOPING DOMINO	\$69.50
2 RED HEAD TRACK TIMES	99.50
1 GRAY HEAD TRACK TIME	69.50
1 TAN FORAN	34.50
1 DERBY DAY CONSOLE	39.50
CAROMS	14.75
PHOTOFINISH CLOCKER	19.75
EAGLE EYE	89.50
RAYOLITE	89.50

**300 PHONOGRAPHS**

MILLS DANCE MASTER	\$ 49.50
ROCK-OLA NO. 2	69.50
WURLITZER P-12	69.50
WURLITZER 412	79.50
ROCK, IMPERIAL 20	169.50
WURLITZER 616-A	139.50

**GERBER & GLASS**  
914 DIVERSEY BLVD.  
CHICAGO, ILL.

## PERFECT CONDITION

Sport Page, \$70; Fairgrounds, \$40 Each; 2 for \$70; 2 Arlington, 1 Peabacks, \$22 Each; 1 Watling Double J. P., \$20; 1 Jennings Front Vender, \$15; \$225 for all; \$5 Extra for Crating.

**JOHN R. SMITH, Emingham, Ill.**



## OVER 100 STYLES TO SELECT FROM.

### THE ORIGINAL RED-WHITE & BLUE

THE LEADER OF ALL JAR DEALS.

90 WINNERS.	Each \$1.10
1850 Tickets.	Each (In Doz. Lots)
Takes In	JARS, 30c Extra.
Pays Out	
.....\$2.50	
.....72.00	

Profit .....\$20.50

Please State Your Business When Writing Us.

Write Us for Full Particulars on Our Complete Line of Jar Deals. ALSO SEND FOR CATALOG.

**WIS. De LUXE CORP.**  
1900-12 North 3rd Street, Milwaukee, Wis.

## DISTRIBUTORS WURLITZER USED PHONOGRAPHS

**WURLITZER USED PHONOGRAPHS at Lower Prices**

P 30s	\$47.50
P 412s or P 312s	\$54.50
616s	\$95.00

**DISTRIBUTORS PERMO-POINT NEEDLES—PRICE SCHEDULE.**

3 to 10	40c
11 to 25	30c
26 to 50	20c
51 to 100	10c
100 or More	5c

EVERY INSTRUMENT GUARANTEED 100% PERFECT CONDITION MECHANICALLY AND LOOK LIKE NEW.

TERMS: 1/3 Deposit With Order, Balance C. O. D. (Order From Either Office.)

**HARRY H. COHEN**

## OHIO SPECIALTY COMPANY

ESTABLISHED 1920.

12 W. COURT ST. CINCINNATI, O. Write or Wire Orders Shipped Same Day Received.

713 E. BROADWAY LOUISVILLE, KY.

# YOU CAN'T

TELL THE DEPTH OF THE WELL BY THE LENGTH OF THE HANDLE ON THE PUMP! And, you never will know what great money-makers the games listed here really are until you place them ON LOCATION! Every game here YOU CAN BUY WITH CONFIDENCE — AND BUY RIGHT!



**George Ponser.**  
Chicago's  
**MIAMI** Straight Novelty or Free Play

Daval's  
Brand New Double Reserve  
**DOUBLE TREASURE**

Exhibit's  
**CHIEF** Straight Novelty or Free Play

Keeney's  
**POT SHOT**  
1 Ball Free Play Model or  
1 Ball Multi-Free Play Model  
ALSO  
**SPINNER - WINNER**

## GEORGE PONSER ORGANIZATION

33 WEST 60th ST.,  
NEW YORK CITY  
11-15 East Runyon St., NEWARK, N. J.  
1435 Bedford Ave., BROOKLYN, N. Y.  
900 North Franklin, PHILADELPHIA, PA.

**★ Mills Vest Pocket Bell \$49.50**  
A completely automatic Bell with mechanical payout. Makes money like a Blue Front. Use it everywhere. Ask for newest merchandising offers.  
**Boyle Amusement Co.**  
522 W. Third St., Oklahoma City, Okla.

### MILLS VEST POCKET BELL

## \$49.50

### Give-Away Prices

10 Mills Futurity Bells, 5c Play, in good condition. Each... \$30.00  
Mills War Eagle Bells, 5c, 10c, 25c Play, Each... 20.00  
Pace Comets, 5c, 10c Play, Each... 18.00  
Jennings Chiefs Bells, 5c Play, Each... 25.00  
Mills Q. T. Green Front, used three weeks, 1c play, Each... 30.00  
5 Davals Tallys, used one week, Each... 15.00  
Each and Same In Exhibit 36 Game.  
50 Peanut Machines used 30 days, at a bargain, \$3.00 each while they last.  
25 3-Column A8 Lee Nut and Candy Machines, used 3 weeks, like new, cost \$36.50. Each now \$18.00. Stand \$4.00 each. See R 178 Deposit With Order.

**D. & S. NOVELTY CO.**  
1005 Broadway, Rockford, Ill.

# Correspondent Tells Troubles Encountered in French Lottery

PARIS, Jan. 28.—The suppression of the French lottery, effective in December of this year, which has been conducted by the government since 1934, has been expected for some time.

In this case the cabinet ministers have been much more generous in time allowance than that given the bell machines in 1937, when the outlawing was effective on the instant and confiscation was commenced before the ruling appeared in the "Journal Office" or in the daily press.

This article is not written with the intention of criticizing the passing or enforcing of French laws, but to show someone has blundered.

When the suppression of the lottery was announced, *L'Œuvre*, a daily paper particularly antagonistic to the slots, appeared with an editorial demanding, "Why suppress the lottery and permit the slot machines to continue?" The only machines in operation since 1937 are those of the amusement type, and to pose such a question is much the same as pointing an accusing finger at children playing marbles.

Possibly when the payouts were in vogue during the 16 months they were legal a minor racket was started but crumbled when there was nothing to exist on but amusement machines. The lottery in its four years of cancerlike existence has become the racket that drew the racketeers from the more dangerous and less profitable adventures to develop the sale of fractions of lottery tickets into a super-racket. That the lottery will not be suppressed in December, as stated, is quite safe to presume. A new system or formula will be inaugurated for the disposal and sale of tickets in an endeavor to bring a larger percentage of the total into the public treasury by a more tight control of the selling agents and the handling and disposal in general.

In the first two drawings tickets were sold only by licensed tobacco shops and banks. At the time the entire ticket had to be purchased and costing 100 francs (\$3) was a hardship or impossible for about 60 per cent of the French population. It was decided to permit anyone established to buy the entire ticket and cut it as he wished, 10ths, 20ths, etc., and charge a small amount as commission in the sale, thus 10ths were sold for 11 francs, 20ths at 5.50 francs.

To be established meant having money enough to rent a vacant store, engage a sign painter to print bank on the window, buy a few tickets and the transformation was completed, the former racketeer was now a banker and authorized government agent for the disposal of lottery tickets in fractions.

The government issues 1,500,000 tickets; these are purchased by agents, about 80 per cent going to different war veterans' organizations and bona fide establishments, the balance to the newly established banks and agents. All have their own tickets printed; if these are 10ths or 20ths the original is placed in the safe and the fractions put on sale, but instead of ten 10ths there are

printed perhaps 100 and while the printing is being done they have a few more series run out where they do not possess the original.

The capital prizes are one of 5,000,000 francs, two of 3,000,000, three of 1,000,000 and six of 500,000 francs and several thousand of smaller amounts. With 12 chances in 1,500,000 for a capital prize, it can be readily seen the law of averages is in their favor.

If one of the capital prizes does come to them and they have too many tickets out to cover, as has happened several times, the banker takes the original (it is the only one that will be paid on) to the lottery bank, draws the amount won and leaves for parts unknown, leaving the owners of the fractions holding the bag and their tickets.

Of course, there are honest dealers who have been established for years and who handle mostly the fractions of the different veteran societies and which to date have taken 70 per cent of the many millions that have been won. That a racket, in proportions impossible to estimate, exists is not denied and it will be to purge these undesirables from the organization that new formulas will be established.

### How It Works

This is an interesting and unusual report on the French lottery and its relation to the amusement machines in France. It clearly indicates that the cry of "racket" against coin-operated amusement machines is often raised by much bigger interests.

A similar situation to the French developments led to the repeal of the Florida slot license law. A newspaper connected with racing news interests started the crusade against slots. Racing and bolita interests maintained influential lobbies and somebody aroused the churches and financed their drive. So the slot license law was repealed.

In France there is a daily newspaper, supporter of the lottery racket, leading the crusade against amusement machines.

## Money and Time in Western Cabinets

OMAHA, Jan. 28.—The old saying that beauty is only skin deep may be appropriately used in the cabinet-making business, according to an opinion expressed by L. B. Grace, general manager of the Wood Products Mfg. Co., Omaha.

"It takes a lot more than a few pieces of lumber, a handful of wood screws and a bottle of furniture polish to make a cabinet of outstanding design and beauty," Grace said. "When we decided to manufacture illuminated cabinets for old phonographs we were prepared to devote money and time to produce the finest piece of merchandise on the market, and produce it at a price every

operator could afford to pay. Operators who have seen and purchased our cabinets say that we have done just that."

Wood Products Co. now uses 75 per cent of its equipment in the manufacture of the cabinets, according to Grace. The cabinets are handsomely finished, giving the effect of mother of pearl, and are illuminated in a variety of brilliant colors. Cabinets are cigaret burnproof and alcohol resisting, Grace says.

"The most beautiful cabinet creation I've ever seen," is the way George Herman, production manager for the company, puts it. Herman has been in the business for the past 28 years and is recognized as an authority on cabinet-making.

The cabinets are made to fit practically all makes and models of phonographs, Grace says, and orders are being handled without delay.

## Asbury Park, N. J.

ASBURY PARK, N. J., Jan. 28.—Mac (CQ) Levine, of the King Amusement Co., is an ardent collector of miniature boats. To say the least, his collection is highly interesting and educational. He has over 50 models, a good many of them originals.

Peter Vetrano, of the Convention Hall Amusement Co., has been elected to an office in the newly organized Republican club. Pete's a hustler and will make the aggregation an A-1 director.

Operating conditions in and around Asbury are improving and wide-awake ops are looking forward to a banner year. Several have extensive plans under their hats which include the purchase of the newest and latest equipment.

All light diners in the area still hold the lead as the top spots for cigaret vending machines.

There seems to be a demand for counter games. Nearly every store in this resort sector seems to be using a machine of some type or make.

Paramount Amusement Co., of Avon-by-the-Sea, is putting out some new machines. Conover is one person who really understands good games. He has recently built one that is sure to be a "wow." He's a strong booster for Stoner products, too.

The new coin machines in town were inspected by a group of location men from out of town. This can mean but one thing—business is picking up in all localities.

Sales of Pin Games are on the boom. There is a growing optimism among buyers. Art Seger, of the Casino Amusement Co., with Harry Zink, of the Coast Cigaret Service, are in Chicago looking over new equipment. Before leaving for the Windy City Seger had a lot to say in praise of the new Paramount game.

The advent of heavy snows on the Jersey Coast doesn't seem to have hampered the receipts a bit. The diner trade on cigarets from machines is still holding up. The pin-game operators caught two exceptionally good weekends in a row.

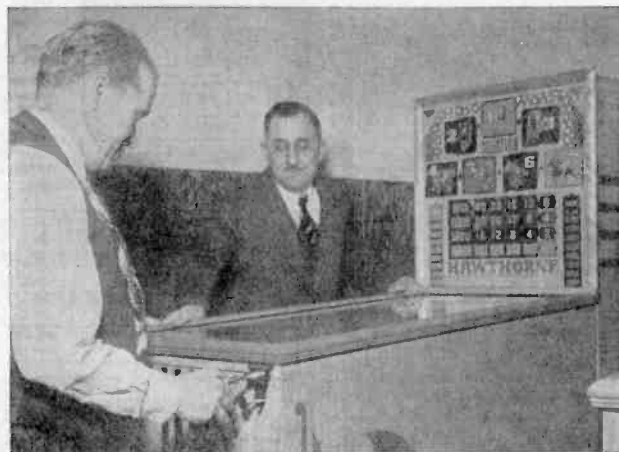
Long Branch Recreation Pier is getting ready for summer. The buildings will undergo improvements and repairs as soon as possible. Danny Maher is anticipating a big season. The World's Fair will send millions of people to the Coast, and Maher says Long Branch is the spot.

Dominick Scaglione is back in Long Branch. He'll soon get plans under way for the operation of his games on the Boardwalk.

Kyle (Bonnie) Bonfield says he has never seen such a midwinter upturn to the pin-game business. He is right in the midst of a bunch of them, with the Beach and Casino Amusement companies operating within stone's throw. And, too, Bonfield knows games—he's a veteran in the amusement biz.

We've missed seeing Herman Ruben on the Boardwalk lately. Here's odds he's selecting new and quality prizes for his Radio concession.

Hy Bromberg, whose nimble fingers tickle the ivories in Jack Arnold Press' Band at the Berkeley Canteen Hotel, is an ardent pin-game fan.



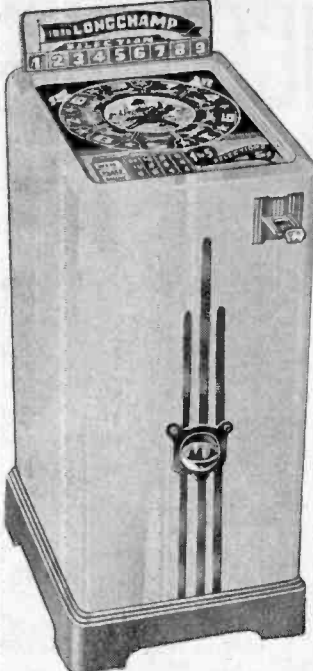
JIM BUCKLEY, general sales manager of Bally Mfg. Co., shows Meyer Marcus (right), of Markepp Co., Cleveland, "how to do it on Hawthorne, 10-way multiple with twin reserve."

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS





# EXHIBIT'S 1939 'LONGCHAMP'



1 to 5 Mystery Selections Pays on Win, Place, Show and Daily Double. Up to \$6.00 Top. Changing Odds, Spinning Lights Under Dial.

The Sensation of the Coin Machine Show.  
**World's Lowest Price, Only \$99.50**

**EXHIBIT SUPPLY CO.**  
4222 W. Lake Street, Chicago, Ill.

## Sphinx Comments On Games at Show

MINNEAPOLIS, Jan. 28.—Bill (The Sphinx) Cohen, head of Silent Sales Co., was back in the city this week after attending the annual coin machine convention in Chicago. He reported a good time and also is telling the trade here what he saw in the way of new machines.

The Sphinx says: "After viewing the two coin machine shows there is quite a trend toward merchandising machines. The greatest advance in these shows over others is that manufacturers have realized it is useless to put slipshod stuff together and call them games."

"Models of new games and machines shown this year were complete, developed along sound lines, proven appeal and were well made. Herebefore I have always predicted that not more than 5 per cent of new games shown would go into production."

"After seeing the two shows I am predicting that 90 per cent of the games and machines shown will go into production and that the machines turned out will be a success. The manufacturing industry has improved that much."

## New Groetchen Items Going Well

CHICAGO, Jan. 28.—"Since the exhibition at the coin machine show three of our new items have shown thru sales results how well they attracted convention commens," declared an official of the Groetchen Tool Co.

"The new Skill Jump Game, one of the first successful vertical marble games, drew much attention. Skill Jump has a number of inclined surfaces, manually controlled by the player, down which balls must roll before they can enter scoring pockets. The game was shown in two models, one with a colorful ski background and the other with an ornamental playing field called Balance the Budget."

"Sky Fighter is the name of a realistic anti-aircraft machine gun. It was a convention favorite. A player directs a searchlight upon an attacking squadron of planes and at the same time shoots the coin-operated gun firing 250 shots for a nickel. Every shot and every hit is registered, and targets light up at each hit. The game is entirely different from the Ray-Guns and is entirely mechanical in operation."

"The new Metal Typewriter commanded much interest. It is a novel name plate machine which enables the customer to stamp 32 letters or figures upon an attractive metal disc," concluded the official.

## Buckman Tells of English Market

NEW YORK, Jan. 28.—David Buckman, of Automachines, Ltd., London, who came to attend the CIMA show at the Hotel Sherman in Chicago and who has won the affection of every coinman who met him, brought much cheer from the English market for the U. S. coin machine industry.

Buckman reported on the progressiveness of English coinmen and the fact that they are continually forging ahead, using the new games and the new ideas just as quickly as they are formulated by the industry in this country.

"There are restrictions on some of the equipment now popular here, machines of many types are in operation in England and are being made more and more popular by the energetic efforts of the British coinmen," he stated.

"It is my belief," Buckman continued, "that eventually the British market will prove itself the most progressive in the world. The operators in our country have a great deal more to contend with than do the operators here. Yet with all difficulties we have developed one of the most outstanding businesses in the history of the amusement industry in England."

"Wherever the Englishman travels today he comes upon the same popular types of American games as do Americans traveling in this country. We have import duties to contend with that the average American operator would be appalled to pay. There is no doubt then that with the waiting for machines to arrive, with the higher prices and with certain legal factors with which to con-

# COLUMBIA

## SILENT AUTOMATIC PAYOUT BELL

Thousands of Columbia Bells on location are demonstrating the success of its brilliant mechanical principles.

Double Jackpots, self-loading, pay alternately, their capacity is adjustable. Each Columbia can be converted from nickels to dimes, quarters or pennies, change parts included, no experience needed.

Columbia is completely slug-proof, because last coins played are paid out first.

Turret escalator shows last six coins. Completely silent in operation—creates no unwanted attention.

**GROETCHEN  
TOOL COMPANY**  
130 N. Union St. Chicago



## RE-CONDITIONED GAMES

<b>SLOTS—5c Play.</b>	2 Gottlieb Derby Day, 8-Coin Head .....	\$39.50	3 One-Two-Three .....	\$29.50	
35 Mills Blue Fronts .....	\$27.50	5 Jennings Multiple .....	\$39.50	6 Zetas .....	\$19.50
40 Jennings Chiefs .....	\$17.50	5 Jennings Parlay Races .....	\$9.50	7 Odd Balls .....	\$9.50
8 Melon Bells .....	47.50	3 Jennings Paddock Club .....	\$9.50	12 Bally Reserves .....	14.50
15 Calite Commanders .....	27.50	1 Keeney's Dark Horse .....	29.50	2 Hot Tips .....	19.50
1 Q. T. ....	17.50	7 Keeney's 1937 Skill-time, Red Heads .....	75.00	3 Photo Finish .....	12.50
1 Bantam .....	10.00	1 Mills Rio .....	49.50	2 Across the Board .....	39.50
2 Little Dukes .....	10.00	2 Skillfields, 7-Coin Head .....	34.50	1 Grand Stand .....	119.50
1 Mills Blue Front .....	\$30.00	18 Fairgrounds .....	39.50	2 Sport Page .....	89.50
1 War Eagle .....	17.50	3 Flatwood .....	34.50	3 Stoner Champs .....	39.50
1 Jennings Duchess .....	10.00	4 Klondike .....	49.50	4 Derby Champs .....	59.50
<b>CONSOLES.</b>		2 Flashers .....	39.50	<b>DIGGER MACHINES.</b>	
3 Jennings Pickem .....	\$59.50			Exhibit Merchants: Dome Top, 24" O.G.; Flat Top .....	\$10.00

**MT. ROYAL NOVELTY, INC.**

## MONARCH SCORES AGAIN WITH... LITTLE POKER FACE!



You've Seen the Rest—  
Now See the BEST!

Little "POKER FACE" with deuces wild is a NEW counter money-maker for you! It's a real profit ace because it has so MUCH player appeal. Everybody knows Poker. Everybody plays Poker. Little Poker Face gives it to them with thrills—action—suspense. Players can't resist. Plays 1c, 5c, 10c, 25c. Legal Ball Gun Vendor. Beautiful Metal Cabinet, 9 3/4 x 9 3/4. Weight 13 lbs. Deal yourself the winning hand, rake in the big profit pots... with Little Poker Face!

Order Your Sample NOW. 1/3 Deposit, Balance C. O. D. Write for Quantity Prices.

**\$17.75**  
EA.

**MONARCH COIN MACHINE CO.**  
1731 BELMONT AVE., CHICAGO

<b>WANTED TO BUY</b>	<b>WE BUY, SELL AND EXCHANGE</b>	<b>NOVELTY TABLES.</b>
Grandstands .....	1938 Bally Skill Field, Like New .....	Zeta .....
Winning Tickets .....	\$50.00	Bally Reserve, Late Mod. .....
Handicappers .....	Flashers .....	Air Races .....
	45.00	<b>NOVELTY TABLES.</b>
<b>CONSOLES FOR SALE.</b>	<b>PAYOUT TABLES.</b>	Homestretch .....
Rosemont .....	Fairgrounds .....	10.00
\$25.00	Proxness .....	<b>COUNTER GAMES.</b>
Track Times, Red Head .....	22.50	Superior Clarette Machine, New .....
85.00	Derby Days .....	\$12.50
Track Times, Grey Head .....	12.50	Grandstand .....
60.00	Heavyweight .....	19.50
Derby Day .....	25.00	Zephyr .....
39.50	Center Smash .....	15.50
Liberty Bell .....	10.00	
39.50	Carom .....	
Tanforans .....	39.50	
	Mills 1-2-3, Rebuilt .....	
	54.50	

**CLEVELAND-CHICAGO AMUSEMENT SALES CO.**  
2729 PROSPECT AVENUE, CLEVELAND, O.

tend the English operator has achieved a major accomplishment in satisfying the British temperament toward an amusement hitherto wholly unknown in English history.

"We have learned that the ingenious manufacturing methods as used by the American manufacturers are of such superior craftsmanship in this field that they have won the plaudits of all master craftsmanship in our own country. The games that we daily receive from America are truly marvelous from every standpoint. It is indeed thrilling for an Englishman to come so many thousands of miles and not be disappointed one bit by the fine factories, the tremendously interesting experimentation and workmanship constantly going on and the thrilling way in which operations of huge magnitude are conducted in America."

"There is every reason to believe that the British market will continue to be one of America's best customers. We will always feel a close kinship with the American operator."

"Not only do we feel thankful to America's great coin machine industry but will continue to work closely with it for the benefit of all concerned."

Buckman returns with the greatest number of games that he has ever previously purchased here. On this trip he made a specialty of purchasing counter-top machines, which have been going over here with tremendous force. He believes that purchase of this type machine for the British market is only begun and that these games will prove themselves among the best money makers the English market has ever had.

"There is no doubt," he concluded, "of the great interest already apparent in London to see the machines that we have purchased. We will have them ready for our operators by the time we return."

## SAVOY VENDING CO.

406-S W. FRANKLIN ST., BALTIMORE, MD.

Send your correspondence to advertisers by mentioning The Billboard.

# OVER 5000 SOLD

SAVE \$5.00 TO \$15.00  
BUY MILLS VEST POCKET BELL  
FROM JOE CALCUTT



**Because**  
Joe Calcutt has Vest Pocket Bells  
IN STOCK — PRE-TESTED, PACKED  
AND READY FOR INSTANT DELIVERY—  
Your Wire, Phone Call or Letter actually  
brings you this sensational BIG Money-Maker  
OVERNIGHT! THE TIME YOU SAVE GETTING  
ON LOCATION EARNS YOU AN EXTRA  
\$5.00 TO \$15.00!! HURRY! SAVE MONEY!  
RUSH YOUR ORDER to Joe Calcutt NOW!!  
Over 5,000 Vest Pocket Bells SOLD in  
LESS THAN 90 DAYS! By ordering from  
Joe Calcutt you'll BE FIRST to CASH  
IN "SILENTLY" with Mills Vest  
Pocket Bell!

\$49.50

1/3 With Order. We Ship.  
Balance C. O. D.

**THE VENDING MACHINE COMPANY**  
205-45 FRANKLIN STREET-FAYETTEVILLE, N.C. Cable Address CONISLOTS

## Patents and Inventions

By GAILLARD HUNT

Patents are issued once every week by the Patent Office in Washington, D. C. Reports of devices and inventions relating to the coin machine industry are reported for our readers by Gaillard Hunt, patent attorney, 707 McLachlen Building, Washington, D. C. Further inquiries may be sent to Mr. Hunt or to The Billboard. Reports indicate the date under which the patent was issued.

### Frozen Confections

No. 2,140,587. VENDING MACHINE FOR FROZEN CONFECTIONS. George W. Kalbitzer Jr., Los Angeles, Calif., assignor, by mesne assignments, to J. P. Seeburg Corp., Chicago, Ill., a corporation of Illinois. December 20, 1938.

This is a machine to vend such articles as ice cream bricks, candy-covered ice cream, etc. In general conformity it is like the conventional article venders, with two or more compartments where the articles are stacked and a cylindrical rotary vending gate at the bottom which has an article-receiving pocket for each compartment. When the pocket is uppermost an article drops into it and when the gate is rotated so that the pocket is down the article drops into the discharge chute. In this case the pockets are in staggered position so that they will vend an article from each compartment in rotation. The gate is rotated by a coin-controlled slide bar thru a ratchet mechanism so that the gate turns always in the same direction. The cooling is derived from "dry ice" placed in a receptacle at the top of the compartments, and it is the particular means for insulating the apparatus against heat that constitute the chief novelty. Suitable insulating material is packed between the compartments and the casing of the machine, and similar material surrounds the cylindrical metal-lined chamber in which the vending gate operates. In order to prevent heat from entering between the metal surface of the vending gate and the walls of the chamber these walls are covered with corrugated rubber, the ribs of the corrugations extending horizontally and providing dead-air spaces between them and against the gate. Accordingly, even during the vending operation, the coolness of the contents is preserved.

### Target Apparatus

No. 2,140,071. TARGET APPARATUS. William L. Dysart and Roy J. Newlin, Louisville, Ky. December 20, 1938.

Altho the patent does not mention

coin operation, this is an electric rifle-and-target game which could be adapted to this use. There is a glass-faced target whose rings consist of channels containing light bulbs so that when a bulb lights up it illuminates a ring and shows the number of points scored. An imitation rifle is connected to the target by a flexible cable carrying several wires, the rifle resembles a real one except that its lock is a housing for the operating mechanism. The wiring is arranged so that when the rifle is "fired" one of the target lights will light up in accordance with the following principles:

1. Leveling. In the rifle housing there is a metal ball in a bowl constituting a level indicator similar to the anti-tilt devices used on some pinball tables. This indicator is in the main circuit so that the target will not light up unless the gun is held level, and a small pilot light in the housing is shunted across the circuit so the player may tell when it is level.

2. A chance device which determines which target lamp will light up. This constitutes a rotor or flywheel in the housing which carries a brush wiping several contact plates, each plate being electrically connected to a single target lamp, etc.

In operation the player aims the rifle, holds it level and pulls the trigger, causing the rotor to spin. He then releases the trigger to stop the rotor. If he still holds the gun level one of the target lamps will light up, chance deciding which light and for what score. If the gun is tilted in any direction the circuit is broken and the player scores a "miss." The height of the target can be fixed so that when the gun is aimed at the bull's-eye and not canted it will be level.

Des. 112,598. DESIGN FOR A CORN-POPPING MACHINE. Charles J. Cretors, Chicago, Ill. December 20, 1938.

An ornamental design for a corn-popping machine.

Des. 112,620. DESIGN FOR A COIN-CONTROL DEVICE. Ken C. Shyvers, Chicago, Ill. December 20, 1938.

An ornamental design for a coin box of the type used for remote control of electric phonographs.

Des. 112,621. DESIGN FOR A COMBINATION COIN - CONTROL DEVICE AND MOUNTING THEREFOR. Ken C. Shyvers, Chicago, Ill. December 20, 1938.

Same as above, with the addition of the wall mounting.

Des. 112,644. DESIGN FOR AN AMUSEMENT GAME CABINET. John F. Meyer, Chicago, Ill., assignor to the Exhibit Supply Co., Chicago, Ill., a corporation of Illinois. December 20, 1938. A pinball layout with a diamond similar to a baseball diamond in the center.

# LOOK! CLEARANCE SALE

Machines listed below are slightly used and like new and offered subject to prior sale

## SLOT MACHINES

5 MILLS Brown Front J. P. Cherry Venders, 5c, serial 439000..... \$59.50	1 WATLING ROLATOP Ven., 5c, GA \$20.00
5 BONUS Cherry Ven., ser. 43000... 65.00	2 WATLING ROLATOP V. GA, 10c 20.00
11 MILLS FUTURITY, no GA, ser. over 385000..... 22.50	1 WATLING GOOSENECK, 10c..... 15.00
16 MILLS EXTRAORDINARY Venders, no GA, ser. over 423000..... 25.00	1 WATLING ROLATOP V. GA, 25c 25.00
8 MELON Ven., 5c, No. 430000..... 52.50	1 WATLING BELL, 25c..... 25.00
1 MELON BELL, 5c, No. 430000..... 49.50	1 PACE BANTAM, 1c..... 15.00
6 MILLS BONUS Venders, serial over 428000..... 52.50	1 PACE COMET Ven., 5c..... 15.00
1 MILLS FUTURITY, 5c, GA..... 25.00	1 PACE BELL, No. 1, P. 25c..... 10.00
3 MILLS DIAL Venders, 5c, Fruit..... 12.50	1 JENNINGS 1c DUCHESS..... 15.00
3 MILLS CHERRY BELLS, 5c..... 49.50	4 JENNINGS Side Ven., no J. P., 5c 7.50
8 MILLS Blue Front, GA, 5c..... 37.50	2 JENNINGS Double J. P. Fr. V., 5c 17.50
3 MILLS Regular, GA, 5c..... 22.50	1 JENNINGS CHIEF BELL J. P., 25c 25.00
5 MILLS Red Fr., GA, 5c, serials over 366000..... 39.50	1 JENNINGS BELL, no J. P., 25c..... 10.00
4 MILLS Red Fr., no GA, 5c, serials over 368000..... 39.50	1 JENNINGS CENTURY, 50c..... 35.00
2 MILLS SILENTS..... 17.50	2 CAILE CONSOLES, 5c..... 45.00
1 MILLS SKYSCRAPER BELL, 5c..... 20.00	2 CAILLIE Single J. P. Vender, 5c, 10.00
2 MILLS WAR EAGLES, 10c..... 22.50	4 MILLS J. P. Bells, 5c, serials 424647-424660..... 49.50
2 MILLS CHERRY BELLS, 10c, serials over 339000..... 52.50	4 MILLS J. P. Bells, 5c, serials 409323-409828..... 45.00
1 MILLS Blue Fr., GA, 10c..... 37.50	1 MILLS J. P. BELL, 5c..... 22.50
2 MILLS Red Fr., GA, 10c, serial over 367000..... 39.50	1 MILLS J. P. BELL, 1c..... 22.50
1 MILLS Regular, GA, 10c..... 27.50	1 MILLS J. P. BELL, 10c, No. 341264 35.00
1 MILLS Blue Front, no GA, 25c..... 37.50	1 MILLS J. P. BELL, 10c, No. 365743 35.00
3 WATLING CHERRY MELON J. P. Vender, 1c..... 35.00	1 MILLS WAR EAGLE, 10c, No. 333080..... 22.50
1 WATLING ROLATOP Ven., 1c, GA 20.00	1 MILLS SKYSCRAPER, 10c..... 30.00
4 WATLING TWIN J. P. Vender, 5c 17.50	1 MILLS SKYSCRAPER, 1c..... 20.00
	4 PACE J. P. BELLS, 5c, serials 28762M-700S..... 30.00
	1 PACE J. P. BELL, 10c, serial No. 300569..... 30.00
	1 WATLING Twin J. P., 5c, No. 63524 17.50

## STANDS

2 MEILINK DOUBLE SAFES..... \$20.00	100 BOX STANDS..... \$4.25
1 MILLS DOUBLE SAFE..... 20.00	100 FOLDING STANDS..... 1.25

## CONSOLES

5 Cal. Domino 1938, with or without remote control, with latest improvements, used 6 wks., like new, \$185.00	1 PADDLE WHEEL..... \$ 25.00
1 BALLY SKILLFIELD..... 50.00	1 MILLS SQUARE BELL F. S..... 115.00
2 PACES RACES Ch. Sep., 5c, No. 5384-5292, Light Cab..... 145.00	1 GALLOPING DOMINO, Cash Pay, Black Cab., No. 1948..... 85.00
2 PACES RACES Cash pay, 5c, No. 5122-5049..... 145.00	1 RAYS TRACK, Check Sep., 5c Play, No. 4501..... 37.50
1 PACES RACES Ch. Sep., Black Cab., 5c, No. 3577..... 90.00	2 KEENEY TRACK TIME, 1938 Mdl..... 120.00
1 PACES RACES, 25c Play, Cash Pay, Light Cab..... 145.00	1 BALLY CLUB HOUSE..... 35.00
1 BALLY DIXIE F. S..... 200.00	1 AFRICAN GOLF F. S..... 130.00
1 CHUCK-A-LETTE..... 27.50	1 BALLY LEXINGTON F. S..... 160.00
	1 KEENEY SKILL TIME, 1938..... 145.00
	1 BALLY HOME STRETCH..... 149.50
	1 CIGARETTE Ven. F. S..... 60.00

2 PACES RACES 5c CASH PAY. BRAND  
NEW ..... \$225.00 EACH

## 5-BALL NOVELTY

3 PALM SPRINGS..... \$32.50	1 BIG RICHARD..... \$10.00
8 PARAMOUNTS F. S..... 35.00	1 EXHIBIT BASKET BALL..... 25.00
3 TURF CHAMPS, Cash Model..... 12.00	1 BALLY BOOSTER..... 10.00
1 SKIPPER..... 10.00	3 ZETAS, Reg. Mod..... 29.50
1 SKOOKY..... 8.50	

## 1-BALL

9 MILLS, 1-2-3 Orig. Mod..... \$29.50	1 CAROM, Cash Pay..... \$ 8.00
11 MILLS 1-2-3, Late Mod..... 85.00	2 THREE UP F. S., New..... 45.00
1 BALLY BONUS..... 10.00	1 RAILROAD..... 10.00
3 EUREKAS..... 89.50	1 PIKES PEAK..... 10.00
6 JUMBO, Cash Pay..... 10.00	2 FOTO FINISH..... 12.50
1 CLASSIC..... 9.00	1 KEENEY BIG TEN F. S..... 10.00
2 MILLS POST TIME..... 8.00	1 BALLY DERBY..... 11.00

## COUNTER GAMES

2 ABT F TARGETS, Late Mod..... \$17.50	1 GOTTLIEB 3-WAY GRIP TES..... \$ 9.00
2 PENNY SMOKES..... 4.00	1 DAVAL ARITHMETIC..... 3.50
3 LUCKY PACKS F. S..... 13.00	2 GOTTLIEB STEEPLE CHASE F. S. 11.50
5 DEUCES WILD, New, Orig. Cases 15.50	1 BALLY RESERVE COUNTER, Model F. S..... 15.00
4 DAVAL TALLY, Used 10 Days..... 15.00	

## PHONOGRAPHS

5 ROCK-OLA IMPERIAL 20, Factory Rebuilt with Electric Grille and Stand..... \$120.00	5 ROCK-OLA RHYTHM MASTER 16, Factory Rebuilt with Electric Grille and Stand..... \$100.00
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(Above are F. O. B. shipping point.)

The above prices are effective February 4, 1939. Write us for prices on any new machine you may be interested in, as we can make prompt delivery F. O. B. factory or F. O. B. Richmond. Get our prices before buying elsewhere, as we guarantee to meet any clean competitive prices.

**MOSELEY VENDING MACHINE EX. Inc.,** 80 BROAD ST. Richmond, Va.  
Day Phone 3-4511 Night Phone 5-5328

## INVENTORS

Time counts in applying for patents. Don't risk delay in patenting your invention. Send sketch or model for instructions or write for new 48-page FREE booklet. "Patent Guide for the Inventor." No charge for preliminary information. Prompt, careful, efficient service. CLARENCE A. O'BRIEN AND HYMAN BERMAN, Registered Patent Attorneys, 6022 Adams Building, Washington, D. C.

# DOUBLE TREASURE

**THE ONE AND ONLY 5 BALL NOVELTY GAME WITH TWO RESERVE JACKPOTS INSTEAD OF ONE**

DOUBLE ACTION! DOUBLE PROFITS! DOUBLE PEPI DOUBLE APPEAL!—plus 2 RESERVE JACKPOTS WITH A MINIMUM OF \$2.00 AND A MAXIMUM OF \$12.40 EACH! PLAYER MAY WIN ONE OR BOTH JACKPOTS! ALWAYS OFFERS A BIG INCENTIVE! PLENTY OF INTERMEDIATE AWARDS! THE BIG AND FAST TAKE OF THIS INEXPENSIVE NOVELTY GAME DWARFS THE EARNINGS OF CONSOLES, ONE-BALLS AND OTHER MORE EXPENSIVE GAMES!

**ORDER DOUBLE TREASURE!**



ONE MODEL ONLY PRICE  
**\$109.50**  
F. O. B. CHICAGO and easily worth twice as much.

Deval is the 'Line for '39

## SIDE KICK

**GOING BIG!**

**3 GREAT MODELS!**

1. Straight Hi-Score.
2. Hi-Score with \$50.95 Reserve Bank!
3. Hi-Score With FREE PLAY!

**315 N. HOYNE CHICAGO**

## Chi Coin Majors Makes Debut

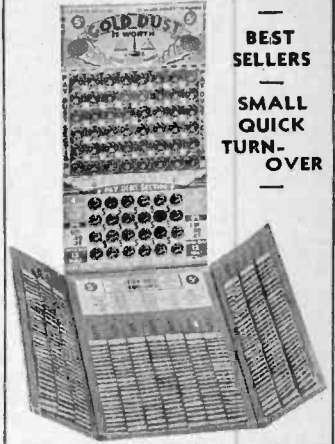
CHICAGO, Jan. 28.—Sam Gensberg and Sam Wolberg, officials of the Chi Coin Machine Mfg. Co., have announced the release of Majors, new novelty game.

Said Wolberg, "Majors, as the name infers, is a big-time game for big money returns. With baseball in the air these days, we're getting the jump on the gun by turning out a baseball novelty game that's bound to give operators a long-time hold on their locations. We feel that Majors is the hottest game in many months.

"High score play on which player may win, or home runs that may win, or both; giving the player a double chance to win is a feature of Majors that has already proved its drawing power on test."

Gensberg described Majors as a game available in both free game and straight models. "There are features on Majors that in themselves are major attractions—together they offer the most powerful appeal that pin game operating has yet seen. A wordy description would not do justice to the moving players, the home-run bumpers, the extra 1,000-point skill lane shots, the flashy lighting and colorful playing field and backrack. Distributors and jobbers have responded nobly to Majors, anticipating a similar response from operators and players alike."

## OPERATOR'S CARDED COUPON GAMES



—  
**BEST SELLERS**  
—  
**SMALL QUICK TURN-OVER**  
—

513 Coupons ..... \$25.65  
Average Payout ..... 16.40  
Average Profit ..... \$ 9.25

**GAY GAMES, INC.**  
MUNCIE, IND.

## McCall Improving From Auto Mishap

ST. LOUIS, Jan. 28.—A. McCall, of the McCall Novelty Co., of this city, was able to be moved from the hospital this week and is now confined to his home. He is rapidly recovering from the serious automobile accident he experienced on Saturday, January 14, the day before he expected to depart with the St. Louis delegation to the CMMMA show.

McCall was on his way home on that day preparatory to packing up his grips to get ready for the trip to Chicago when he had his accident. According to McCall, he did not mind the injuries he suffered or the fact that his new automobile was demolished, but he hated to miss the CMMMA show.

According to his physicians, McCall will be able to leave his home during the next few days but will be compelled to get around on crutches for the next several weeks until his leg and knee are completely healed.

## Werts Deals Going Well—Shoemaker

MUNCIE, Ind., Jan. 28.—In the aftermath of the recent coin machine show comes the report from the Werts Novelty Co., thru Harold M. Shoemaker, advertising manager, that resultant business has been beyond expectation.

Says Shoemaker: "At the convention both the exhibition of new deals in our private showrooms and the display at our booth were well attended. Operators who viewed the new products displayed much enthusiasm. 'This year Werts has what we want,' was a frequent comment.

"It is no wonder that this enthusiasm was shown, since there were two new, altogether different types of tickets shown; with jackpot cards and carded deals galore carrying out the new styles.

"The names Dice Game, Chuck Luck, Reels, Gold Bars, Roll 'Em, Reel Hit, Lucky Dogs, Skyscraper, Golden Eggs and many others are now understood by all those who visited the private preview of new merchandise. Since the show many others have had the opportunity to view them and have liked them very much," Shoemaker added.

## Western Will Fete Ops At Mills Phone Showing

KANSAS CITY, Mo., Jan. 28.—Western Distributing Co. will hold the premiere showing of the new Mills 20-record phonograph in its showroom here February 6. Charles Schlicht and a factory engineer will be on hand to explain the details of construction and operation.

Operators thruout the territory have been invited to come in for the day. Refreshments and free eats will be served. Western Distributing Co. will handle distribution thruout Western Missouri and the State of Kansas on the Mills line.

## Lane Takes Mills' Eastern Agency

NEW YORK, Jan. 28.—"Busy as a bee" sums up the state of affairs at Bert Lane's Seaboard Sales, according to reports.

"Leading the march," declares Lane, "is Genco's fast-stepping high-score hit, Bubbles, featuring the new five-way scoring idea which is doing such a sensational job on locations thruout this territory. Ops say that Bubbles is a worth-while follow-up to the sensational Stop and Go game that we recently featured.

"Our appointment as Mills distributor is already resulting in additional Eastern action on the Mills hits, especially the Vest Pocket Bell, Square Bell and 1-2-3 Free Play. Also on Mills' great Movie Machine.

"The Vest Pocket Bell is far and away the sweetest idea I've ever seen. It is swell in looks, in the way it takes in the dough and in its ease of operation. There are many, many locations in this territory who will and are already grabbing the money-making opportunities afforded by this new small bell. I place my okeh on it without reservation, emphatically and definitely," he concluded.

blames himself, not the game.

"Pot Shot has a shorter playing field than most pin games, with only six holes running in a straight line across the middle of the short playing field. One of these holes is illuminated with the insertion of the coin chute, the hole itself indicating the odds offered. And if a winning hole has been made correspondingly numbered light shows on the backboard," Becker concluded.

## Pot Shot Draws Player Good Will

CHICAGO, Jan. 28.—"If a player fails to secure a winner on our new Pot Shot payout table or free game it's entirely his own fault," claims Ray Becker, Keeney & Co. sales manager, "because there is not a single spring, bumper or pin on the playing field to interfere with his making a skill shot into the proper hole.

"That is why, in observing the play on a Pot Shot, you never see a player getting sore at the game because he has failed to secure a winner. If he loses he

## BUY PERFECTLY RECONDITIONED MACHINES

CARGO .....	\$18.50	PALM SPRINGS .....	\$26.00	WORLD'S FAIR .....	\$22.50
GENCO TRIPLE PLAY .....	35.00	RITZ SWING .....	24.80	NAOS EXHIBIT'S BOUNTY .....	23.50
			14.50		50.00

## STILL GOING STRONG — STONER'S CHUBBIE

1/3 Deposit, Balance C. O. D.  
Write for Complete List of Used and New Games at Lowest Prices.

## BUDIN'S SPECIALTIES, Inc.

174 S. Portland Ave.  
BROOKLYN, N. Y.  
Tel: Nevins 8-7528



## MILLS VEST POCKET

Automatic Bell Payout Counter Machine. Size 8x7x8". We now have in stock for immediate delivery conservative models—Bell Reels or Cigarette Reels. Specify when ordering.

**KEYSTONE NOV. & MFG. CO.**  
26th & Huntingdon Sts.  
PHILADELPHIA, PA.

## PERFECTLY RE-CONDITIONED

### PINBALL GAMES

Stoner Ritz .....	\$20.00	Bally Reserve .....	\$14.00
Bally Zephyr .....	10.00	Silver Flash .....	10.00
Swing .....	17.00	Gaytime .....	18.00
Stoner Zeta .....	25.50	Reel Bowl .....	8.00

1/3 Deposit With Order, Balance C. O. D.  
ASK FOR PRICES OF OTHER USED GAMES

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.



CARL HOELZEL, United Amusement Co., Kansas City, Mo., with Chevrolet he won at CMMMA Coin Machine Show, receives congratulation of Jim Buckley (left), general manager of Bally Mfg. Co.

# Pension Aid In N. D. Bill

**Proposes graduated fees on various pay-out devices, also operator fee**

BISMARCK, N. D., Jan. 28.—State Senator Walter J. Trout announces he is drafting legislation to legalize and license coin machines of all types now operating in North Dakota without benefit of the law's blessing.

Trout declares, "The State might as well cash in on them as long as we have them anyway." He would not estimate what licensing fees would bring, but said, "Rest assured that it is no small sum." Other legislators interested in taxing coin machines estimated the State should raise "not less than \$250,000 annually."

The North Dakota Assembly convened for a 60-day session on January 3.

Purpose of his plan to license all coin machines in North Dakota, explained Senator Trout (Renville County), would be to finance the State's old-age pension plan.

Licenses for machines from which cash, merchandise or other articles of value may be received would range from \$15 to \$200, depending upon the size of the coin used to operate the machine, Senator Trout explains.

Music machines and other devices solely of an entertainment nature would be licensed for from \$5 to \$50 under the tentatively framed measure.

Sheriffs would issue the licenses. At quarterly intervals revenues collected from license fees would be apportioned, 75 per cent going to the State's old-age assistance fund and 25 per cent toward the county's contribution to old-age assistance.

Operators of the machines would be required to take out licenses also, their fees to be as high as \$500 a year.

# 28 Nationalities In Groetchen Plant

CHICAGO, Jan. 28.—Recently it became known that there are 28 different nationalities represented among the personnel of the Groetchen Tool Co. When asked to comment on this, Richard Groetchen said: "Ability and talent are not limited to any one nationality or group. In our labor policy we have sought to give expression to the American ideal of democracy and equal opportunity to all.

"As a result our employees represent a typical cross section of the American people; representatives of many nationalities working side by side with one another, contributing their many talents towards the common goal of turning out a finished product of excellent quality.

"When a new employee joins the Groetchen organization he soon feels that he 'belongs.' This spirit of comradeship and teamwork is encouraged by the Groetchen management. Employees'

parties, abundantly supplied with good music and refreshments, promote good fellowship.

"I have never approved of the piece-work basis of payment in my plant," continued Groetchen. "I am not interested in how many pieces a man can turn out, but how good he can make them without endangering his health and safety. Concern for the employees' welfare is further manifested thru a continuous education in safe working methods thru the provision of numerous safety devices and excellent medical care.

"When asked why our plant always looks spick-and-span, in spite of tremendous manufacturing activities, I reply: 'You have to value orderliness and cleanliness as one of the essential requirements for the manufacture of quality goods. No good work can be done in sloppy surroundings. Once you have decided you want cleanliness, you have to pay the price for it by allowing employees sufficient time from their work for cleaning up and by providing enough porters, sweepers and window washers to keep your plant clean.

"To sum it up in an expression often heard at the Groetchen factory, 'It's a swell place to work.'"

# Refresh Locations With New Games

CHICAGO, Jan. 28.—"Refresh your locations!" is the word being sent out from headquarters of Genco, Inc., relative to the new novelty game Bubbles recently released.

According to Meyer Gensberg, co-official of the organization, the earning reports on this unusual new game indicate that it is having a tonic effect on the nation's locations. "We could liken the effect of Bubbles on locations to the effect that an effervescent, sparkling drink has on a fatigued person," said Gensberg. "It peps him up just as Bubbles peps up players and locations.

"Introducing a new playing trend in novelty games, Bubbles offers players three-way scoring for a three-way opportunity to win awards. Play is simple and easily understood by players, and the strong appeal of the scoring chances is effective in producing continuous play.

"Bubbles is available in both free game and straight novelty models, and each type is now in rush production on the Genco lines," advises Gensberg.

# 80 Tavern Owners Ask Bell License

MANITOWOC, Wis., Jan. 28.—Some 80 Manitowoc County tavern keepers voted January 25 to draft a bill for submission to the Legislature which would legalize bell machines. Engaged to draft the bill, Attorney A. D. Strouf suggested that each of the 300 tavern keepers in the county contribute \$25 or \$30 to raise a fund to promote the measure. "Bell machines are not harmful if they are confined to taverns where children cannot play them," Strouf declared.



**Meet Chubbie's Twin**

**Free Play Chubbie**



● You'll like Free Play Chubbie. In addition to the free game feature, it has all the tantalizing play appeal of Chubbie. The 15 numbered and illuminated bumpers, the unique extra ball feature — and the five ball play. It's fully metered and priced

at only  
**\$84<sup>50</sup>**

**Stoner Corp.** AURORA, ILL.



TWO LOVELY LADIES set the stage for Daval's Penny Pack. In the background may be seen a section of Daval's booth and the slogan, "Daval is the line for '39."

**WANTED** Sport Pages Grand Stands Winning Tickets

**WE OFFER FOR SALE**

<b>CONSOLES.</b>	Bally Entrys .....	\$35.00	Bumpalite .....	\$18.00
Jen. Liberty Bells (Nat.) ..	Mills Big Races .....	35.00	Grand Prize (Jack Pot) ..	15.00
Jen. Derby Day (Nat.) ..	Fairgrounds .....	45.00	Daily Races .....	10.00
Same In Start Tons ..	Fleetwoods .....	49.50		
7-Coin Head Jockey Club ..	Sport Pages .....	95.00	<b>SLOTS.</b>	
7-Coin Head Exhib. Races ..	Beat 'Em .....	14.00	2 Jennings Silver Chiefs ..	50.00
Single Coin Chuckalotte ..	Top 'Em .....	14.00	5c, complete with Cab. ..	
Red-Head Track Times ..	Preakness .....	20.00	Base, Used 3 Weeks ..	\$65.00
Grey-Head Track Times ..	Arlington .....	27.50	1 A-C Multi-Bell, 5c, ..	
Bally Teasers .....	Derby Day .....	14.00	complete with Cab. ..	
'37 Bally Skill Fields ..	Miss America .....	14.00	Base, Like New .....	65.00
'38 Bally Skill Fields ..	Garoms .....	14.00	Mills 5c Cherry Bells ..	45.00
DeLuxe Bells .....	College Football .....	14.00	Green Front 1c Q. T. ..	28.50
Late Serial Ray's Tracks ..	Lady Luck .....	19.50	Green Front 5c Q. T. ..	28.50
<b>ONE-BALLS.</b>	Palooka, Sr .....	14.00	Callie 5c, 10c or 25c ..	
Mills 1-2-3 (Revered) ..	Pamco Races .....	14.00	Commanders .....	25.00
Stoner's Champs .....			Jennings \$4 25c Chiefs ..	35.00

**CLEVELAND COIN MACHINE EXCHANGE,** 2336-8 Prospect Ave., Cleveland, O.

**ONE HALF FREE**

**Brings in the Cash**

1500-Hole ..... F-4885  
Takes in ..... \$37.50  
Pays out ..... \$20.00

**PRICE \$1.17 EACH**

Write for new low prices on Thick and Semi-Thick Boards

**CHAS. A. BREWER & SONS**  
The Largest Board and Card House in the World.  
6320 Harvard Ave.  
Chicago, U. S. A.



Advertise in The Billboard—You'll Be Satisfied With Results.



# BUBBLES

*with 3 WAY Scoring!*

● Setting the pace for ALL novelty games. The player wins on one or all of the three ways to score. Fully metered.

BUBBLES, Regular, **\$79.50**

FREE PLAY, **\$99.50**

PRICED F. O. B. CHICAGO.

**GENCO, INC.**  
2621 N. ASHLAND AVE. CHICAGO, ILLINOIS

SEABOARD SALES  
Factory representatives for the entire Atlantic Seaboard.

## Conventioneers Like Criss Cross

BROOKLYN, Jan. 28.—“Operators and jobbers who saw Robbins’ new Criss Cross counter skill game at the CMMMA coin machine show,” commented a spokesman of D. Robbins & Co., “proved that they like this game by placing plenty of orders.

“Criss Cross particularly appealed to all operators and jobbers who have had such a pleasant experience with Bingo, the game which Robbins introduced several months ago. Many predictions were made that Criss Cross would have even greater player appeal than Bingo. D. Robbins & Co. call particular attention to the fact that, altho Criss Cross and Bingo are intended for 1-cent play (a ball of gum is vended for each cent played), both these machines can also be operated with nickels by simply enlarging the coin slot.” Said Dave Robbins: “Our only worry right now is trying to get enough machines to fill our orders promptly.”

## Merchants To Aid Fight on New Bill

OKLAHOMA CITY, Jan. 28.—Hopes of operators here are that merchants and their pleas will be heard as the coin machine industry in Oklahoma faces a crisis due to adverse legislation now proposed. House Bill No. 125 and its companion, Senate Bill No. 56, introduced in the Legislature a few days ago, would seem foredoomed to defeat by the very fact that they seek to combine all previous unfavorable proposals into one law. Yet Oklahoma operators feel that their interests are threatened as never before and they are marshaling every force at hand to fight the proposed measures.

Several bills legalizing and licensing various types of coin-operated equipment and salesboards are due to be acted upon at this session. House Bill 125, however, would make these measures valueless for the simple reason that it outlaws every type of coin-operated equipment in which the player stands to win or lose and makes it mandatory for officers to seize and destroy any such equipment. In short, if the bill becomes a law it actually will be illegal for an Oklahoma citizen to have a slot machine, pin game or salesboard in his own home.

Already in its second reading, the bill is exciting a lot of comment from State newspapers. It is the most far-reaching act of its kind ever to come before the Legislature of this State. In brief, it defines the terms slot machine and salesboard, provides jail sentences and fines for operating or possession of the same and for officers failing to enforce the law on same. It also provides for immediate removal from office of said officers.

The fact that this bill would directly injure the thousands of State merchants by depriving them of these business



## Evans' COUNTER GAME HIT! POCKET EDITION GALLOPING DOMINOS

**Not Coin Operated!**  
A SURE BET FOR OPERATORS! Ideal in restricted territory! No coin slot—operates in entirely new way! Novel coin receiver remains locked until counter attendant clears it! Played by placing coins under selected numbers in coin receiver and pushing spinner rod.

Absolutely gyp-proof! Enables operators to give locations larger percentage of receipts—locations pay winners from their share!

Convenient Size—12" wide, 17" long, 3" high.

**LOW PRICE!**

At Your Jobber, or Write, Wire or Phone Haymarket 7638.

**H. C. EVANS & CO.**  
1520-1530 W. Adams St., Chicago, Ill.

## MACHINE CLOSEOUTS

- 26—BANC-A-DEERS, Practically Brand New ..... \$149.50
- 89—TALLYS, Used Ten Days... 14.50
- 90—BALLY RESERVES, Free Game Slot With 2 Meters 15.00
- 1—KEENEYS DERBY CHAMP. 59.50
- 14—BALLY EAGLE EYES. .... 69.50

**Robinson Sales Co.**  
2995 Grand River, DETROIT, MICH.  
Temple 2-5424.



## GLOBE 1939 SPECIAL

2520 HOLES PLENTY of ACTION 5 CENTS BARREL STYLE TICKETS.

Each Combination repeats 12 times. Field Rows contain 100 Tickets; 1 Each \$15, \$12, \$10, \$9, \$8, \$7, \$6, \$5, \$4, \$3, \$2, and 87 \$1.00.

Action Rows contain 15 Tickets: 2 \$25.00, 1 \$10, and 12 \$5.00.

Takes In \$126.00. Average Payout, \$84.00.

**Price \$4.90 Ea.**

**GLOBE PRINTING CO.**  
1023-27 Race Street, PHILADELPHIA, PA.  
WRITE FOR OUR 96-PAGE CATALOG.

## WANTED AT ONCE

SLOTS — PIN TABLES — VICTROLAS. HIGHEST PRICES PAID.

We also Loan Money on All Slots and Equipment.

**SIMCO COIN MACHINE EXCHANGE**  
Simco Will Loan U Dough.

26 13th Street, Augusta, Ga.

## ATLAS VALUE PARADE

### THIS WEEK'S SPECIAL

KEENEY'S BIG TEN FREE PLAY ..... \$78.50  
KEENEY'S HIT NUMBER FREE PLAY ..... 64.50  
BRAND NEW, IN ORIGINAL CRATES.

Reconditioned Phonographs Guaranteed

SEEBURG'S MODEL A	59.50
SEEBURG MODEL B	59.50
SEEBURG MODEL C	59.50
SEEBURG REX	159.50
WURLITZER P12	49.50
WURLITZER 615	109.50
WURLITZER 615A	124.50
MILLS DO RE MI	44.50
MILLS SWING KING	44.50
ROCKOLA RHYTHM MASTER	59.50
ROCKOLA REGULAR	49.50

TERMS: 1/3 Deposit, Balance C. O. D.

Write for Our New Price Bulletin Listing Complete Line of New and Reconditioned Paytables, Consoles, Phonographs, Novelty Games, Slot and Counter Games.

**ATLAS NOVELTY CO.**  
2200 N. Western Ave., CHICAGO, ILL. 1901 Fifth Ave., PITTSBURGH, PA.  
Associate Office: ATLAS AUTOMATIC MUSIC CO.,  
3151 Grand River Ave., Detroit, Mich. Cable Address: "ATNOVCO."

**AMERICA'S LARGEST DISTRIBUTORS**



JIM ASHCRAFT, Lexington, Ky., operator, gives approval of Western Products pay tables after placing order with Western for first of this type of game he has ever bought.

## CORRECTION!

In last week's Monarch advertisement the WRONG ADDRESS appeared. The CORRECT ADDRESS is—

**MONARCH COIN MACHINE CO.**  
1731 W. Belmont Ave., Chicago.

stimulators at a time when business is none too good anyway seems to have been calmly ignored by proponents of the bill.

## Panama Good Market For Nickel Candies

WASHINGTON, Jan. 28.—The Department of Commerce, in a report issued here, describes Panama as a small but attractive market for all types of low and medium-priced candies. The report points out that the 5-cent numbers are most popular in Panama and represent about 85 per cent of the market needs. The items most popular include taffy, chocolate bars, peanut bars, butter scotch, caramels, suckers, stick candy and gum drops, according to the report.



# BALLY SUPREME

**KICKING BUMPER**  
IS KICKING COLLECTIONS UP  
FROM COAST TO COAST

11 ROLL-OVERS  
SCORING 1000 TO 2000  
BELL RINGS FOR EACH 1000

OUT-BALL RETURN  
PROGRESSIVE SCORE  
LIGHT-UP PLAYFIELD

FULLY  
METERED  
ADJUSTABLE

44 IN.  
BY  
22 IN.



**\$79.50**

FREE PLAY  
MODEL \$89.50

Write for literature on Bally's complete line of Novelty and Payout Games, Counter Games, Consoles, Twin Bell and the sensational Bally Beverage Vender.

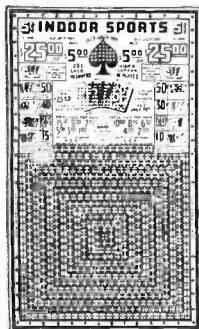
**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE • CHICAGO

**Get Ahead FASTER**  
with  
**HAMILTON**  
Person-Weighing Scales

**Non-Clogging — Long Lived — Lower Cost**  
**Attractive Design — Unvarying Accuracy**

Nothing in vending machines earns more than person-weighing scales especially HAMILTON Low-Cost, High Profit PERSON-WEIGHING SCALES. Unsurpassed for steady, year-in and year-out service. Pick good, average locations in your own home town, watch earnings step up, and then level off for a steady, high annual income. Your first investment is far less, and your net income much more, when you place HAMILTONS.

If Your Distributor Cannot Supply  
Hamilton Scales, write direct to  
**THE HAMILTON SCALE CO.,** 1910 VERMONT AVE.,  
Largest Exclusive Mfrs. of Person-Weighing Scales. Dept. A., TOLEDO, OHIO.



The Sensational Board  
**2560** HOLES **INDOOR SPORTS** 5c Per Sale

YOU GET THE THRILL OF PLAYING REAL POKER!  
Tickets printed in full color as playing cards, and represent winning and losing Poker Hands. Winners repeat 12 to 48 times., 253 Winners. 12 ROYAL FLUSHES and Last Sale on Board, each rec. 1 Punch in Royal JACKPOT containing 100 Holes, paying 15-10-9-8-7-6-5-4-3-2 and 88. \$1.00 ACE JACKPOT has 30 Holes, contains 2 \$25.00; 28 \$8.00.  
Board Takes in, 2560 @ 5c ..... \$128.00  
Pays Out (Average) ..... 77.97

PROFIT (Average) ..... \$ 50.03  
PRICE (Semi Thick) \$6.80

**AJAX MANUFACTURING CORP.**  
119-125 North 4th Street. PHILADELPHIA, PA.  
Write for 1939 Catalog.

The Last "Word" in Your Letter to Advertisers, "Billboard".

**STEADY**  
money-makers

**CRISS-CROSS and BINGO**  
Legal Everywhere!

These fascinating Counter Skill Games can be operated EVERYWHERE, as a ball of gum is vended for each penny.

"Tested" Award Cards are included to be used where awards for skill may be given.

\$3.00 to \$5.00 weekly profit per game are reported by operators. For a STEADY income with a small investment order **CRISS-CROSS and BINGO TO-DAY! \$17.50 EA.**

**(D. ROBBINS & COMPANY - 1141-B De Kalb Ave. Brooklyn, N.Y.)**

## Pinballs Win In N. Y. Court

Jury acquits location owners — defense attorney terms prosecution unjust

WATERTOWN, N. Y., Jan. 28.—Complete victory in the court war against State police efforts to drive pinball machines out of Watertown loomed here last week as a second acquittal indicated that the prosecution of 21 cases is about ready to collapse.

A jury of five women and one man heard the latest case, against Mrs. Mary L. Hulburt, candy store proprietress. Without calling a single witness she was acquitted in 12 minutes. That made the score two acquittals and one disagreement in the series of trials, and after Mrs. Hulburt's victory it was announced that several other trials would be postponed a week.

The prosecution also lost another fight for the right to destroy the machine seized in Mrs. Hulburt's store. Corporation Counsel Ormiston moved for destruction of the machine and City Judge Harry J. Goodwin refused to grant the order, asking counsel for both sides to file briefs.

Failure to secure a single conviction in the cases already tried was a surprise to State police who took the witness stand and testified to payoffs. Attorney Melvin F. Kinkley, who handled the successful defenses, declared that there will be no convictions; that the sensational city-wide raids were unjustified and that none of the machines will be destroyed. Thus far he has made good.

Results of the cases have been heartening to pinball operators who have been harassed in Northern New York up to now. A few months ago State police made a similar series of raids in Ogdensburg.

WESTERN SUPERIOR PAYTABLES ARE CHANGING THE OPERATING PICTURE—For The Better!

Strengthen Your Locations With

**DERBY CLOCK** Twin Jackpot Paytable.

**BASEBALL** Console. Legal. Profitable.

See Your Jobber Now.

**WESTERN PRODUCTS, INC.**  
925 W. North Avenue, CHICAGO.

**LOWEST PRICES EVER OFFERED**

Takes in @ 5c ..... \$30.00  
Jar payout \$12.00  
Card Avg. 10.29

Avg. Payout \$22.29  
Profit per deal avg. \$7.71  
600 numeral style tickets.  
47 seal card.

**75c** For refills and cards in dozen lots.  
Each Jar 25c.  
Holders 25c  
Write Today

**Jar Specialty Co.**  
806 1/2 E. Willard St., Muncie, Ind.

**McCALL'S WEEKLY SPECIALS**

**TURF KINGS** \$14.50  
**CARNIVAL** 11.50  
**HOME STRETCH** 9.50  
**STOPPER'S RACES** 10.50  
**HAPPY DAYS** 4.50  
**LONG BEACH** 6.50  
**LIGHTS OUT** 24.50  
**EXCEL** 8.50  
**BATTER UP** 12.50  
**CARGO** 17.50  
**MERCURY** 4.50  
**RUNNING WILD** 6.50  
**TRACK MEET** 22.50  
**ELECTRIC SCOREBOARD** 9.50  
**MYSTIC FLASH** 5.00  
**SILVER** 12.50  
**SKIPPER TICKET GAME** 12.50  
**EXHIBIT** 12.50  
**WE BUY, SELL OR EXCHANGE.**

3147 Locust St. McCall Novelty Co.  
St. Louis, Mo.

**SALESBOARD OPERATORS**  
Read  
"DEALS"

A column about new salesboard ideas, deals and personalities.  
In the  
**Wholesale Merchandise Department**  
**THIS WEEK and EVERY WEEK**



BERT LANE (right) and Fred Iverson, Seaboard Sales, offer mutual congratulations on Genco's Bubbles, for which Seaboard is Eastern distributor.



# "They're Tops" - Say Ops!



## TRACK RECORD 4-WAY PLAY RESERVE JACKPOT

New, tantalizing, gyrating ball action never before seen! New, lively, wide open field . . . no springs! New field rail of live gum rubber! New catalin bumper posts ringed with live rubber!

### \$50 TOP AWARD!

Jackpot Reserve with \$50 top award! Free step-up of Reserve! Free Multiple feature! Winning holes light up for Win, Place and Show! Mystery Selection and Odds! Fully adjustable by simple new control-board switches! No complications! May be operated 4 ways by simple change of switch . . . Multiple with Reserve or without, Single with Reserve or without. More new features than any 1-Ball Payout on the market! See it! You'll agree it's the greatest money-maker of recent times!

**\$199<sup>50</sup>**

A C Operated

## FIRE ALARM 5-BALL NOVELTY FULLY METERED

Fires player's enthusiasm with new skill features and play! 2 Mystery Captive Balls step up players' points! Numerous opportunities to score extra thousand points, controlled by lights! Bell rings, 3-color lights flash on field and background, blazing progress of play! Free Ball roll-over contacts!

### 1001 NEW THRILLS!

Every inch of the colorful field and backboard packs a wallop of excitement and surprises! New lively ball action. Massive backboard with realistic fire scene! Magnificent cabinet! New simplified mechanism, absolutely fool-proof!

**IMMEDIATE  
DELIVERY  
ON ALL  
MACHINES**



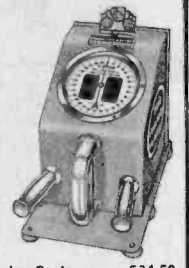
**\$74<sup>50</sup>**

A C Operated

## DE LUXE GRIP SCALE

3-Way Strength Tester  
100% Legal!

In production one solid year and no let-up! Has Button Indicator Control for competitive play . . . Tension Adjustment . . . Bell Adjustment . . . Non-Clog Slot. 6-Suction cup base holds it securely to counter. Metal Stand \$2.50.



**\$19.50**

DUO-GRIP, 3-Way Tester plus Reels . . . \$24.50

**D. GOTTLIEB & CO.** 2736-42 N. PAULINA ST. CHICAGO

### TOM MIX RADIO RIFLES

Factory reconditioned like new. **\$75<sup>00</sup>** each  
1/3 Deposit, Balance C. O. D.

**REX AMUSEMENT CO.**  
701 Salina St., Syracuse, N. Y.

## Twin City Coin Show

To hold affair in St. Paul  
Feb. 3—expect large number of coinmen to attend

ST. PAUL, Jan. 28.—On Friday, February 3, a Northwest Coin Machine Show will be held at the Midway Club, 1931 University avenue, St. Paul. The coin machine jobbers in the Twin Cities have co-operated in this undertaking to show all the new machines to the operators of Minnesota, North Dakota, South Da-

kota, Western Wisconsin and upper Michigan.

The event is being held during the St. Paul Winter Carnival, which is the big "Mardi Gras" of the Great Northwest. A heavy attendance is expected. All coin-operated equipment will be on display in one mammoth room under the auspices of the combined Twin City distributors. Lunch and refreshments will be served all day and evening. The annual meeting and election of officers of the Minnesota Amusement Games Association, Inc., will be held at 7:30 p.m. "Bring your operator's registration card," says the committee. "If you don't have one apply at the registration desk for one. Valuable door prizes will be given as one of the many special events to entertain the visiting coin machine operators."

This is the first undertaking of this kind by the live-wire coin machine men in the Twin Cities and it is expected to be a huge success. The Twin City coin machine men do things in a big way and they are usually successful in anything they undertake.

## Keeney Shipping New 1939 Games

CHICAGO, Jan. 28.—"Location tests and releases having been made before their introduction at our private showings, we were able to start shipments on both Pastime, our new console, and Spinner-Winner, our counter game, within one week after their presentation to the trade."

Making that statement, J. H. Keeney, head of the House That Jack Built, continued his remarks by saying: "Releases on Pot Shot, our new fast-playing one-ball payout table, which also comes in a free-game model, have already been made, so that we will be shipping this game within the next few days."

"Both the payout and free-game models of Pot Shot have now been out on location tests," concluded Keeney, "and reported earnings and mechanical performance have been such as to justify our jumping right into volume production of this new idea in pin-game play principle."



HERE'S THE MAN who invented Robbins' new Criss Cross counter skill game. He is Irving Mitchell, of D. Robbins & Co., Brooklyn. Mitchell is married and has two children.

### SALES BOARD OPERATORS!

You cannot afford to be without our latest catalog of money-making premium deals. Write today for your copy, also for big list of close-out cash and step-up boards.

**H. G. PAYNE COMPANY**  
312 Broadway, Nashville, Tenn.

### OPERATORS JOBBER DISTRIBUTORS

If you operate Jar Deals, it will pay you to write for our illustrated literature and new low prices.

**LOUISVILLE NOVELTY MFG. CO.**  
Manufacturers of Quality Jar Deals,  
330 East Breckinridge St., Louisville, Ky.

**\$1.25 PER DEAL**

<b>GET A HIT</b> 1260 Tickets @ 5c, \$63.00 Av. Pay \$40.50 Av. Pft. \$22.50	<b>PECK'N</b> 1260 Tickets @ 5c, \$63.00 Av. Pay \$42.00 Av. Pft. \$21.00	<b>5-STAR FINAL</b> 1260 Tickets @ 5c, \$63.00 Av. Pay \$39.85 Av. Pft. \$23.15
<b>2280 Tickets @ 5c \$114.00</b> Av. Pay \$70.00 Av. Pft. \$44.00	<b>2280 Tickets @ 5c \$114.00</b> Av. Pay \$73.15 Av. Pft. \$40.85	<b>2280 Tickets @ 5c \$114.00</b> Av. Pay \$68.80 Av. Pft. \$45.20

1260 Ticket Deals—\$1.25 per deal in dozen lots for refills. Refills include Tickets, Jackpot Card & Jar Label. Jars 25c each. Holders 25c each. Complete deals \$1.75 per deal in dozen lots. Sample deals \$2.25 each complete or \$8.00 for all three complete.

2280 Ticket Deals—\$1.75 per deal in dozen lots for refills. Jars 25c each. Holders 25c each. Complete deals \$2.25 each in dozen lots. Sample deals \$2.75 each complete or \$7.50 for all three complete. If 2520 tickets are desired add 25c per deal. 1/3 deposit with order, balance on delivery.

Tickets Only: 1260's . . . \$9.00 Doz.  
2280's . . . \$15.00 Doz. | 2520's . . . \$18.00 Doz.

Send for Catalog of Other Winners.

**WINNER SALES CO.**  
"PICK A WINNER WITH WINNER."  
3307 ARMITAGE AVE., CHICAGO, ILL.

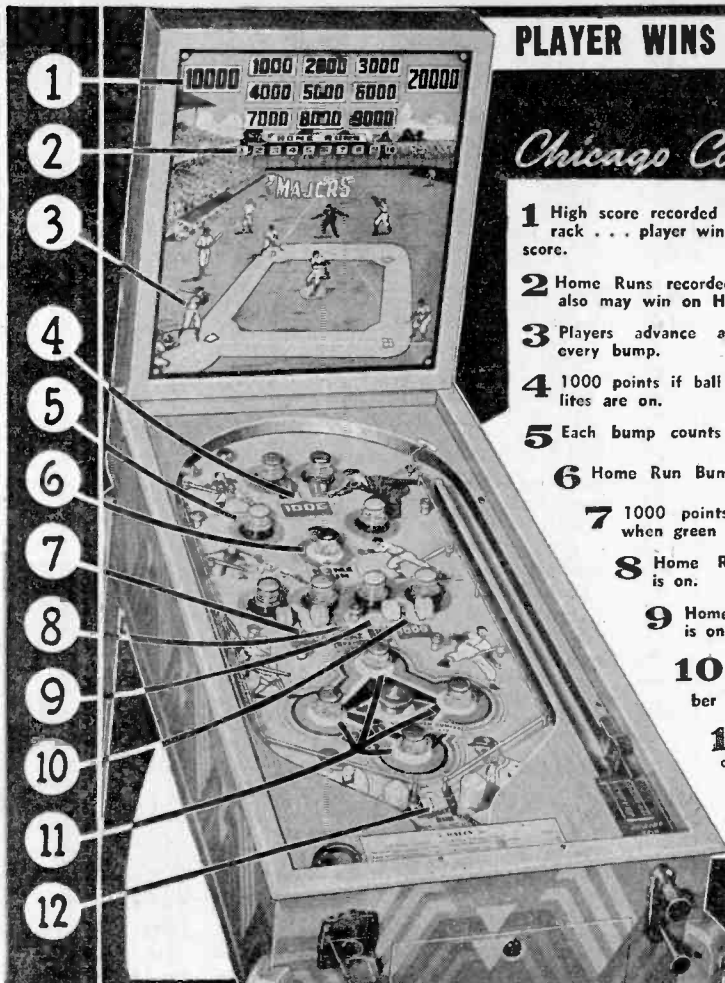
### PARTY WITH ACCESS

To QUANTITY of SLOTS and CONSOLES

Desires Contact With Person Who Has Sufficient Influence to Arrange for the Satisfactory Operation of This Type Equipment.

**BOX 361, THE BILLBOARD, CHICAGO, ILL.**

End your correspondence to advertisers by mentioning The Billboard.



PLAYER WINS ON HIGH SCORE --- HOME RUNS OR BOTH

Chicago Coin's

# MAJORS

- 1 High score recorded on back-rack . . . player wins on high score.
- 2 Home Runs recorded. Player also may win on Home Runs.
- 3 Players advance around diamond with every bump.
- 4 1000 points if ball passes thru when red lites are on.
- 5 Each bump counts 100 points.
- 6 Home Run Bumper.
- 7 1000 points if ball passes thru when green lites are on.
- 8 Home Run when green lite is on.
- 9 Home Run when amber lite is on.
- 10 1000 points if ball passes thru when amber lite is on.
- 11 Each bump counts 100 points. When all lites are on, each bump counts 1,000.
- 12 If all lites are on, ball going thru gives Home Run.

The Hottest Game You've Seen in a long long time!

MAJORS NOVELTY **\$79<sup>50</sup>**  
 MAJORS FREE GAME **\$89<sup>50</sup>**

Immediate Delivery!

CHICAGO COIN MACHINE MFG. CO.  
 1725 DIVERSEY BLVD  
 CHICAGO, ILL.

**\$49<sup>50</sup>**  
 1/3 Deposit

Guaranteed Immediate Delivery.

### Mills Vest Pocket Bell-Automatic Payout

The latest Automatic Slot Machine in the world with mystery payout. Only \$47.88, weighs only 15 lbs. Vest Pocket Bell will earn for you the same profits as the large size slots. A convenient machine to operate in closed territory. Cash box holds \$45.00 in nickels.

**SICKING MFG. CO. Inc.**  
 1922 FREEMAN AVE. - CINCINNATI, O.

## FLASH! - - - LOOK!

The Original New Reels

### "TWIN JACKPOT"

Universal's Sensational New Twin Jackpot Feature is Now Available in the Original "New Reels"

Dumps Jackpots right into player's hand. An absolutely exclusive new feature found only on Universal's Original "New Reels." Works just like a slot machine. Steps up play in every location. Write for complete details and new low factory prices.

"DOUBLE JACKPOT APPEAL" IS BROUGHT TO YOU ONLY BY UNIVERSAL.

Sold to Operators, Jobbers and Distributors Only.

**UNIVERSAL MANUFACTURING CO.**  
 DEPT. BB 18 MANUFACTURERS ONLY  
 104 E. 8th Street KANSAS CITY, MO.

2520 SIZE.	Takes In 2520 @ 5c . . . . .	\$126.00
	Pays Out (Actual) . . . . .	\$2.00
	Profit (Actual) . . . . .	\$44.00
	97 WINNERS.	
1260 SIZE.	Takes In 1260 @ 5c . . . . .	\$63.00
	Pays Out (Actual) . . . . .	\$4.50
	Profit (Actual) . . . . .	\$22.50
	97 WINNERS.	

3 WAYS TO WIN means EXTRA PROFIT with Genco's

## BUBBLES

High-Score hit! Plain or free play!

Mills' Money Makers:  
 VEST POCKET BELL  
 MOVIE MACHINE  
 FREE PLAY 1-2-3  
 SQUARE BELL

**SEABOARD SALES, INC.**  
 619 TENTH AVENUE, NEW YORK, N.Y.  
 Phone: Wisconsin 7-5688

### ATTENTION OPERATORS & JOBBERS

25 GAMES IN ORIGINAL CRATES, FACTORY CLOSEOUTS, AT REDUCED PRICES. WRITE FOR COMPLETE LIST.

De Luxe Centerpacks . . . . .	\$ 8.50	Reserves . . . . .	\$21.50	Stables . . . . .	\$39.50
Penny Packs . . . . .	7.50	Odd Ball . . . . .	62.50	Preakness . . . . .	22.50
G-Man Grips . . . . .	5.00	Lightning . . . . .	37.50	Photo Finish . . . . .	19.50
Gingers . . . . .	14.50	Airway . . . . .	22.50	Fairgrounds . . . . .	54.50
Mills Q. Ts. . . . .	23.50	Zephyr . . . . .	27.50	Fleetwood . . . . .	66.50

TERMS: 1/3 Deposit, Balance C. O. D.

**GRAND NATIONAL SALES CO., 2304-06 ARMITAGE, CHICAGO, ILL.**

## FOR SALE

**STONER ZETAS \$34.50**  
**BALLY RESERVES 18.50**

We also have other late Novelty Games. Write for exceptionally attractive LOW PRICES!

1/3 Deposit, Balance C. O. D.

**JOE ROTHKOP**  
 4317 California Ave., Omaha, Nebraska.

### THE OUTSTANDING GAME OF THE SEASON!

## CHUBBIE

Write for Prices!

**NATIONAL NOVELTY CO., MERRICK, L. I. N. Y.**

Keeley's Free Races . . . . .	\$40.00	Bambino . . . . .	\$14.50
Odd Ball . . . . .	35.00	Cargo . . . . .	12.50
Bally View . . . . .	32.50	Six Mile . . . . .	12.50
Review . . . . .	27.00	Bally Reserve . . . . .	12.50
Nags . . . . .	24.00	Zephyr . . . . .	11.00
Yale . . . . .	24.00	Silver Flash . . . . .	9.50
Hi Lo . . . . .	22.50	Bulls Eye . . . . .	8.00
Swing . . . . .	17.00	Airway . . . . .	8.00
Snappy . . . . .	16.50	Chico Base . . . . .	7.00
		ball . . . . .	

FOLLOWING \$6.00 EACH: Vogue, Power Play, Equinox, Auto Derby, Home Stretch, Turf Kings, Boo Hoo, Hit 'n Run, Rocket, Booster.

1/3 Cash Deposit. Under \$10.00 Full Cash. For Export Cable: "COINMACHIN", N. Y.

**MAX MUNVES**  
 555 West 157th St., New York, N. Y.

**EXPORT**  
 "We Cover the World!"  
 Cable Address: "NATNOVCO"  
 Merrick, N. Y.

Look into National's Growing Reputation for the Leading New Games at a Price!

# OUR 1939 RESOLUTION

*Will Strive*

TO GIVE THE BEST VALUES IN NEW AND USED EQUIPMENT.  
TO PLEASE EVERY CUSTOMER WHETHER LARGE OR SMALL.  
TO MAKE ALL HAPPY WHO DEAL WITH US . . . . .

TO THIS END WE PLEDGE THE UNTIRING EFFORTS OF OUR ENTIRE ORGANIZATION

*Carutti*

## NOVELTY GAMES

1 BALLY LINE-UP	\$ 7.50
2 BALLY THUNDERBOLTS	19.50
3 BALLYVIEW	29.50
3 BALLY PALM SPRINGS	22.50
1 BALLY SUSPENSE	39.50
1 BALLY ARROW-HEAD	59.50
6 BALLY EUREKA, Free Game Model	64.50
1 BALLY BAMBINO	12.50
2 BALLY WORLD'S FAIR	19.50
1 CHICAGO COIN SPOKES	12.50
1 CHICAGO COIN PEACHY	27.50
1 CHICAGO COIN NACS	16.50
1 CHICAGO COIN PEPPY	21.50
1 CHICAGO COIN EXPOSITION	21.50
3 DAVAL GREEN LIGHTS	29.50
2 DAVAL ROBIN HOOD, Reserve Model	29.50
3 DAVAL ODD BALLS	39.50
1 DAVAL WAR ADMIRAL	9.00
2 EXHIBIT BOUNTY	39.50
1 GENCO RECORDER	22.50
1 GENCO TRIPLE PLAY	32.50
1 GENCO RAC TIME	32.50
4 GENCO KLICKS	34.50
1 KEENEY HIT NUMBER	39.50
4 STONER ZETA	24.50

## SPECIAL OFFERING

**65 BALLY RESERVES \$29.50**

These games are guaranteed to be in strictly first-class condition. A good location will pay for a machine within one week's time. Grab a bargain now while you can.

## CONSOLES

3 BALLY RAY'S TRACKS, Cash Model	\$ 37.50
4 BALLY RAY'S TRACK, Check Model	39.50
1 BALLY TURF SPECIAL	29.50
2 BALLY LINCOLN FIELDS	42.50
4 BALLY SKILL FIELD	42.50
1 EVANS HIALEAH SPECIAL	99.50
1 EVANS BANG TAILS	79.50
1 EVANS GALLOPING DOMINOS	79.50
1 JENNINGS LIBERTY BELL CONSOLE	39.50
4 JENNINGS DERBY DAY CONSOLES	42.50
4 KEENEY TRACK TIMES, '38 Models	119.50
2 KEENEY TRACK TIMES, '37 Models	79.50
3 KEENEY SKILL TIMES	129.50
2 MILLS SQUARE BELLS	129.50
4 PACE MARATHONS, Check or Cash Payout	139.50

## PACES RACES

An Excessive Stock on Hand — Some Brown Cabinet and Some Black Cabinet Jobs — Some Check and Some Cash Payout. THESE MUST MOVE. Save Money—Get Our Prices Before Purchasing Elsewhere.

## COLUMBUS PEANUT and CONFECTION VENDERS

A VENDER FOR EVERY PURPOSE. We Are Distributors for These World Famous Machines. Price List and Descriptive Circular Mailed Upon Request.

## TERMS

To speed deliveries 1/3 Certified Deposit must accompany all orders. We ship balance C. O. D., F. O. B. Fayetteville, North Carolina.

ALL OFFERINGS ARE MADE SUBJECT TO PRIOR SALE

## IMPORTANT NOTICE IMPORTANT

That We May Offer Faster Delivery and Better Service, We Will Stock in Our Warehouses All the New Games Exhibited At the 1939 Coin Machine Show As Released By Factories. Shipments Will Be Made From Warehouses Or Fayetteville, N. C., Immediately Upon Receipt of Orders.

## SLIGHTLY USED AND REBUILT SLOTS

3 MILLS 5c LION HEAD Double Jackpot Bells, Reg. Payout	\$24.50
2 MILLS 5c LION HEAD Double Jackpot Bells, Mys. Payout	29.50
2 MILLS 5c SKYSCRAPER Double Jackpot Bells, Reg. Payout	24.50
5 MILLS 5c SKYSCRAPER Double Jackpot Bells, Mys. Payout	29.50
6 MILLS 5c WAR EAGLE Jackpot Bells, Regular Payout	35.00
7 MILLS 5c WAR EAGLE Jackpot Bells, Mystery Payout	39.50
2 MILLS 5c YELLOW FRONT Mystery Gold Award Bells	39.50
17 MILLS 5c BLUE FRONT Mystery Bells or Venders, with or without Gold Award	49.50
7 MILLS 10c BLUE FRONT Mystery Bells or Venders, with or without Gold Award	52.50
4 MILLS 25c BLUE FRONT Mystery Bells or Venders, with or without Gold Award	55.50
6 MILLS 1c BLUE FRONT Mystery Gold Award Bells or Venders	44.50
1 MILLS 50c BLUE FRONT Mystery Bell without Gold Award	59.50
3 MILLS 5c Q. T. BELLS, Like New	42.50
48 MILLS 5c CHERRY BELLS	59.50
12 MILLS 5c CHERRY SIDE VENDERS	64.50
12 MILLS 10c CHERRY BELLS	62.50
7 MILLS 10c CHERRY SIDE VENDERS	67.50
6 MILLS 25c CHERRY BELLS	65.50
4 MILLS 25c CHERRY SIDE VENDERS	70.50
23 MILLS 5c MELON BELLS	69.50
14 MILLS 5c MELON SIDE VENDERS	74.50
6 MILLS 10c MELON BELLS	72.50
4 MILLS 10c MELON SIDE VENDERS	77.50
3 MILLS 25c MELON BELLS	75.50
3 MILLS 25c MELON SIDE VENDERS	80.50
1 WATLING 5c WONDER VENDER with Gold Award	24.50
1 WATLING 1c WONDER VENDER without Gold Award	24.50
2 WATLING 5c TWIN JACKPOT FRONT VENDERS	22.50

## Reconditioned--AUTOMATIC PHONOGRAPHS--Dependable

11 MILLS DELUXE MODEL DANCE MASTERS, 12 Records	\$ 39.50
21 MILLS DO RE MIS, 12 Records	49.50
1 MILLS ZEPHYR, 12 Records	79.50
1 MILLS REGULAR DANCE MASTER, 12 Records	32.50
1 ROCK-OLA MULTI-SELECTOR, 12 Records	42.50
17 MODEL "K" SEEBURGS, 15 Records	84.50
5 MODEL "K" SEEBURGS, 20 Records	149.50
1 SEEBURG ROYALE, 20 Records	169.50
2 MODEL 616 WURLITZERS, 16 Records	109.50
4 MODEL 616-A WURLITZERS, 16 Records	124.50
5 MODEL 24 WURLITZERS, 24 Records	179.50
1 MODEL 716 WURLITZER, 16 Records	109.50
1 MODEL 316 WURLITZER, 16 Records	94.50

## THE ARISTOCRAT COIN-OPERATED POOL TABLE

BRAND NEW. SIZE, 4 1/2 x 9 FT.	\$262.50
SIZE 4x8 FT.	237.50

Shipment Within Five Days From the Time Order is Received.  
Order a Sample. You Will Like It.

## REFERENCES

Bradstreet & Dun; any Bank in Fayetteville, N. C., or your own bank.

## AUTOMATIC PAY TABLES

5 BALLY ARLINGTONS	\$24.50
3 BALLY KLONDIKES	49.50
2 BALLY BLUE RIBBONS	89.50
9 BALLY DELUXE PREAKNESS	47.50
7 BALLY REGULAR PREAKNESS	22.50
17 BALLY FAIRGROUNDS	46.50
19 BALLY FLEETWOODS	42.50
3 BALLY GOLDEN WHEELS	14.95
2 BALLY RACING FORMS	12.95
4 BALLY ROVERS	24.50
18 BALLY STABLES	32.50
3 BALLY ENTRY	26.50
1 BALLY JUMBO	7.95
1 BALLY BONUS	9.95
1 BALLY PEERLESS	9.95
1 BALLY MULTIPLE	9.95
2 MODEL "B" TRAFFICS (5 Balls)	4.75
4 GOTTIEB MULTIPLE RACES	39.50
1 GOTTIEB MAN-O-WAR	99.50
3 GOTTIEB FOTO FINISH	12.95
1 JENNINGS RACING CLUB	12.95
1 KEENEY WINNING TICKET	129.50
4 MILLS CLOCKS	12.95
3 MILLS RAILROADS	12.95
21 MILLS 1-2-3 TABLES	32.50
12 MILLS 1-2-3 TABLES (Late Model)	99.50
5 MILLS HI-BOY TABLES, Like New	119.50
1 WESTERN FEED BAC	79.50
1 WESTERN QUINELLA (Single Slot)	29.50

## COUNTER GAMES

12 DAVAL PENNY PACKS, Latest Model	\$11.75
11 BUCKLEY CENT-A-PACKS	9.75
4 DAVAL SMOKE REEL Gum Venders	13.75
4 DAVAL SMOKE REELS without Gum Venders	11.75
5 DAVAL JOKER WILD Gum Venders	13.75
3 DAVAL JOKER WILD without Gum Venders	11.75
9 BENNETT DEUCES WILD	12.75
7 BENNETT LUCKY PACKS	12.75
1 EXHIBIT SKILL DRAW	9.75
2 EXHIBIT TURF TIME	9.75
6 DUCK SOUP (Brand New)	1.00
3 GROETCHEN ZEPHYRS	11.75
3 GROETCHEN CINGERS	18.50

## MISCELLANEOUS

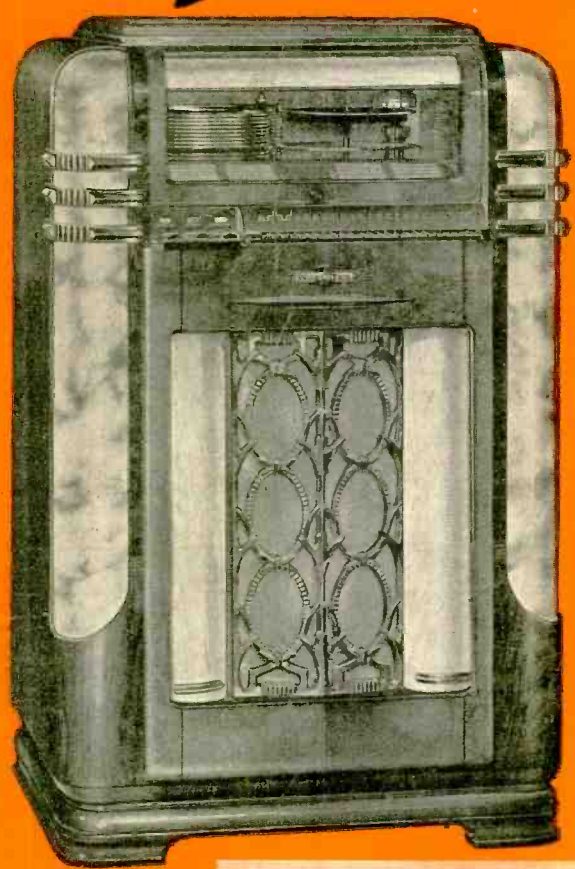
4 BRAND NEW AD-LEE PENNY SHOPS	\$18.50
1 USED AD-LEE PENNY SHOP	14.50
3 NEW DELUXE STANDS FOR PENNY SHOP	4.00
1 JENNINGS PREMIER DIAL SCALE	27.50
2 ROCK-OLA LOBOY SCALES	34.50
2 MILLS DIAL SCALES	27.50
1 MILLS MODERN SCALE	39.50

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**DELUXE  
MODEL 500**



**COUNTER MODEL 61**

*Sold Only to*  
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**WURLITZER**  
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Whether it be a palatial dining room or a lunch counter . . . a "swank" cocktail lounge or a drug store soda fountain . . . both locations need Wurlitzer music and both are important for greater profits to the Music Merchant.

The Wurlitzer "Five Hundred" answers the demand for the finest, most modern De Luxe Automatic Phonograph equipment. With the piano key-board selector, 24 records—and colorful rich design, it will add to the crowd pulling power of any location.

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